



**Touchstone Bank**

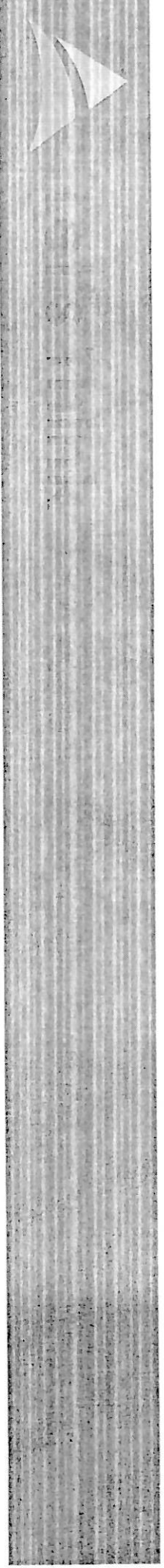
Community Banking with Purpose

**Banks and Social Media: How to  
Use these Platforms to Engage,  
Retain and Attract Customers**

Jordan Whitehead

July 5, 2023





**What is your personal brand?**



Agilent

- What is Branding?
- Benefits of Social Media
- Challenges within Social Media
- Recruiting
- Competitor Strategy
- Results
- Growth
- Why is Branding So Important?



## What's Behind It?

- It is **more** than a company logo or slogan.
- Builds trust between the brand and its target audience.
- Connection allows brands to turn social media users into loyal customers and supporters.

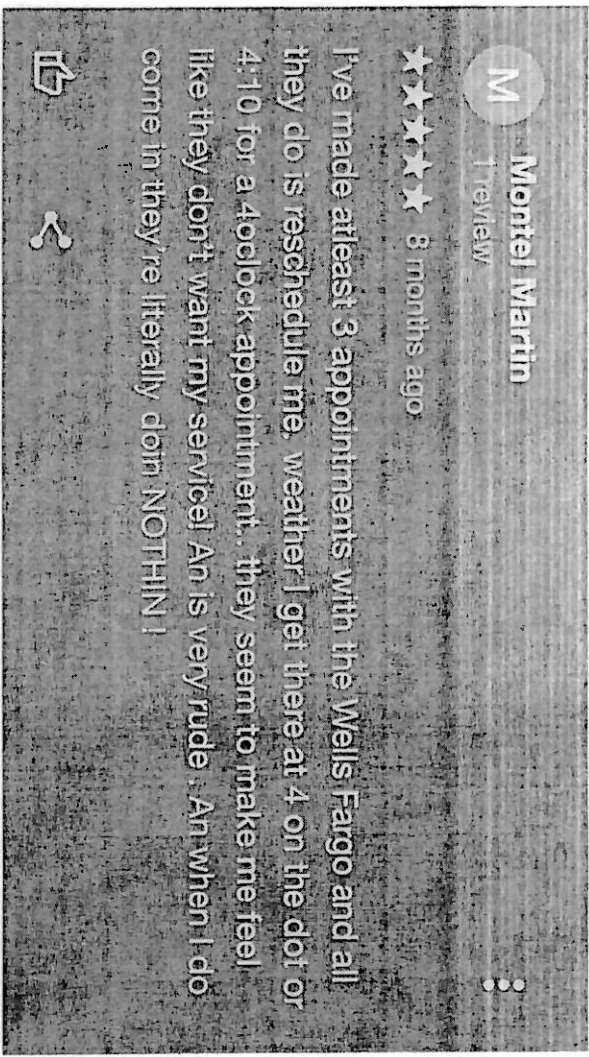




Challenges

**50%** people are more likely to share **bad** experiences than **good** ones

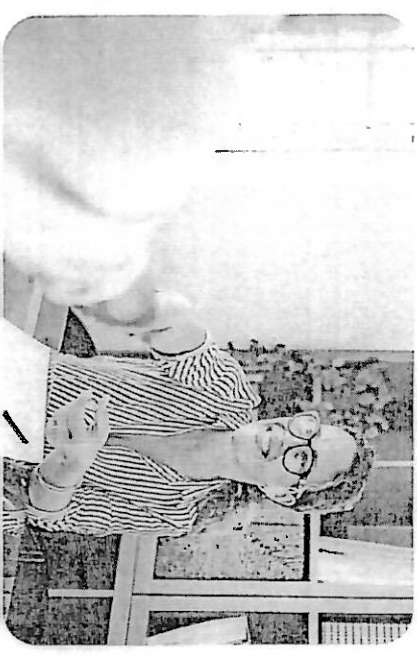
However, it is the company's decision how to handle it via social media



