

# #guyinflannel

A fun financial fact told by a guy in flannel, sipping fancy drinks.

*A video social media campaign*

# Video structure

1



Introduce a local restaurant

2



Sip a fancy, homemade,  
non-alcoholic drink

3



Talk about the drink's taste

4



Relate the drink's taste  
to a financial fact

5



End Card

6




Logo

# Premise: Highlight a local restaurant

**Virginia Credit Union**  
Published by Danny Swanson [?] · December 2 at 9:03am · 🌐

Today we stop by Sefton Coffee Co to try out their Shakerato. Comment #guyinflannel below to enter for a chance to win a \$10 Sefton Coffee gift card!! One winner will be randomly selected from comments made by 2 p.m. Monday, December 5th. #RVA



We're here at the Sefton Coffee Company

4,859 people reached [View Results](#)

1.6K Views

Like · Comment · Share

Debra Kerr Saneda, Sally Coleman and 26 others · Top Comments ·

2 shares

Write a comment...

**Virginia Credit Union** Congratulations Patti Musial! You're our winner! Send us a message with your contact info so we can get you your prize.  
Like · Reply · 2 · Commented on by Danny Swanson [?] · December 5 at 3:16pm

**Patti Musial** #guyinflannel  
Like · Reply · Message · December 3 at 4:25am

**Virginia Credit Union** Congratulations Patti! You're our winner! Send us a message with your contact info so we can get you your prize.  
Like · Reply · 1 · Commented on by Danny Swanson [?] · December 5 at 3:17pm

[View more replies](#)

**Todd Kirk Robinson** These are the coolest ads. I love the local aspects of them going to places around the city. It's a great way to promote the fact that VACU is local. And the guy in the ad is such a cutie!  
Like · Reply · Message · December 4 at 12:05am

**Mark A. Olinger** Thanks for highlighting my fave coffee shop in RVA #guyinflannel  
Like · Reply · Message · December 4 at 4:19pm

**Shannon Ames Gravitt** That's right near my work! What an awesome ad by VACU. #guyinflannel  
Like · Reply · Message · December 3 at 7:16am · Edited

## Virginia Credit Union Post

**Virginia Credit Union**  
Published by Danny Swanson [?] · December 2 at 9:03am · 🌐

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## Responses to the post

**Todd Kirk Robinson** These are the coolest ads. I love the local aspects of them going to places around the city. It's a great way to promote the fact that VACU is local. And the guy in the ad is such a cutie!  
Like · Reply · Message · December 4 at 12:05am

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Like · Reply · Message · December 3 at 7:16am · Edited

# Premise: State a useful financial fact

**Virginia Credit Union** July 8 · Bon Air · 🌤️

Hey #RVA! It's Fun Financial Fact Friday! Today we try out a Chemex Pourover at [Sub Rosa Bakery](#). Comment with [#guyinflannel](#) to enter for a chance to win a \$10 gift card to Sub Rosa Bakery. One winner will be randomly selected from comments made by 2 p.m. Monday, July 11th.



4,991 people reached [View Results](#)

Stefanie Papps, Linda Locey and 8 others · 17 Comments · 1.8K Views

Like · Comment · Share · Top Comments

Write a comment...

**Virginia Credit Union** Congrats Kimberly Norman Harrison! You're our winner. Send us a message with your contact info so we can get you your prize.  
Like · Reply · 1 · Commented on by Audra Lea Ferreri [?] · July 11 at 2:33pm

**Kimberly Norman Harrison** #guyinflannel, very good advice on paying off your credit cards!  
Like · Reply · Message · July 10 at 6:41pm

**Virginia Credit Union** Congrats Kimberly Norman Harrison! You're our winner. Send us a message with your contact info so we can get you your prize.  
Like · Reply · Commented on by Audra Lea Ferreri [?] · July 11 at 2:32pm

