

SOCIAL MEDIA

2016



It matters where you bank.



ADVENTURES IN LOCALISM

SOCIAL MEDIA VIDEOS

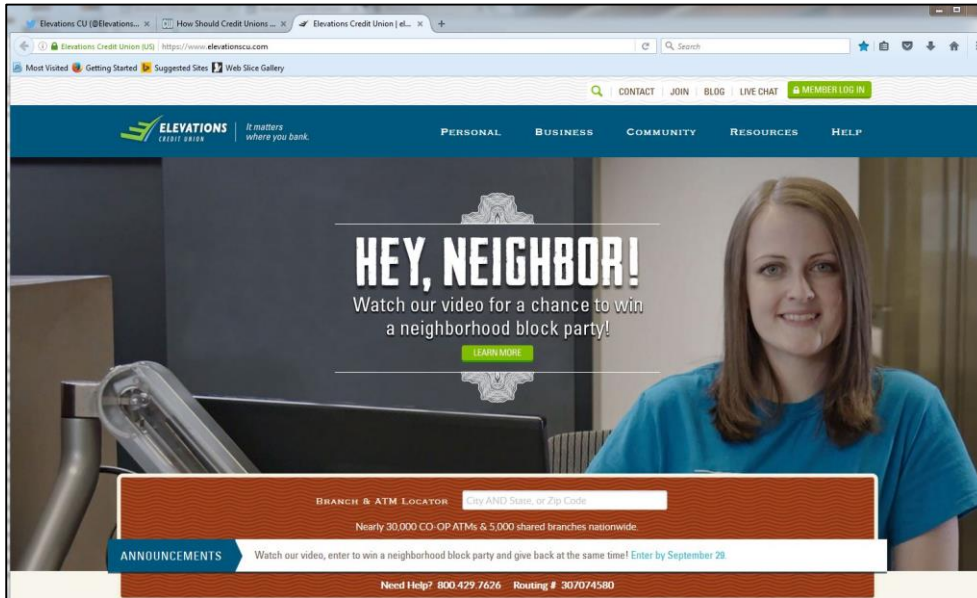


Hey, Neighbor!

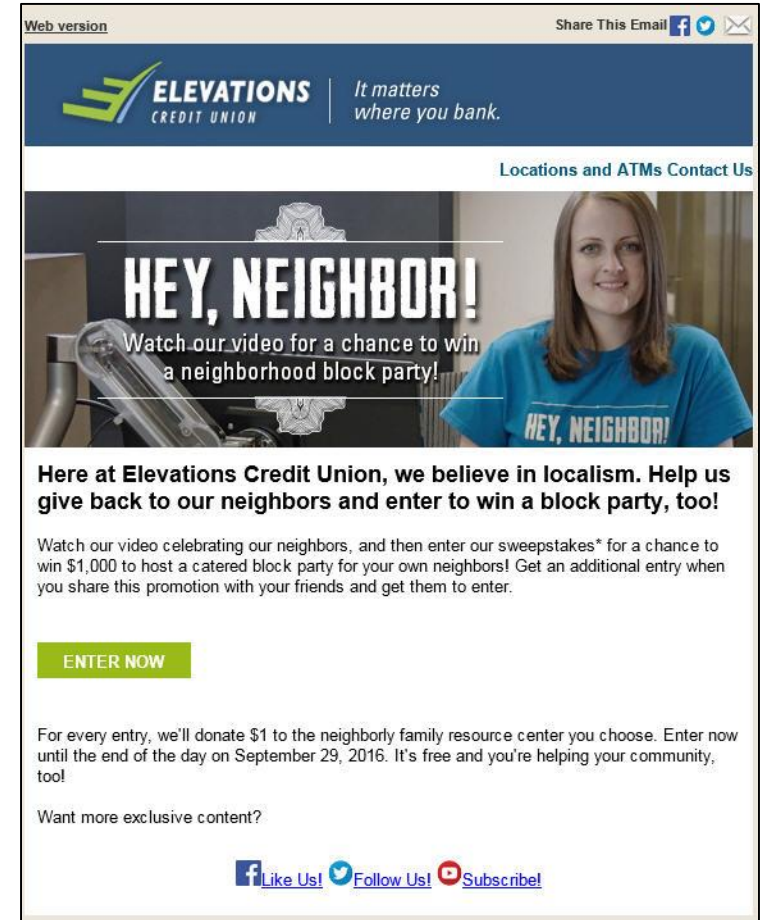


Community Egg Lending Program

HEY, NEIGHBOR!



