



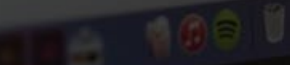
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Mission Statement:

To enable people to acquire the financial resources to realize their dreams.



New Visitor



Social media
platforms

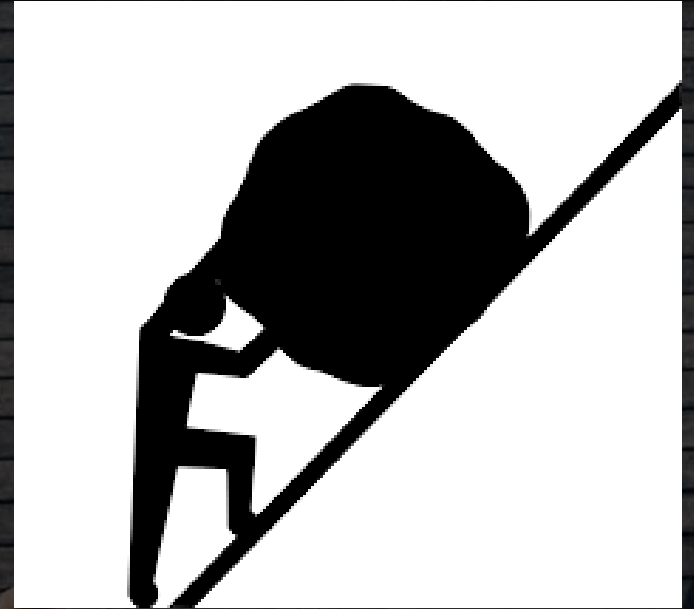


Challenges on social media ?

Reputation risk

Compliance regulations

Recruiting new employees





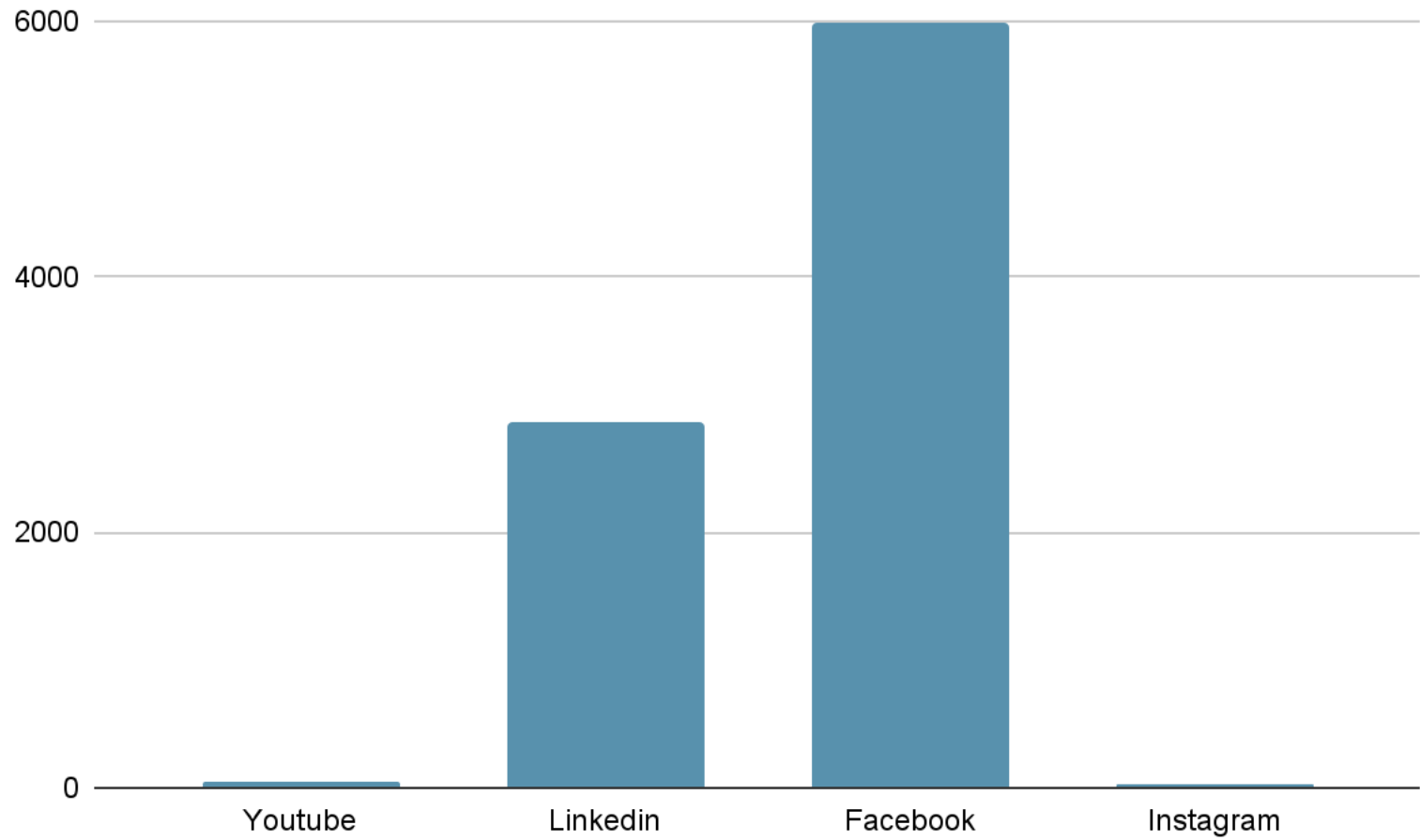
- Threads is a great platform for real time conversations.
- The newest social media app.
- Similar to a familiar platform.

- Most used social platform for Gen Z.
- Using this platform could possibly bring in younger generations.



Bringing in **new employees**

Blue ridge bank (BRB) does not recruit new employees on social media often but the marketing team mentioned that having a stronger partnership with HR would be great for bringing in new employees on linkedin.



Most used social media platform by consumers



- Great Customer service
- Great CD specials
- Win \$100,000



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