**Kimberly Norman Harrison** Thank you!  
Like · Reply · Message · July 11 at 2:49pm

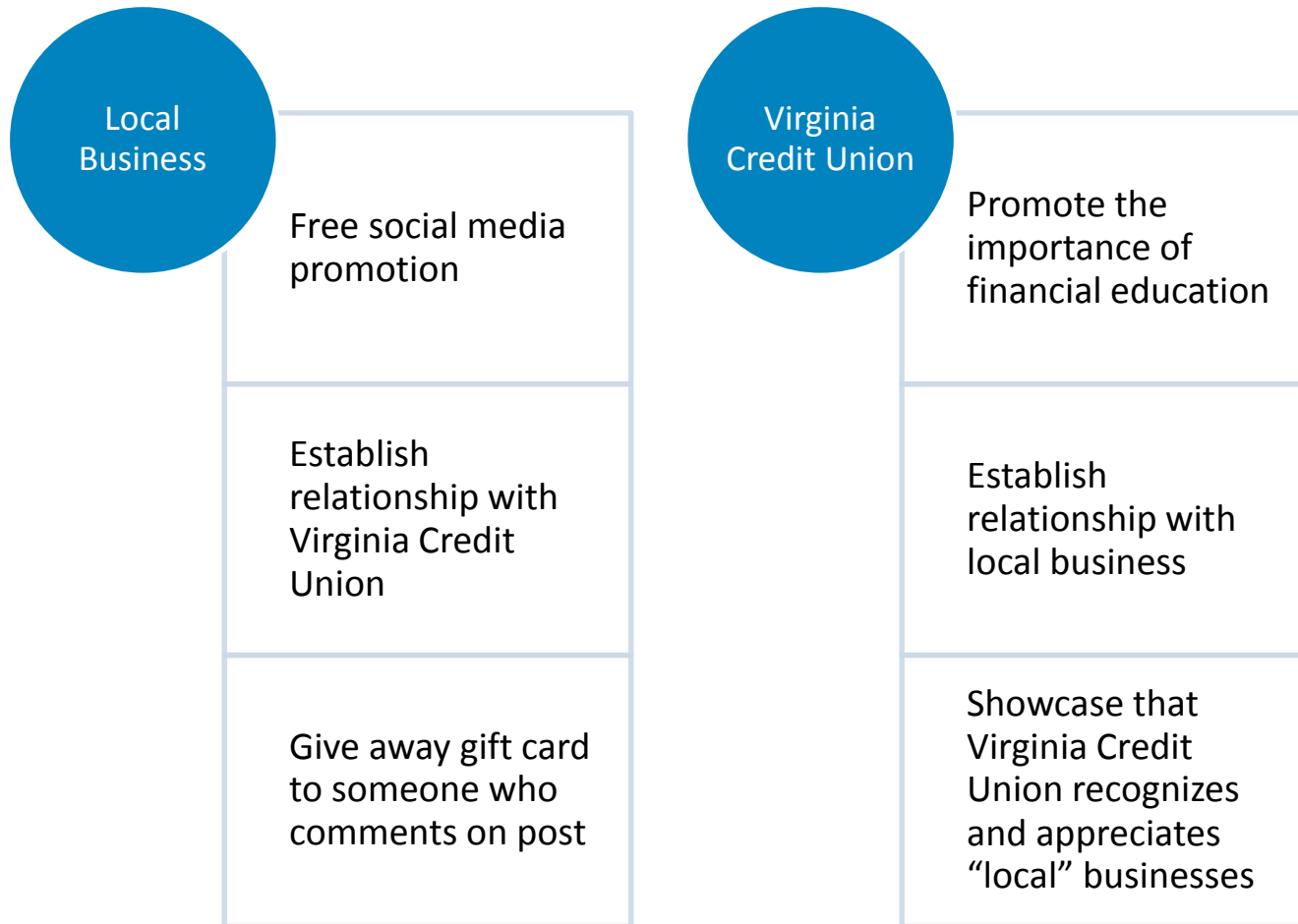
## Responses to the post

**Kimberly Norman Harrison** #guyinflannel, very good advice on paying off your credit cards!  
Like · Reply · Message · July 10 at 6:41pm

**Virginia Credit Union** Congrats Kimberly Norman Harrison! You're our winner. Send us a message with your contact info so we can get you your prize.  
Like · Reply · Commented on by Audra Lea Ferreri [?] · July 11 at 2:32pm

**Kimberly Norman Harrison** Thank you!  
Like · Reply · Message · July 11 at 2:49pm

# Premise: Benefit both parties involved





# Facebook: Companies sharing posts

**VMFA Virginia Museum of Fine Arts** shared Virginia Credit Union's video.  
August 29 · 🌐

Virginia Credit Union filmed their most recent installment of [#GuyInFlannel](#) at VMFA! It was great to have you on campus!



