



**CREDIT  
UNION**

SYDNEY

# **Youth Strategy**

**November 23, 2012**



**# 1 Goal - Increase Youth  
membership!**

# How do we do this?

We build  
relationships







**7 local elementary  
schools in our  
community**

















# Social Media





# Social Media



Facebook



Twitter



Four Square



YouTube



Website/Email



# Facebook

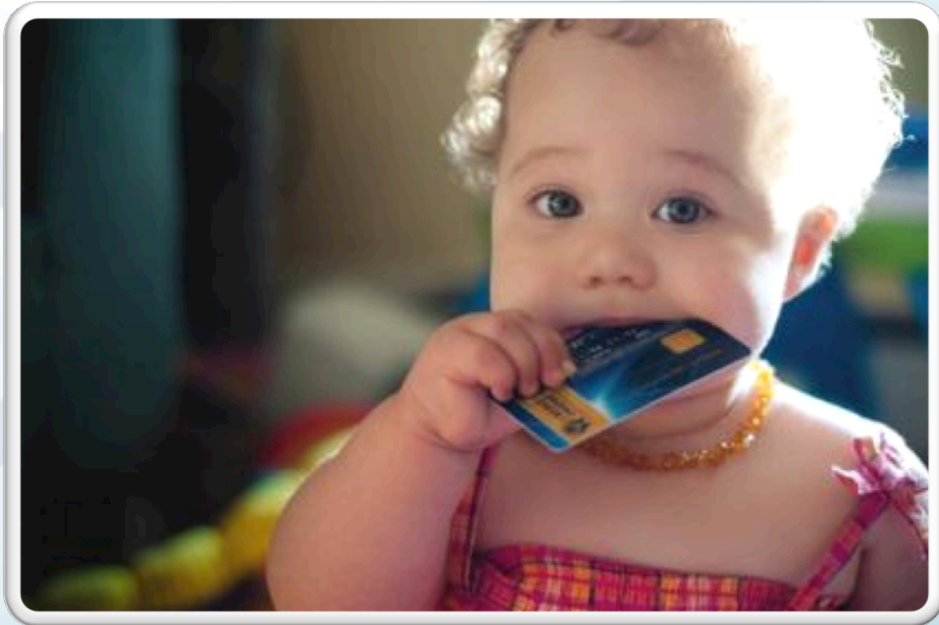
- **Reach** is the number of people who have seen a post
- **Engagement** is the number of people who have clicked on your post to find out more
- **Talking About** is the number of people who interacted with your posts through “likes”, commenting, or sharing.

**Our average “Reach” for the year has been approximately 30%, nearly double the average reach of unpaid posts on Facebook!**





# Ways to engage



- 15 entries
- 281 votes
- 163 NEW followers
- winner secured 75 votes
- 119 engaged users
- 50 people talking about it



**Sydney Credit Union** · 1,425 like this.

21 August at 10:02 · 🌐



✓ Liked

This school season, for the first time ever, Sydney Credit Union is offering a Student Loan Line of Credit.

With an interest rate of Prime+1%, you pay interest only while you are in school and don't start regular payments until 1 year after graduation.

#### Student Loans

[www.sydneycreditunion.com](http://www.sydneycreditunion.com)

An affordable way to make continuing education possible. Sydney Credit Union's Student Loans are designed for students who require funding for educational purposes, including tuition, books, related

**Reach = 588 or 41%**  
**Engaged Users = 37**  
**Talking About = 18**





**Sydney Credit Union** · 1,425 like this.

5 September at 10:00 ·

✓ Liked

Canadian Credit Unions ranked 1st in customer service for 8th consecutive year – surpassing all Canadian financial institutions. [by ipsos.com]

Like · Comment · Share

1

16 people like this.



**Rhonda McKenzie Appleton** no arguments there. You get a real person answering the phone when you call.

5 September at 10:37 · Like

**Reach = 700 or 49%**  
**Engaged Users = 27**  
**Talking About = 4**







Sydney Credit Union

[+ Subscribe](#)

0  
subscribers

1,580  
video views

Browse videos

Search Channel

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**Feed**

[Comments](#)

View ▾



Comment on this channel



CreditUnionSydney uploaded a video 4 months ago



**Touching Base with Libby Morrison**

133 views

In 2012 Sydney Credit Union had the pleasure of contributing to fundraising efforts to send Libby Morrison to Campeche Mexico, along



CreditUnionSydney uploaded a video 5 months ago



**Global Payment™ MasterCard®**

64 views

Have you every wondered what makes the GLOBAL PAYMENT MasterCard so special?