Homepage Hero



Member Email



It matters where you bank.



HEY, NEIGHBOR!



Tweet #1



Tweet #2



It matters where you bank.



HEY, NEIGHBOR!

HEY, NEIGHBOR! Watch this video for a chance to win a neighborhood block party!



It matters where you bank.



HEY, NEIGHBOR!

Watch this video for a chance to win a neighborhood block party!



It matters where you bank.

HEY, NEIGHBOR!

Watch this video for a chance to win a neighborhood block party!




Digital Ads

Daily Camera
BUSINESS BRIEFCASE

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HOT TOPICS: Boulder artist Cydd West Greenlee family update Boulder's bear-safe trash law Mailman t



Close Ad X

Home - Business Briefcase - Story

Business Briefcase for Oct. 19, 2016

POSTED: 10/20/2016 08:27:51 AM MDT | UPDATED: 3 MONTHS AGO

Briefcase

Turning the Corner, a Boulder-based career coaching and recruiting organization was nominated as a finalist for Denver Business Journal's 2016 Fastest-Growing Companies. Go to www.turningthecornerllc.com.

Frascona, Joiner, Goodman and Greenstein, P.C. in Boulder is pleased to announce that Zachary A. Grey has joined the firm as an associate attorney. Grey's practice will emphasize real estate and oil and gas. Go to www.frascona.com.

Elevations Credit Union gave back a total of \$1,250 to local nonprofits as part of the credit union's "Hey, Neighbor!" social media campaign, which celebrated localism and the credit union difference. Community members were asked to select their favorite local organization in an online app, including Emergency Family Assistance Association (EFAA), Neighbor to Neighbor, OUR Center, and Sister Carmen Community Center.

Elevations Credit Union is one of the largest local financial institutions serving Colorado's Front Range. Go to www.elevationsecu.com

Press Coverage



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STAFF T-SHIRTS



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COMMUNITY EGG LENDING



Homepage Hero



Member Email

COMMUNITY EGG LENDING

 Elevations CU @ElevationsCU · 9 Nov 2016

Watch our video & enter to win a \$500 #Friendsgiving! We'll give \$1 to local #nonprofits for every entry bit.ly/2fD9bEm Ends 11/20





Tweet #1

 Elevations CU @ElevationsCU · 14 Nov 2016

Help us #giveback to @HONService, @CommFoodShare, & @BlDrFoodRescue! Visit by 11/20 & enter to win a #Friendsgiving bit.ly/2fD9bEm





Tweet #2

COMMUNITY EGG LENDING

FRIDAY
JANUARY 13, 2017

CUtoday.info
FOR BETTER CREDIT UNIONS TOMORROW

THE news From Frank THE corner THE market THE neighborhood THE 'tude THE vault Open Vault All


Why Elevations Put Its Eggs In 'Localism'

01/07/2017 01:57 pm

Share 5 Like 0 Share 0 G+ 0 Tweet

BOULDER, Colo.—There aren't too many credit union videos that require the services of a "chicken handler." But that's just one of the unique aspects of a video that received more than 100,000 views in social media that was created by Elevations Credit Union here, which used chickens, eggs, a goat, its own employees and more in a fun and quirky production aimed at building its own brand, while also raising funds for local nonprofits.

Elevation's "Community Egg Lending" social media campaign not only helped raise \$1,500 for those local groups, it got members involved and boosted "localism" and the credit union difference.



...BUT THE GOAT DOESN'T MAKE THE CUT


Below, Susan Green, SVP-marketing with Elevations, participates in a Q&A with CUToday.info to talk more about the campaign, the credit union's broader branding goals, and that key question of importance—what's it like working with poultry.