2,220 Views

**Virginia Credit Union** ✓  
August 28 · 🌐


Our favorite [#guyinflannel](#) checks out the VMFA out their Mighty Bag Darjeeling Tea. Tell us [See More](#)

Emily Claire Sáez, Karen Munford and 6 others

Like Comment Share

**The Pit and the Peel** shared Virginia Credit Union's video.  
August 19 · 🌐

We're sending out a huge thank you to the Virginia Credit Union and [#guyinflannel](#) for stopping in and showcasing us in their fun financial fact video!



1,742 Views

**Virginia Credit Union** ✓  
August 19 · 🌐


Hey [#RVA](#)! Today our [#guyinflannel](#) checks out The Pit and the Peel to indulge in the Taters Gonna Tate. Tell us your favorite drink to get at The Pit and the Peel for a chance to win a free smoothie! Three winners will be randomly selected from comments made by 2 p.m. Monday, August 22nd.

Bj Barbra Barnes, Jasmin Ta'Shawn Williams and 9 others

Like Comment Share

**Roaring Pines** shared Virginia Credit Union's video.  
May 6 · 🌐

[#guyinaflannel](#) from Virginia Credit Union stopped by for a Dino.



flannel sits down at Roaring Pines for a cream soda. Comment with [#guyin](#)

flannel, Martha Murphy Dayberry

comment Share

**Hibachi Box** shared Virginia Credit Union's video.  
March 4 · 🌐

The melon ginger drink is [#guyinflannel](#) certified!  
<https://m.facebook.com/story.php...>



5,628 Views

**Virginia Credit Union** ✓  
March 4 · 🌐

Hey [#RVA](#)! Once again it is Fun Financial Fact Friday with our favorite guy in flannel! Today's episode checks out the new [#VCU](#) hotspot, Hibachi Box. Comment with [See More](#)

Paro Faruque, Peggy Lavinder and 3 others

1 Comment

Like Comment Share

# Facebook: Posts promoting local events

**Anthem LemonAid - RVA** shared Virginia Credit Union's video. July 16 · 🌐

Our friend, [#guyinflannel](#), mixed up some lemonade in support of Anthem LemonAid! Virginia Credit Union supporters are hosting LemonAid stands today at their East End, Glenside, SouthPark and Virginia Center Commons branches. Thank you, Virginia Credit Union, for being such a great partner all year through!



1,088 Views

**Virginia Credit Union** ✓  
July 15 · Bon Air · 🌐

Our favorite [#guyinflannel](#) decided to take a break from sipping from his favorite [#guyinflannel](#) to help out the community. He is working the Anthem LemonAid - RVA stand to benefit the C...

See More

👍 8

👍 Like    💬 Comment    ➦ Share

**Virginia Credit Union** ✓  
May 18 · 🌐

Hey [#RVA](#)! Our favorite [#guyinflannel](#) checks out Hardywood Park Craft Brewery to talk about the upcoming Home Buyers Fest on June 7th at 6:00 pm. You can sign up for the event here: <https://www.facebook.com/events/525782910953093/>.



6,742 people reached

View Results

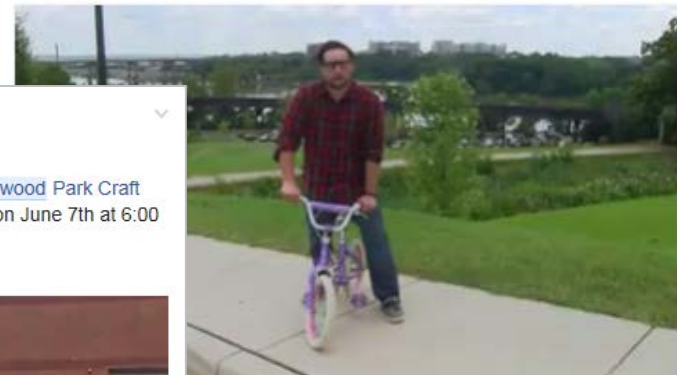
👍 Sandra Ross, Buddy Hensley and 4 others

