

# Four Free Webinars on Attracting Youth & Young Adults

This series is exclusively for participating REAL Solutions® credit unions and leagues.



## CU Tomorrow Serving Young Adults

In Collaboration with  
National Credit Union Foundation and  
Filene Research Institute with  
Brent Dixon

**Did you know...** The average age of American credit union members is 47 years of age?

**Did you know...** As recent as 2007, only 19% of young adults (18 to 34 years of age) report using a credit union most frequently for financial services? *This compares to 57% who more frequently use a bank.*

“Every day that credit unions delay a well-thought out strategy is another day their competitors gain in cementing a relationship with this demographic.”  
*Jinkook Lee, Professor  
Consumer Science, Ohio State University*

**Further More...** Convenience is the primary deciding factor for young members. They want convenient locations and hours, drive through services, ebanking and epayment. Secondly, they choose a financial institution for access to the right products and services.

## Program Schedule

Dial 866-274-9016 and password 766281 followed by the # sign.

### **March 25, 2010: 3:00PM Eastern - Understand the Social Media Landscape**

Why and how are people using social media? What caused this massive shift in human behavior, and what do these changes mean for your credit union.

### **April 22, 2010: 3:00PM Eastern – Develop Your Social Media Strategy**

Social media is about people, the technology is secondary. We'll gain insight by monitoring what your audience is saying online, and how to create a social media plan of action.

### **May 20, 2010: 3:00PM Eastern - Build Your Social Media Toolkit**

If a social tool is a means to facilitate conversation, which is the best tools to facilitate yours? From social networks to Twitter to blogs to wikis, we'll look at the opportunities and challenges with these platforms so you can determine which online media mix will accomplish your goals.

### **June 17, 2010: 3:00PM Eastern - Produce Your Social Media Initiative**

How to bring your social media plan to life? In this final session we'll get our hands dirty with design, media production, and learn how to test, measure and optimize your plan for continual improvement.