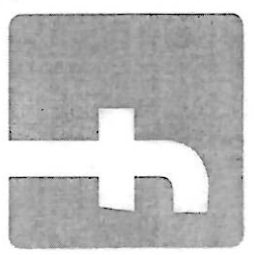
# PLATFORMS FOR RECRUITING

Job seekers-

Facebook 67%    LinkedIn 96%



**84%** of organizations recruit via social media





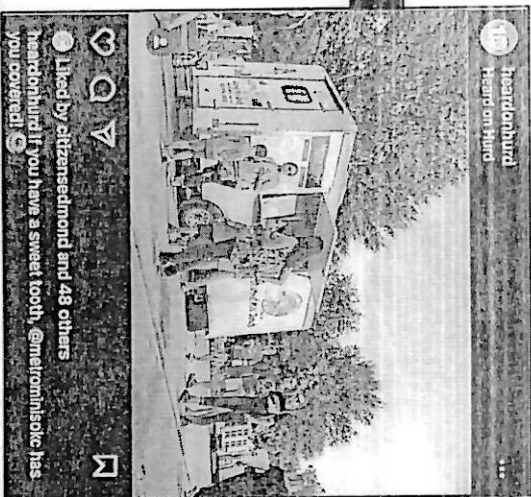
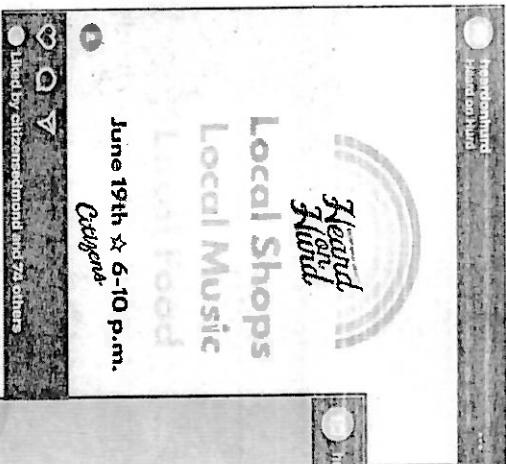


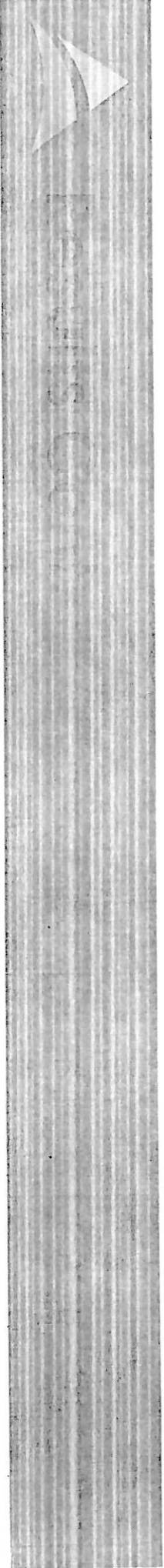
## Citizens Bank of Edmond

Edmond, Oklahoma

### #HeardonHurd

Street festival planned and run by the bank staff, featuring live music, 36 food trucks, and 36 pop-up shops that showcase the bank's support for small businesses and the community.

