

Banks should embrace this cost-effective marketing tactic

Article



The strategy: FIs can improve brand visibility and trust with consumers by empowering employees as social media brand ambassadors.

Here's how two FIs are working with employees to do just that:

Indiana-based **Elements Financial** launched “Brand Central,” a hub providing employees with ready-to-use graphics and pre-approved copy for their personal social media, [per](#) The Financial Brand.

- The FI trains member-facing roles, such as mortgage loan originators and financial advisors, to create authentic posts within specific brand guidelines.
- The initiative has resulted in hundreds of employee-generated posts and thousands of impressions.

Ohio-based **Civista Bank** introduced the Social Star Program to encourage employee advocacy, according to its website

- The program helps staff personalize and share pre-approved content on their social media channels while ensuring compliance with brand standards.
- Monthly meetings and workshops inform employees about new campaigns and the latest social media trends.
- Since the program's launch, social media engagement has risen by around 150%, extending the bank's reach through employee networks.

For best results: FIs must clearly communicate the benefits of such programs to employees and align them with both professional and personal motivations.

- While both Elements Financial and Civista Bank emphasize the value of networking for professional growth, this approach may not appeal to more private or introverted employees.
- To engage everyone, FIs should offer diverse incentives like perks, vouchers, exclusive experiences, or placements on a leadership board.

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