3.2K Views

👍 Like    💬 Comment    ➦ Share

**Anthem Moonlight Ride** shared Virginia Credit Union's video. August 5 · 🌐

We love seeing one of our sponsors preparing for tomorrow's [#moonlightride](#)! Don't forget Virginia Credit Union offers bike loans too!



in ✓

annel is training to be in tip-top shape for the Anthem Moonlight s Backers. And don't forget to dress up because we're sponsoring y Light Contest! [#VACUrider](#)

in, Jim Cobb, Braxton Tindantle and 3 others


ment    ➦ Share



# Facebook: Fun engaging posts

**Virginia Credit Union**  
Published by Danny Swanson [?] · March 11, 2016 ·

Hey #RVA! Our favorite guy in flannel is currently cleansing his palate with some fine tap water. He's also contemplating his next fancy drink. Where should he go next? Let us know by commenting below. [#guyinflannel](#)



5,669 people reached

Like Comment Share

Robin Scott, Keya Nathan and 20 others

1 share


Write a comment...

**Arthur Baynes** Check out Roaring Pines' new soda bar.  
Unlike · Reply · Message · 2 · March 11, 2016 at 12:27pm

**Virginia Credit Union** Hey Arthur, thanks for the suggestion! Check out the [#guyinflannel](#) video we posted today.  
Like · Reply · Commented on by Audra Lea Ferreri [?] · May 6, 2016 at 9:59am

**Virginia Credit Union**  
October 31 ·

Happy Halloween everyone! [#guyinflannel](#) [#rva](#)



5,175 people reached


View Results

Sara Hedrick Justice, Helen Gordon and 12 others · 1.4K Views

Like Comment Share

**Virginia Credit Union**  
Published by Danny Swanson [?] · July 1, 2016 ·

Our favorite [#guyinflannel](#) checks out Design One Salon & Spa to get his hair done for the big day! Comment with [#guyinflannel](#) to enter for a chance to win a \$25 gift card to Design One Salon! One winner will be randomly selected from posts made by 2 p.m. Tuesday, July 5th.



View Results

Comment Share

ings, Laura Dorsey and 15 others · Top Comments

Write a comment...

**Virginia Credit Union** Well Meghan, it's time to treat yo' self! You're our winner! Send us a message with your contact info so we can get you your prize.  
Like · Reply · Commented on by Audra Lea Ferreri [?] · July 5, 2016 at 2:07pm

**Meghan Whaley** Treat Yo' Self! [#guyinflannel](#)  
Like · Reply · Message · July 3, 2016 at 1:03pm



# Facebook: Behind the scenes posts

 **Design One Salon & Spa** added 2 new photos. Like Page

July 1 · 🌐

Don't forget to look for our video with [#guyinflannel](#) from the Virginia Credit Union airing today through Monday, July 4!



👍 Tanya Cox, Kristen Quigley and 4 others

👍 Like   💬 Comment   ➦ Share

 **Alchemy Coffee** with Virginia Credit Union. September 9 · 🌐

@viriniacreditunion wants to buy you coffee! They are here until 1pm to learn more about how you bank. Give them 5 minutes of your time and they'll buy your coffee.



👍 Like   💬 Comment   ➦ Share

# Side Project: Coffee Shop Conversations

**Virginia Credit Union** ✓  
September 29 · 🌐

In recognition of #NationalCoffeeDay our favorite #guyinflannel sat down at [Alchemy Coffee](#) to have a coffee shop conversation with some of their customers about their thoughts on banking and credit unions. Join the conversation below! Let us know why you love your credit union by 9 am Monday, October 3rd for a chance to win a \$10 gift card to Alchemy.



4,496 people reached

[View Results](#)

👍❤️ 11      9 Comments   1 Share   1.5K Views

👍 Like   💬 Comment   ➦ Share

A 2 minute “Coffee Shop Conversations” video was created with our #guyinflannel holding real financial conversations with customers of Alchemy Coffee as part of National Coffee Day.

# Facebook: Results

Total Facebook Posts: 39			
People Reached 246,930	Video Views 78,455	10-Second Views 28,462	Minutes Viewed 17,936
Post Clicks 4,456	Likes 1,017	Comments 758	Shares 135
Total Cost: \$984.66			