

Social Media Posts

When posting on social media, think in terms of quick, fun, posts. Facebook and Instagram are highly visual. Twitter also now allows for pictures – and they don't count towards your total character count!

- Choose pictures that captivate someone's attention when they are scrolling through their newsfeed. We have listed suggestions to get you started, and by all means be creative and add to these posts.
- Remember to stay relevant when adding a hashtag to a Twitter or Instagram post. Look at what is trending along the left-hand side of the Twitter page.
 - Is it Friday? Post an inspirational story about one of your CDFI's customers and #FeelGoodFriday.
 - Are you a small business or do you service small businesses? #SmallBusinessSaturday #smallbiz
- If you are sending a tweet and the link you want to include is too long, go to www.bitly.com. Paste the longer link into the box right on the landing page, and it will generate a much smaller link that will take your viewer to the same place.
 - For example, if you want to include OFN's 2017 Policy Priorities, the link is: https://ofn.org/sites/default/files/resources/PDFs/Policy%20Docs/2017/OFNPolicyPriorities_2017.pdf. But if you use Bitly, it will be: <http://bit.ly/2DqoEGx>.
- For more Social Media guidance, download a copy of our Social Media Guide from the CDFI Consumer Marketing Library.

Here are some examples of social media posts that you can use for your CDFI:

Twitter:

- Need an affordable loan without high repayment fees? We're a different kind of lender. Stop in to see us. [\[CDFI url link\]](#)
- Your financial health matters. Check out these tips to get in top financial shape [\[Insert Bit.ly short link to financial tips story or news.\]](#) #TipsTuesday
- Looking to save a little more money each month? We can teach you how to build a budget plan that works for you. [\[CDFI url link\]](#) #morethanalender
- Need to improve your credit? We can help. Sign up for our free community credit building workshop. [\[CDFI url link\]](#) #CDFIcreditbuilders

Facebook:

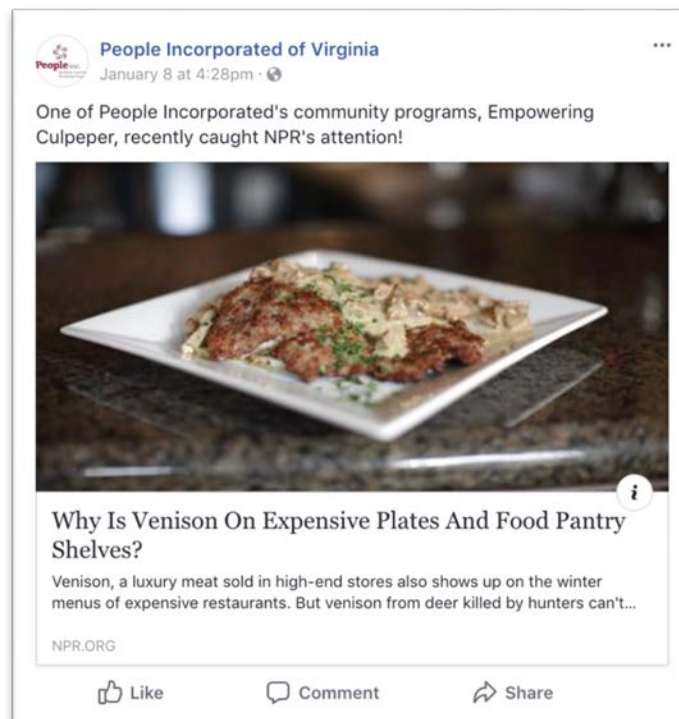
- Community is at the heart of all we do. [\[Insert Bit.ly short link to success story or recent news clip of one of your clients or your CDFI giving back.\]](#)
- Affordable, responsible lenders are closer than you think. CDFIs are not like a traditional bank. We're community lenders who look beyond the numbers to get to know you. Let us help you reach your goals.
- Borrowing doesn't have to have a backlash. You don't have to work with lenders with high repayment fees. We are a different kind of lender for a different kind of borrower. [\[CDFI url link\]](#)

Below are a few ideas with examples for inspiration.

Twitter Example - Show your engagement in your industry and community like BBIF in Florida:



Facebook Example - Give a shout out to your community involvement like People Incorporated of Virginia:



Twitter Example - Promote an upcoming event that you're involved with like WORC in Philadelphia:



Twitter Example – Use a customer testimonial to showcase your services like this one for North Side Community Federal Credit Union in Chicago:

- “I’ve been with this credit union for almost 16 years and they have been great. They also help you out way more than a bank would.” - Ranis Thomas III #CDFIInvest

Instagram Example- Highlight one of your customers like Accion in Orlando. This will showcase their business and how your CDFI helped them to get there:

