



A trending TikTok conversation could cause banks to lose customers

Article

The news: Multiple content creators on TikTok are concerned about [President Trump's desire to eliminate the Federal Deposit Insurance Corporation \(FDIC\)](#) and are arguing that credit unions would be safer for depositors' funds, per Salon.

The details: [With recession fears building](#), US banking consumers are worried about their financial security. Paired with rumors about FDIC insurance becoming unreliable, it's no

wonder content creators' bold recommendations are going viral.

Influencers are emphasizing that credit unions are insured by a separate entity, the National Credit Union Agency (NCUA), which seems to have been off the radar of Trump and [Project 2025](#).

What does this mean for financial institutions? In a time of heightened uncertainty, both banks and credit unions can build consumer confidence and strengthen their reputations with clear, transparent communication.

- **For Banks:** [Banks must actively participate in the digital conversation](#) to counter the false narratives that can [spread quickly](#). A strong social media presence that educates consumers about the security of FDIC insurance and provides candid explanations can ease concerns and prevent customer churn. Additionally, proactive communications can reinforce confidence and build long-term loyalty and brand recognition.
- **For Credit Unions:** This moment presents a strategic opportunity for credit unions to highlight their own strengths. Messaging that directly addresses the misconceptions about financial safety—without spreading further fear or misinformation—can help credit unions stand out as secure, trustworthy financial partners.