CU INSIGHT NEWS COMMUNITY PRESS JOBS PARTNERS MORE


Elevations Credit Union donates \$1,500 through "Community Egg Lending" campaign

BOULDER, CO (December 13, 2016) — Elevations Credit Union gave back a total of \$1,500 to local nonprofits as part of the "Community Egg Lending" social media campaign, which celebrated localism and the credit union difference. Community members were asked to vote for their favorite local food service organization in an online app, including Boulder Food Rescue, Community Food Share in Boulder/Broomfield and House of Neighborly Service in Loveland.

Participants were entered to win one of two \$500 prizes to host their own Friendsgiving party for the holidays. The app also featured Elevations' "Community Egg Lending" video, which captures the credit union's spirit of localism and features its employees and which received more than 100,000 views on Facebook and YouTube. Congratulations to winners Alena Grabowski of Nederland and Tom Zwahlen of Fort Collins, who each received \$500 towards a Friendsgiving.



Elevations Credit Union celebrated the communities it serves with \$1,500 in donations to local community organizations through an online contest.



Press Coverage



It matters where you bank.



HERE'S TO COMMUNITY ART



HERE'S TO COMMUNITY ART



It matters where you bank.



HERE'S TO COMMUNITY ART


Elevations Credit Union
Published by Meredith Powlison [?] · January 21, 2016 ·

Last chance to enter our contest!

Are you a talented Boulder County artist who loves where you live?

Submit a concept drawing of what you think living in Boulder County is all about, why our communities are special, and the people and places that everyone knows and loves. The winner will get a \$5,000 commission to create their mural on the beetle kill wall in our Diagonal branch in Boulder...

[See More](#)




Here's to Community Art
Learn more about Here's to Community Art at elevationscu.com
ELEVATIONSCU.COM

Contest posts and teaser video



Here's to Community Art
6,613 views · 11 months ago

 **Elevations CU** @ElevationsCU · 11 Jan 2016

Enter our **#artcontest!** Visit bit.ly/1NRi9Zu to submit your mural design for our Diagonal branch by 1/24.

#BoulderArtsOpp #BoCO

[View Tweet activity](#)

HERE'S TO COMMUNITY ART

Here's to Community Art: Vote for Your Favorite!

Last month, we asked talented Boulder County artists to share why they love where they live by submitting a concept drawing of a mural for our brand new Community Room at our remodeled Boulder Diagonal Branch.

Now it's your turn to weigh in! Vote for your favorite mural design that shows what you think living in Boulder County is all about, why our communities are special, and the people and places everyone knows and loves. The artist with the most votes will get to create their mural on the huge 5' x 25' beetle kill wall in our branch. We'll celebrate the mural at our Diagonal Branch's grand re-opening celebration this spring.

Place your vote by February 10th - here's how:

Step 1 - Like us on [Facebook!](#)

Step 2 - Review all the great concept drawings from our finalists by scrolling down this page. If you mouse over each entry and click on the magnifying glass icon in the upper left, you'll see the artist's description of why the mural reflects the people and places we all love in Boulder County.

Step 3 - Vote for your favorite! One vote per person. Vote in the app on this page using your Facebook profile, or, if you're not on Facebook, cast your vote via email - just put the name of the artist you'd like to vote for in the body of your email.

Step 4 - Share with all your friends so they can vote, too.

Thanks for Voting!

NOT CONNECTED

[CONNECT NOW](#)



[TERMS AND CONDITIONS](#)

SHARE

Total: 10

Type something to search...



 **Elevations Credit Union**
Published by  Meredith Powlison [?] - February 12, 2016 · 

From 42 beautiful entries by local artists, to 16 worthy finalists, to 1 winner determined by nearly 1,700 members of our community: We are very excited to announce the winning design of our Here's to Community Art contest. Congratulations to Peggy from Boulder!

Peggy's description of her design reads, "For me, Boulder County is all about nature and the outdoors, outdoor sports, and of course, our beautiful Rocky Mountains."

Thanks to everyone who voted for their favorite design and to each and every artist who participated. Stay tuned for Peggy's progress!