CreditUnionSydney uploaded a video 1 year ago



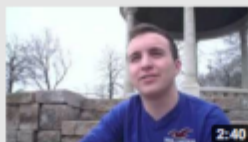
**Interac eTransfers at Sydney Credit Union**

349 views

NOW AVAILABLE, all Sydney Credit Union members , can use Interac® e-Transfers to allow you to send money in minutes to anyone



CreditUnionSydney uploaded a video 1 year ago



**Sydney Credit Union Beneficiary of ACYL 2011's Canoe Cove PEI Weekend Sponsorship**

311 views

Sydney Credit Union had the pleasure to sponsor Connor Bray to attend his second ACYL weekend at Canoe Cove, PEI. We caught up

About Sydney Credit Union

[sydneycreditunion.com](#)

by CreditUnionSydney ▾



CreditUnionSydney uploaded a video 1 year ago



**Sydney Credit Union Great Get-A-Way 2011**

86 views

It's that time of year again! May 1-Aug 31 2011, Sydney Credit Union is offering a special loan offer with rates as low as 6.9% PLUS, as an



CreditUnionSydney uploaded a video 2 years ago



**Cape Breton Cares 2010**

116 views

\$451,368 is the total raised as of 6pm in support of four specialized areas of care at the Cape Breton Regional Hospital—enhanced cancer



CreditUnionSydney uploaded a video 2 years ago



**Fiddlers Run 2010**

445 views

As presenting sponsors of the 6th annual Fiddlers Run, Sydney Credit Union took the morning of Sept. 20 to participate in the event. The



CreditUnionSydney uploaded a video 2 years ago



**Exile Island 2010**

66 views

Sydney Credit Union's very own Steven Rolls spent a day on Exhile Island to help raise money for Children's Wish. The day was spent

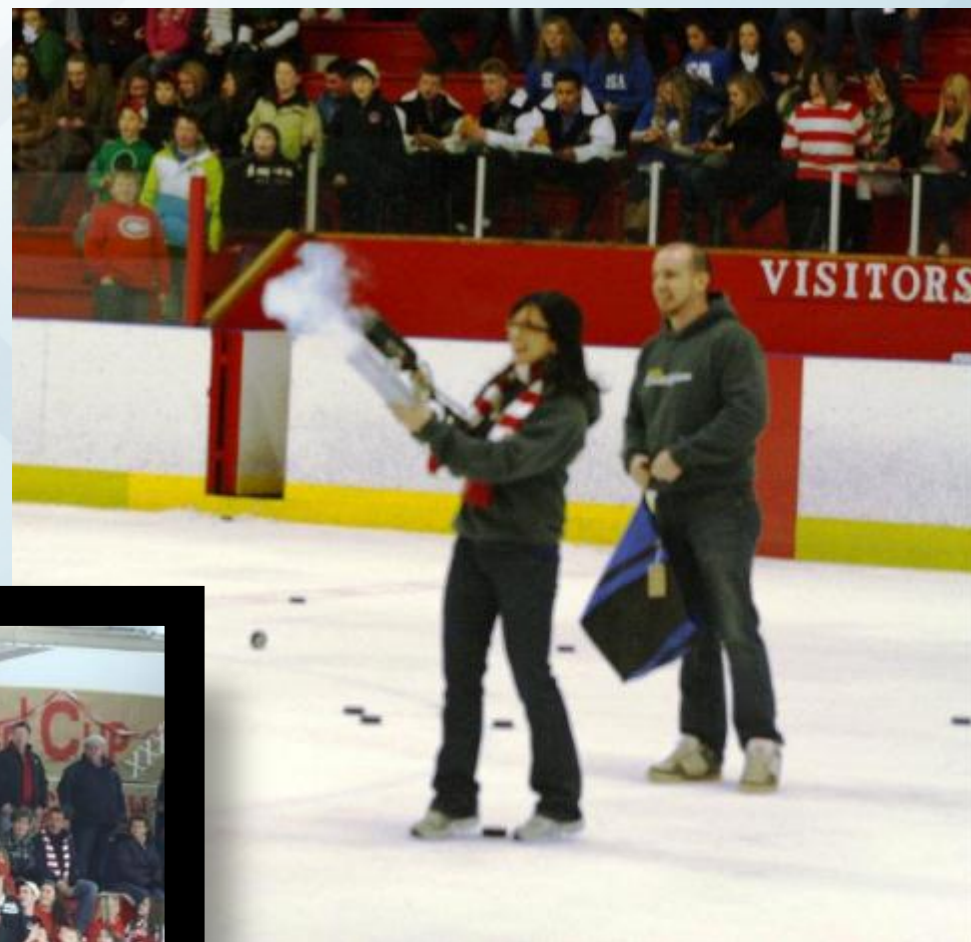




**JA Pitch it!**







**RED CUP!**



# High School SAFE GRAD



# CBU Frosh Week



**"Welcome" CBU Students!**

**Flash your  
CBU STUDENT ID**  
and have a chance to **WIN** an  
**iPhone Docking Stereo  
with CD Player.\***

\* Ballots will be received when CBU students open a Sydney Credit Union account or with every transaction complete in branch.



**You want everything...**  
**you've got YOUR Everything**



# The good news...

Of all new members  
in 2012....

**51% are youth!**





# 2012 Youth Strategy

Increase youth members

- Youth = 35 years of age and under

Increase product penetration

- MemberCard
- Global Payment MasterCard



## Sydney Credit Union's Youth Strategy – 2012 GOALS

Measurement	Dec 2011	GOAL Dec 2012	As of August 31, 2012
Number of new youth members - net of closures	Decrease of 122	Decrease of 50	Decrease of <b>22</b>
% of <u>existing</u> youth with a MemberCard	61%	Increase to 67.1%	<b>65.7%</b>
% of <u>new</u> youth with a MemberCard	69%	Increase to 75%	<b>82%</b>
% of <u>existing</u> youth members with a GPC	3%	Increase to 3.5%	<b>8.8%</b>
% of <u>new</u> youth with a GPC	4%	Increase to 10%	<b>37%</b>



# Thank you!