

SOCIAL MEDIA STRATEGIC PLAN 2020



Delivering value. For life.

Objective

Oxford Bank's social media's presence will act as a source for community engagement and activity for our target markets. We will promote community and national events, act as a tool for our followers by providing financial advice, including awareness for cyber security, financial security, and savings.

Lead

Liz Lawer

Current State (Oct. 2019)

The Bank's followers increased during 2019 on all social media platforms, and engagement on each platform also increased. The Bank's post engagements on each platform have improved, and many of our followers continue to perform and engage with our posts. The most engaged posts are the monthly small business spotlights and video-based posts, and our occasional contests. LinkedIn account is active, however, more attention was given to Facebook. Per feedback received by experts, engagement on Twitter has decreased to almost non-existent, with Instagram receiving attention instead. YouTube is utilized only as a file storage space for Bank videos.

Target Condition (Dec. 2020)

OXBC will be remain active and present in order to promote company and brand awareness. OXBC medias will be engaged through employees, current, and future clientele. Medias will provide up-to-date activities and be used as a source of reference by others, including the utilization of video/multimedia to enhance the user experience on current social media platforms. May utilize websites like hootsuite for social media management.

Current Metrics

- Facebook: year end goal 1,500 followers
 - 1,272 followers (+496 2018)
- Twitter: year end goal 100 followers
 - 101 followers (+14 2018)
- LinkedIn: year end goal 1,560 followers
 - 1,571 followers (+90 2018)
- Instagram: year end goal 75 followers
 - 69 followers (+35 2018)

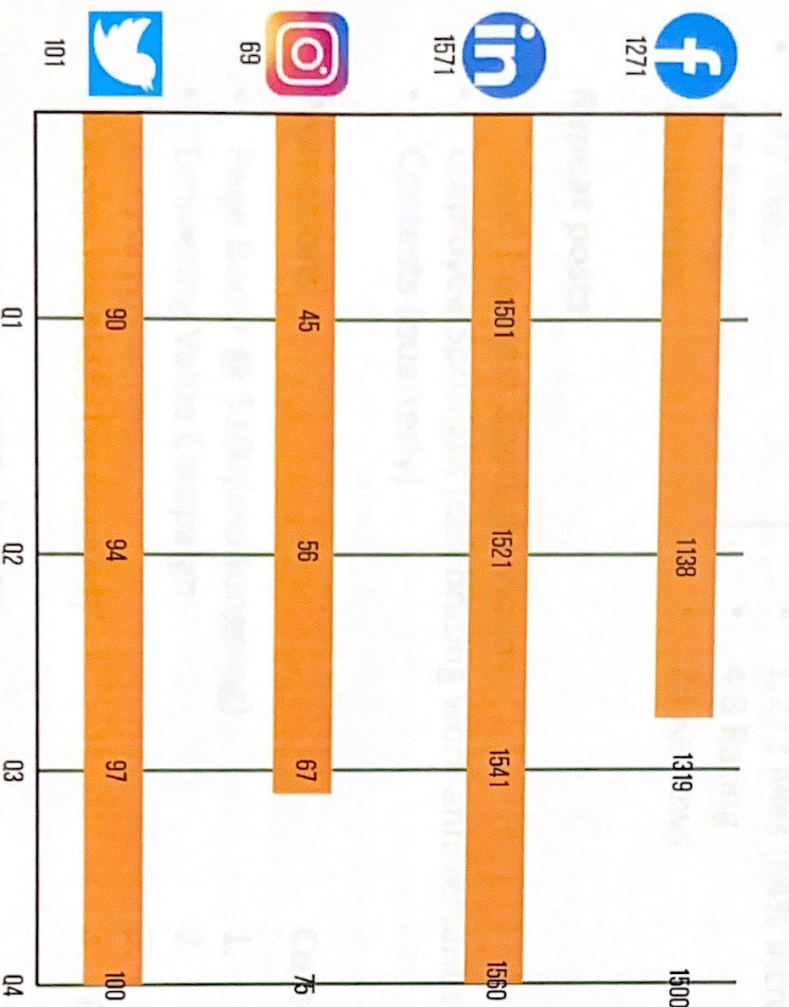
2020 Target Metrics

- Facebook: increase followers to 1,875
- Twitter: WE WILL NOT FOCUS ON TWITTER IN 2020
- LinkedIn: increase followers to 1,728
- Instagram: Increase followers to 300