687 people reached [Boost Post](#)

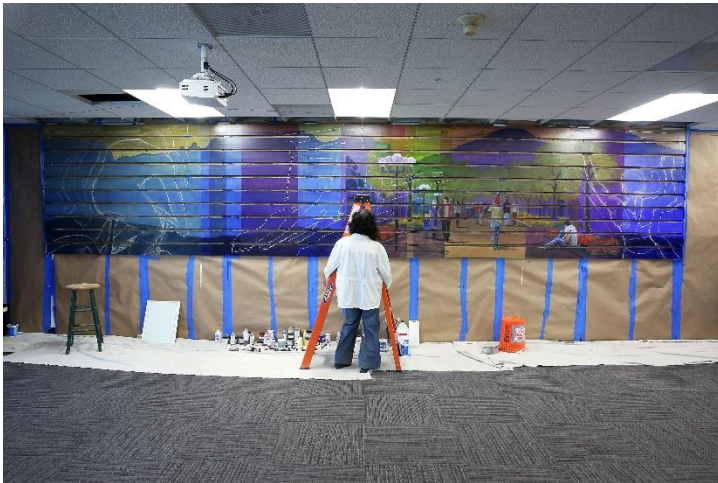
Voting app and announcing the winner

HERE'S TO COMMUNITY ART



Here's to Community Art, Meet Peggy

6,597 views • 6 months ago



Photos and video of Peggy at work. Mural was unveiled at Member Appreciation Day at the branch. 700+ people attended!

TV ADS PROMOTED ON YOUTUBE



Here's to a Return to What Matters

13,713 views • 11 months ago



All For One and One For All

11,113 views • 6 months ago



It Matters Where Your Money Is

48,124 views • 10 months ago



For the Good of the Many, Not the Few

12,670 views • 5 months ago

Views as of 12/31/16



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CONTESTS & GIVEAWAYS



WIN TICKETS: CITIZEN COPE ON 3/25

ENTER TO
WIN
AND
A **CAP
GOWN**

Enter to win through April 18th.



ELEVATIONS
CREDIT UNION
If you love where you live,
it matters where you bank.



Win a Night with Shakespeare!



It matters where you bank.



EVERYDAY POSTS

Elevations Credit Union
December 29, 2016 at 1:58pm · 🌐

Are you planning to buy a house in 2017? Learn about how your credit score can affect your mortgage loan at <http://bit.ly/2hXN9Nu>



4 Credit Score Tips From Our Mortgage Team | Elevations CU

The Elevations Credit Union mortgage team answers some common questions about mortgage rates and your credit score.

BLOG.ELEVATIONSCU.COM

elevationscu
University of Colora... [Follow](#)

30 likes 17w

elevationscu One of our favorite Buffs stopped by the CU Boulder 10th Annual Ice Cream Social!
#CUBoulder #gobuffs #cubuffs #creditunion

bradhugs Chip!
1stloanchoice Pretty nice
boldbbqcatering 🍷

Log in to like or comment. ⋮



LinkedIn

Elevations Credit Union named a Best Company to Work for in Colorado for second consecutive year

[bit.ly](http://bit.ly/2hXN9Nu) · Elevations Credit Union has been named one of the top "Best Companies to Work for in Colorado™" by the Colorado Society for Human Resource Management State Council (COSHRM) for the second year in a row. On November 17, Elevations was honored in a...

