

# KEYSTONE

## Extra

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## Overcoming Barriers of Social Media

### Finding New Ways to Engage Members

Since the mid-1990s, the Internet has had a drastic impact on culture and business, resulting in the rise of instant communication starting with electronic mail (email), instant messaging, and the World Wide Web.

It is estimated that in 1993 the Internet carried only 1 percent of the information flowing through two-way telecommunication, by 2000 this figure had grown to 51 percent, and by 2007, more than 97 percent of all telecommunicated information was carried over the Internet, as reported in *The World's Technological Capacity to Store, Communicate, and Compute Information*.

When businesses first started marketing their new websites, the promotions referred consumers to w-w-w-dot-and the domain. Today, businesses large and small are asking consumers to "Follow us" on Twitter and "Like us" on Facebook.

Social media is one of the Top 10 Trends for 2012 identified in CUNA's 2011-2012 *Credit Union Environmental Scan*.

Some credit unions have established a presence on Twitter, Facebook, LinkedIn, and/or YouTube, but many don't actively use the tools, either due to time constraints, lack of a strategic marketing plan, or limited training to conduct effective marketing.

Credit unions recently witnessed the impact of social media after one comment was posted on Facebook suggesting consumers switch their bank accounts to a credit union, resulting in a nationwide public campaign for Bank Transfer Day, November 5.



While traditional communication channels and marketing campaigns are still important, they are no longer adequate in reaching members and potential members.

The *E-Scan* reports that the biggest barriers to enter into social media are ranked in order:

- Time/resources
- Skepticism of return
- Too many platforms to decide
- Executive buy-in
- Not sure where to begin
- Learning the technology

A new survey from the Society for Human Resource Management (SHRM) shows few employees tasked with social media duties are trained to do so by their employer.

The *Social Media in the Workplace* survey shows that 73 percent of employers do not provide social media training to employees engaged in social media outreach to external audiences. Twenty-seven percent of employers do provide such training.

The survey also shows that most organizations — 68 percent — have employees who utilize social media to reach external audiences such as current

customers, potential customers, and potential employees. Nearly one-third, or 32 percent, of organizations represented in the survey do not use social media to further the organization.

“The survey data shows a disconnect in that most organizations use social media to reach audiences yet few train employees to effectively do so,” said Mark Schmit, Vice President of Research at SHRM.

The lack of social media training may explain the low marks for effectiveness. While most human resources professionals rated their social media efforts as “somewhat effective, the respondents gave low marks to “very effective” mechanism for achieving goals such as sharing content, improving brand awareness, or increasing website traffic.

How credit unions can leverage the power of social media was the focus of the Association’s two-day *Social Centric Conference* held late last month. In this fast-moving arena, it’s important that credit unions become comfortable and participatory in this medium.

Even if your credit union isn’t doing social media, there’s a word of caution: individuals on social media are likely to be talking about your credit union, therefore you should be part of the conversation.

Many of the conference participants admitted to being skeptical of how social media marketing would benefit their credit unions, but they found tremendous value in the presentations to expand their knowledge of the social media world.

Some key takeaways from the conference to help credit union social media development include:

- Social media is all about engagement (not sales) and people want personal relationships.
- Jennifer Abernethy, CEO & Founder of The Sales Lounge, noted that videos are becoming increasingly more popular and that users now search YouTube for information. She recommended that



Social Centric Conference attendees are ready to get started with various forms of social media and find new opportunities to reach members and potential members.

credit unions use the power of video to promote the credit union and its services.

- Al Brocius, CEO & Founder, New Age Lead Generation, highlighted the power of search engine optimization (SEO) and the power of Google, including Google Places, analytics, and keywords. He reminded credit unions that social media is not a strategy, but a means to an end. He advised credit unions to not overlook their website, as it is the anchor of all social media.
- Bryan Claggett, CMO, Geezeo, discussed how credit unions can use social media to connect with members, and we are now entering the era of engagement banking where products are sold through dialogue and conversation.
- Learn from your peers and look beyond credit unions to other industries to get a sense at what’s working for them.

Credit unions at a minimum should register their brands with social media websites to prohibit individuals from impersonating your credit union.

The Association is planning to hold another Social Centric Conference in 2012. Watch for details to be announced in publications and email next year.

Don’t forget to follow PCUA on [Facebook](#) and [Twitter](#).

## Sign Up for America Saves Week 2012

America Saves Week, February 19–26, 2012, is an effort to help people save more successfully. Coordinated by America Saves and the America Savings Education Council, America Saves Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status.

The theme for America Saves Week 2012 is *Set a Goal, Make a Plan, Save Automatically*.

The personal savings rate is near zero, most Americans are not saving adequately for retirement, and most lower-income households do not have adequate emergency savings for unexpected expenditures like a



car repair. With encouragement, support, and guidance, more Americans will learn how to assess their savings progress and take action to build wealth, not debt.

Credit unions may sign up to participate, receive newsletters and updates, and download a resource kit and informational materials at [AmericaSavesWeek.org](http://AmericaSavesWeek.org).

## Education & Professional Development

### We're Headed to Key West in January! Are You Joining Us?

Experience the beauty of Key West, Florida. Experience the **2012 CEO Summit**, January 15-18: a collaborative event co-sponsored by seven state credit union leagues/associations.

Get the economic forecast, updates on technology trends, and innovative best practices your credit union needs for continued sustainability. There will be ample time to network with key credit union executives from across the Mid-Atlantic region and enjoy an amazing Key West sunset after listening to seasoned speakers.