2020 STRATEGIC PLAN - RESULTS



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Facebook

- On track: goal – 1,500, CS 1,272
- Increased post frequency
- Increase paid promotions

Twitter

- Met goal – 100, CS 101
- Twitter usage dropped/not considered a priority, per professional advice

LinkedIn

- Met goal – 1,560, CS 1,571

Instagram

- On track: goal 75, CS 69
- Will look at paid promotions in 2020

SOCIAL MEDIA STRATEGIC PLAN

FACEBOOK @OXFORDBANKMI



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2018 State

- 777 likes
- 4.7 Rating
- 20 Reviews

Current State

- 1,272 likes (64% increase)
- 4.8 Rating
- 23 Reviews

Future State

- 1,875 likes (47% increase)
- 4.9/5 rating
- 30 reviews – PB support

Repeat posts

- Small Business Spotlight videos
- Employee Spotlight (celebrating work anniversaries)
- Contests (quarterly)

Promotions

- Page Boost @ \$100/mo (ongoing)
- Delivering Value Campaign
- Kasasa (via vendor)
- Open positions (as needed)

Contests

1. Guess the # of pennies in a jar (\$75)
2. Super Bowl (\$75)
3. Guess # candy corns (\$100)
4. End of year campaign (\$250)

Proposed Budget 2020: \$3,500

SOCIAL MEDIA STRATEGIC PLAN

FACEBOOK: OUR COMPETITORS



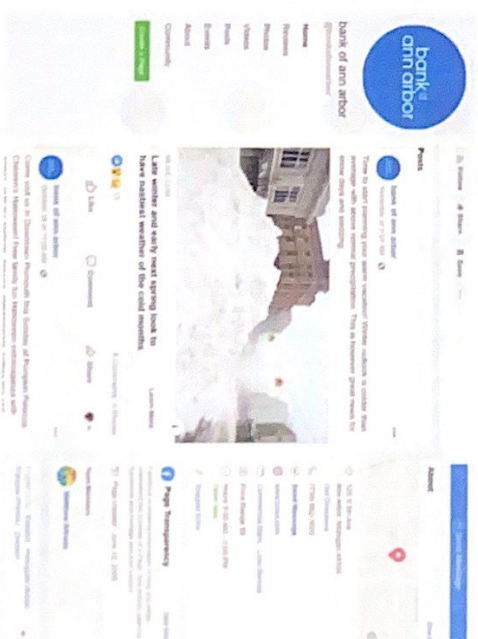
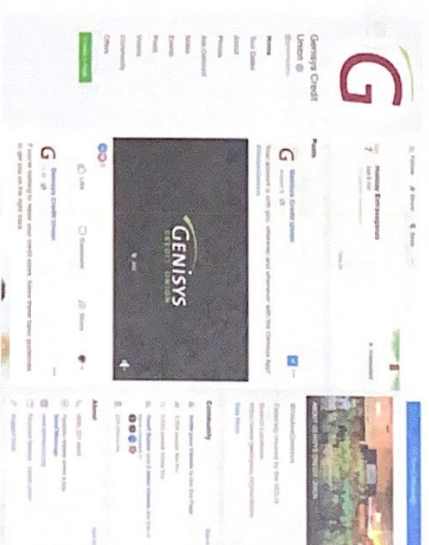
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Genisys Credit Union

- 9,300 likes
- Best Practices:
 - Highlight non-account services (mobile app)
 - Promote community events (we are X sponsor)
- ** Most posts only have 1-3 reactions/engagements

Bank of Ann Arbor

- 20,655 likes
- Best Practices:
 - Personal, community involvement (highlighted employee veterans on veteran's day, employees eating at local restaurants, etc.
 - Consistent posts (every day, multiple times per day)
 - Lots of reposts/shares, or tagging employees/businesses
- ** Most posts have 15+ reactions/engagements



