

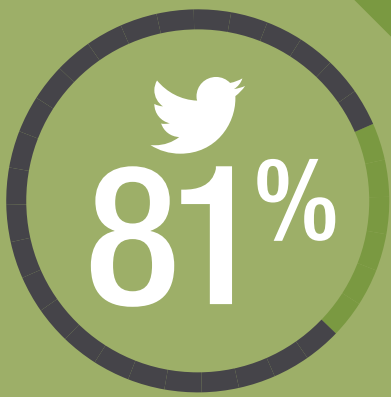
Millennials

And Social Media

where to reach them...



Affluent Millennials are 2x as likely as affluent GenXer's to seek financial content on social networks



of Millennials check Twitter at least once a day



2/3 of millionaires younger than 47 use LinkedIn

25%

of Millennials would post about a negative experience with a bank on social media



82%

of Millennials said they would have more faith in a company or institution if they were involved in social media

How to reach them...

Your Bank's Social Media Platform Must Offer:

EASE OF USE
by marketers, writers, compliance, relationship managers, etc.



A MARKETING LIBRARY
for publishing & approvals



CONTENT CALENDAR



APPROVAL STRUCTURE
oversight, keyword and phrase filtering, monitoring, organizational workflow & tracking, archiving



AUDIT READINESS



MEASUREMENT & success tracking



ABA members receive 20% off

GREMLN's Social Media Marketing & Compliance Platform Price.

For more information or to schedule a demo, visit:

<http://aba.gremlin.com>

Sources:

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