Early-bird registration is open through December 9, only \$595 per attendee. After December 9, registration is \$650. Spouse/Guest registration is \$139.

For more information and to register, [click here](#).

Hotel reservations should be made with the Casa Marina: A Waldorf Astoria Resort, 305-296-3535. Room rates are \$269 per day, plus a daily resort fee of \$25. [Register here](#) or use group code ZZPCUA when you call.

### Education that Counts

The Association understands the challenges credit unions face, and is committed to providing timely training and career development opportunities through *in-person* conferences and workshops, *webinar* partnerships with FrontRow, FED and more, plus distance learning through CUNA CPD Programs.

Put these dates on your calendar and watch your email as the schedule develops into a 2012 filled with industry experts, dynamic speakers, and lessons to fulfill your training needs.

**CEO Summit**, January 15-18, Key West, FL

**CEO Leadership Workshop-West**, March 27, Four Points by Sheraton Pittsburgh North

**CEO Leadership Workshop-East**, March 28, The Central Hotel & Conference Center, Harrisburg

**Real Estate Lending-West**, April 18, Westmoreland County Community College

**Real Estate Lending-East**, April 19, PCUA Headquarters, Harrisburg

**Annual Convention & Exposition**, May 20-22, Wyndham Grand Pittsburgh Downtown

The Association's Education Department strives to provide invaluable content in its conference and training program — ensuring your credit union remains competitive in today's marketplace. Contact us at [education@pcua.org](mailto:education@pcua.org).



## Products & Services

### Strengthen Your Security Posture

Penetration tests have been the most trusted method for assessing security risks of computer systems since the 1970s. In today's quickly-evolving threat landscape, performing regular "pen tests" has never been more important, especially to credit unions.

Penetration tests are performed from a real-world hacker's point of view by simulating attacks using tools and techniques employed by actual criminals in order to establish a baseline assessment of an organization's security posture.



External Penetration Tests examine external IT systems and assets for vulnerabilities. The test mimics the actions of an actual attacker exploiting a minor weakness in order to gain greater access to the system. Testers are given only minimal information about the targeted system and are allowed to scour through any publically available source, such as web pages or social networks, to collect usable information that would assist in the hack. Testers are free to use common hacking tools to exploit available vulnerability.

Internal Penetration Tests examine systems and assets "behind the firewall" for any weaknesses that can be exploited by an attacker. The test usually mimics an attack originating from inside the company — perhaps from a disgruntled employee, an unauthorized visitor, or an external hacker who managed to get to the internal network. Testers are typically given a low level of access to the network and provided with only basic information that someone with the provided privileges would normally have. The tester then tries to expand their level of access through privilege escalation and ultimately access unauthorized information.

The results of these "pen tests" are used to determine how vulnerable certain systems or assets are to malicious attacks, plus provide clear and concise direction on how to secure an IT infrastructure from real-world attacks and the potential risk of vulnerabilities. Testing should be repeated at frequent intervals and should be part of an overall IT security compliance program that includes comprehensive security assessments on the internal and external network, security policy reviews and end user security awareness.

To find out how your credit union can strengthen its security posture, as well as maintain compliance standards, we encourage you to contact [TraceSecurity](#), a business partner of the Association through CUNA Strategic Services, at 888-275-3009.

Or download their white paper, [Mitigating IT Security Risks with Penetration Tests](#), to discover how enhancing the penetration testing process will ultimately lead to a stronger and more compliant security posture.



One hundred First Commonwealth FCU employees donated a minimum of \$5 each to participate in Lee National Denim Day, raising \$615 for breast cancer research. Together, employees have raised \$2,870 since 2006.



Several members of the management team at First Capital FCU assisted in a playground build at Leg Up Farm, a non-profit therapy center in York County for children with disabilities and developmental delays. From left: Bill Pacacha; Wendy Spangler; Becky Braun; Sue DeStephano; Ed Fadely; Dennis Flickinger, CEO; Alicia Venable; and Tara Houser.



Members of Sun East FCU's Board of Directors and management cut the ribbon to celebrate the newest branch in Wilmington, DE. From left: New Castle County Councilman Bob Weiner; Branch Manager Amy Pope; Sun East CEO Michael Kazcenski; and Board Chairman Anthony Brazunas.

Right: TruMark Financial Credit Union raised \$820 for the Pennsylvania Lung Cancer Partnership by allowing employees to wear jeans on two Fridays in October.



Shawn Murphy, President of the combined Philadelphia and Bucks County Chapters (right), presents an \$11,000 check to Michelle Cohen, Director of Development, and Dr. Ronald Rubenstein, MD, PhD, Director, Cystic Fibrosis Center at Children's Hospital of Philadelphia. The funds represent the proceeds of the chapter's annual golf outing.



Left: UFCW FCU employees Nina Magyer and Leslie Melochick teach 7th grade students at Wyoming Area Secondary School about ID theft protection and how to make a deposit at the Warriors Student Run Credit Union Branch.

**Send your news and photos to [highway@pcua.org](mailto:highway@pcua.org).**

## Events Calendar

### December

21  
Hanukkah

25  
Christmas

26  
Federal Reserve Bank  
Holiday for  
Christmas

### 2012

### January

1  
New Year's Day

2  
Federal Reserve Bank  
Holiday for  
New Year's Day

15-18  
CEO Summit  
Key West, Florida

16  
Martin Luther King, Jr.  
Birthday  
Federal Reserve Bank  
Holiday

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