SOCIAL MEDIA STRATEGIC PLAN

TWITTER @OXFORDBANK



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2018 State

- 87 followers (24% increase)
- 1.7 avg. monthly tweet impressions

Current State

- 101 followers (16% increase)
- 2.2k avg. monthly tweet impressions

Future State

Per professional recommendation, we will continue to monitor but to focus on Twitter

Oxford Bank
Joined April 2016
44 following 101 followers

Tweets Tweets & replies Media Likes

Oxford Bank @OxfordBank Jul 26
It's our final "Customer Appreciation day" Come out to the Addison Branch for hotdogs, cookies and chips! [Instagram.com/p/OxfordBank](#)...

Oxford Bank @OxfordBank Jul 22
UPDATE: Ottumwa Branch has power and is open. Addison Branch remains closed.

Oxford Bank @OxfordBank Jul 22
NOTICE: Our Ottumwa & Addison Branches are closed due to power outages.

Oxford Bank @OxfordBank Jul 13
Another happy customer at our Addison Branch! [#Giving @Oxap](#) [#retweetme](#) [#wellnessweekend](#)

SOCIAL MEDIA STRATEGIC PLAN

TWITTER: OUR COMPETITORS



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Genisys Credit Union

- 2,397 followers
- Best Practices:
 - Articles on tips via website blog
 - Promote community events (we are X sponsor)
- **Typically has no engagement on posts

Bank of Ann Arbor

- 9,789 followers
- Best Practices:
 - More retweets than tweets
 - Follows more businesses than individuals, where they retweet from
 - Community engagement posts
- **Lower engagement on original posts; lots of engagement on retweets



Genisys Credit Union
 Genisys Credit Union is based in Madison, WI. Serving over 70,000 members with 28 branch locations in Michigan, 3 in Minnesota and 1 in Kentucky.
 @genisyscu 2,397 followers
 445 following
 3,237 retweets

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Bank of Ann Arbor
 Bank of Ann Arbor is based in Ann Arbor, MI. Serving over 100,000 members with 100 branch locations in Michigan, 1 in Minnesota and 1 in Kentucky.
 @bankofannarbor 9,789 followers
 4,790 following
 3,178 retweets



SOCIAL MEDIA STRATEGIC PLAN

LINKEDIN



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2018 State

- 1,481 followers
- 174 employees

Current State

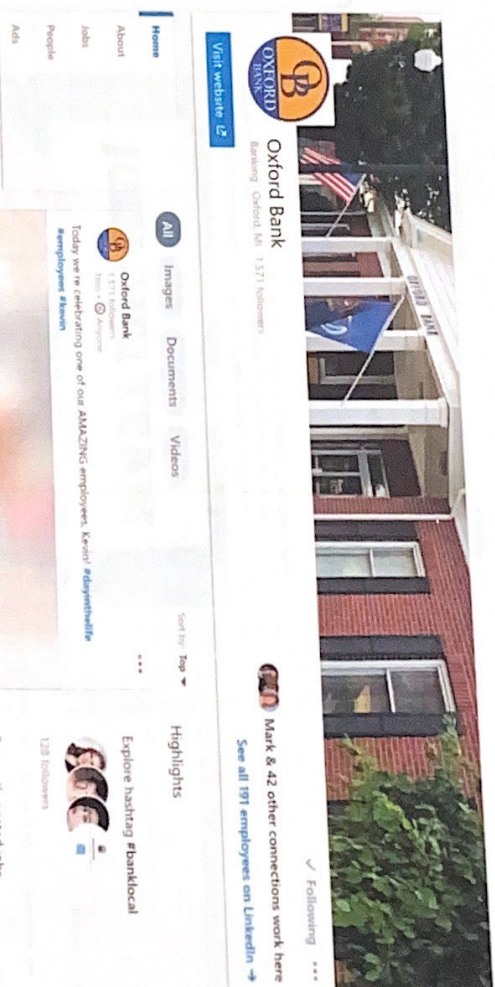
- 1,571 followers (6% increase)
- 191 employees