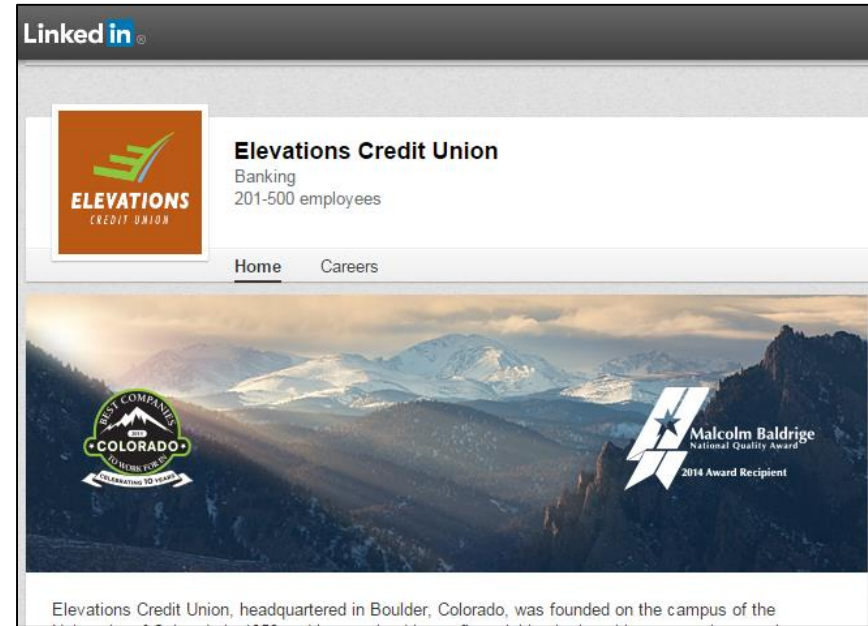
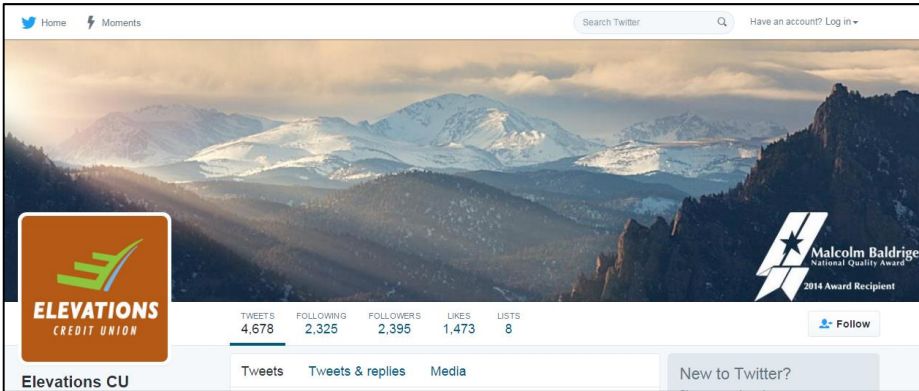
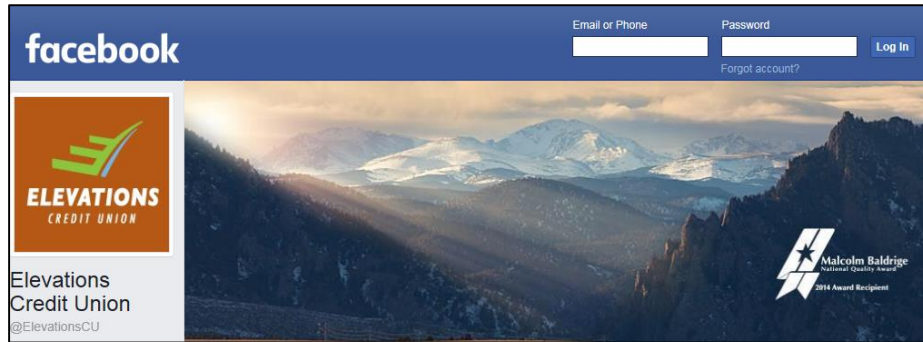


Elevations CU @ElevationsCU · 28 Nov 2016

Join us on 12/1 for a seminar on [#pollinators](#) with [@B_flyPavilion](#) in [#Boulder](#) - RSVP ow.ly/PQvI306raqa



SOCIAL REBRANDING



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SOCIAL MEDIA POWER 100

Goal: Stay in Top 25 for *The Financial Brand*
Top 100 Credit Unions using Social Media

	Q3 15	Q4 15	Q1 16	Q2 16	Q3 16
Top 100 Credit Unions using Social Media	20	21	23	21	19
Top Credit Unions on Facebook	45	47	60	48	49
Top Credit Unions on Twitter	65	67	63	62	62
Top 100 Credit Unions on YouTube	13	14	13	14	12



thefinancialbrand.com/power-100/

Elevations was **160th** largest CU by number of members in 2015



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