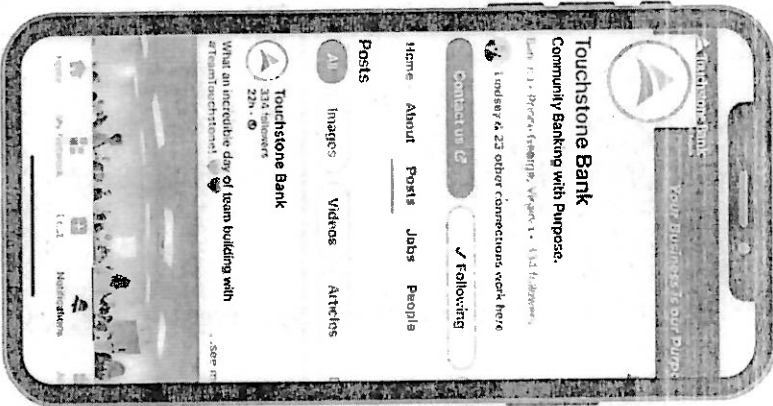




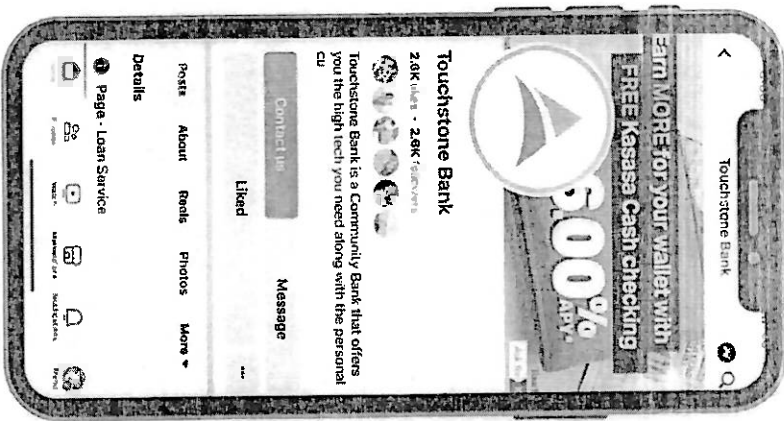
79 followers



339 followers



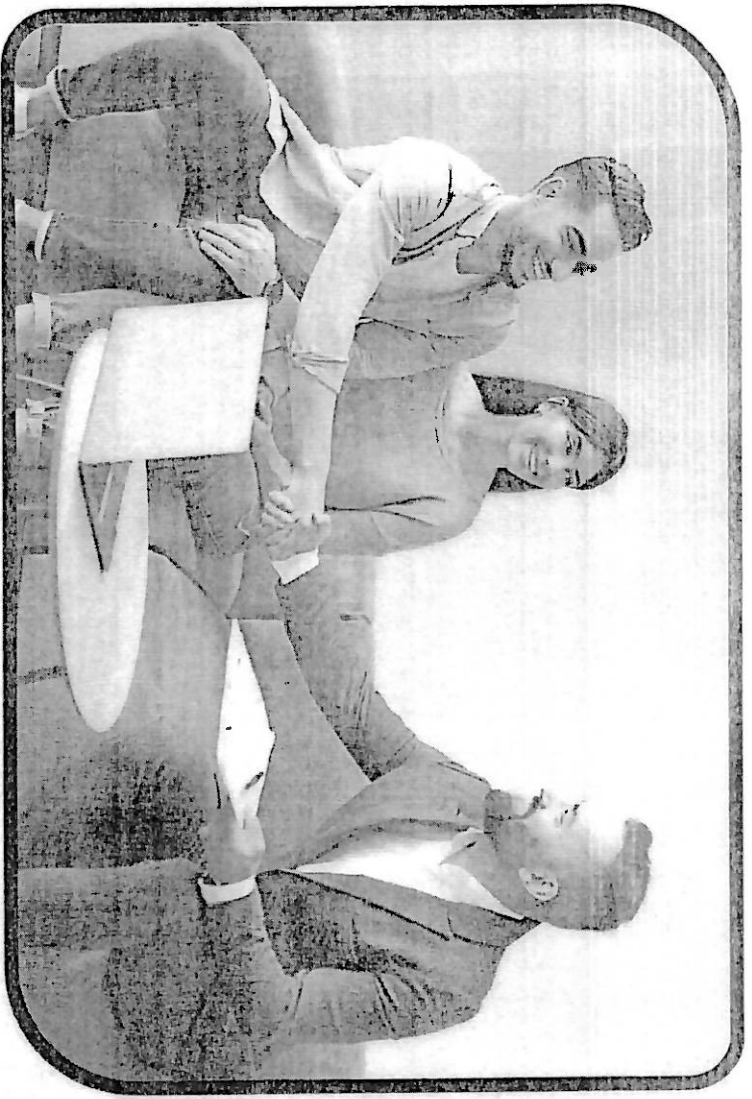
2.6k followers



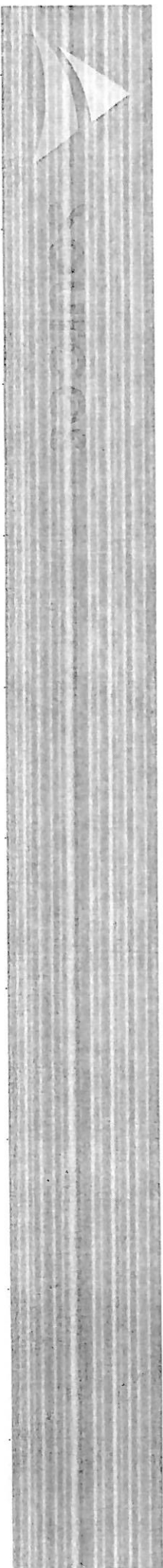




# Small Business Solutions



 Touchstone Bank



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