Future State

- 1,728 followers (10% increase)
- Post weekly

Tactics

- More community involvement posts
- Continue spotlights
- Support posts (financial/security advice)
- Reposts from employees



SOCIAL MEDIA STRATEGIC PLAN

LINKEDIN: OUR COMPETITORS



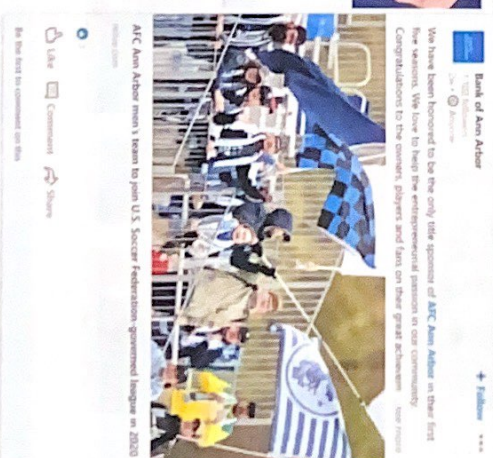
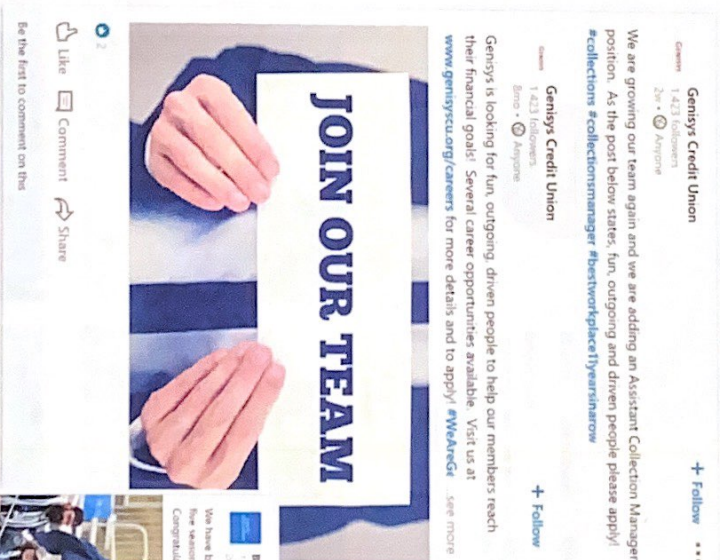
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Genisys Credit Union

- 1,423 followers
- Best Practices:
 - Team recognition/employee engagement
 - Job posts on LinkedIn
- **Has higher engagement in posts (10+)

Bank of Ann Arbor

- 1,102 followers
- Best Practices:
 - Company & Employee recognition
 - Security/Safety/Financial tips
 - Company promotions
- **Low engagement on posts (1-5 likes)



SOCIAL MEDIA STRATEGIC PLAN INSTAGRAM



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Current State

- 34 followers (103% increase)
- 20 posts

Future State

- 300 followers
- Post multiple times per week

Tactics

- Community events posts
- Branch-based posts
- Money posts
 - Week of money origami posts?

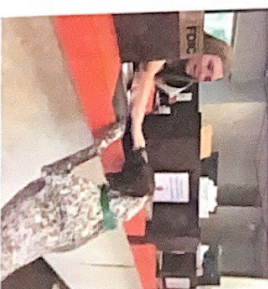


oxfordbank Following ...
20 posts 69 followers 10 following

Oxford Bank
Founded in 1884, we are Oakland County's oldest independent community bank. We believe in Delivering Value. For Life.
www.oxfordbank.com

Followed by hueturthowar, ryanjohn12, alisona2004 - 3 more

POSTS TAGGED



Genisys Credit Union

- **Posts have high engagement**

-



genysyscu

258 posts 416 followers 47 following

Genysys Credit Union

We think you should love your financial institution!
Visit us on your phone, in a branch &
in your community!
#WeAreGenysys #GenysysCU

genysyscu.org

