THE 1-7-30-4-2-1 SOCIAL MEDIA STRATEGY FOR **CREDIT UNIONS**

Maximize Your Credit Union's Social Media Presence with a Strategic Content Blueprint.

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Disclaimer: The 1-7-30-4-2-1 social media strategy outlined in this guide is intended as a suggestion and may need to be adapted to align with the unique goals, audience, and resources of your Credit Union.

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The **1-7-30-4-2-1** formula for social media is a content strategy framework that outlines the frequency and types of content to be posted on social media platforms over varying time intervals. Each number in the formula represents a different frequency of content creation, and each frequency is associated with a specific type of content. Here's a breakdown of what each number represents:

1: Daily Content - This refers to posting content on a daily basis. This content is often light, engaging, and easy to consume, such as quick tips, member testimonials, or infographics.

7: Weekly Content - This indicates posting content once a week. It typically involves more substantial growth-oriented content, such as blog posts, video series, or podcast episodes, aimed at providing valuable insights and information to the audience.

30: Monthly Content - This suggests posting content once a month. This content is often gated, meaning it requires the audience to take an action to access it, such as downloading a PDF guide, checklist, or participating in a webinar. It's designed to provide in-depth knowledge or resources on specific topics.

4: Quarterly Content - This involves creating content once every three months. It focuses on educational content, such as comprehensive guides, case studies, whitepapers, or online courses, aimed at deepening the audience's understanding of relevant subjects.

2: Semi-Annually Content - This refers to content created twice a year. It's geared towards community growth, such as hosting virtual workshops, online Q&A sessions, collaborative events, or partnering with local organizations to promote financial literacy.

1: Annually Content - This indicates content created once a year. It's considered special content and may involve significant initiatives or announcements, such as launching a new tool or app, releasing an annual financial report, hosting a large-scale financial literacy event, or introducing a scholarship program for members' children.

Overall, the **1-7-30-4-2-1** formula provides a structured approach to content planning on social media, ensuring a balanced mix of content types and frequencies to engage and educate the audience effectively over time.

Here's a content chart for your Credit Union based on the **1-7-30-4-2-1** formula, along with examples for a 120-day period:

Content Frequency	Content Type	Examples
Daily (1)	**Light Content**	1. Quick financial tips
		2. Member testimonials in short video format
		3. Infographics highlighting savings tips or credit score facts
		4. Polls or quizzes related to financial literacy
Weekly (7)	**Growth Content**	1. Blog post on effective budgeting techniques
		2. Video series explaining different types of loans
		3. Podcast episode discussing common financial myths
		4. How-to guides for using online banking services
Monthly (30)	**Gated Content**	1. Downloadable ebook on retirement planning
		2. Checklist for first-time homebuyers
		3. Financial planning worksheets

Content Frequency	Content Type	Examples
		4. Webinar recording on investment strategies
Quarterly (4)	**Educational Content**	1. Comprehensive guide on understanding credit scores
		2. Case studies on successful debt management strategies
		3. Whitepaper on the importance of emergency funds
		4. Interactive online courses on personal finance
Semi-Annually (2)	**Community Growth Content**	1. Virtual financial wellness workshops
		2. Online Q&A sessions with financial experts
Annually (1)	**Special Content**	1. Launch of a new financial planning tool or app
		2. Release of a comprehensive annual financial report
		3. Hosting a large-scale financial literacy event
		4. Introduction of a scholarship program for members' children

1. **Daily Content (Light Content):**
    - Quick financial tips shared on social media platforms.
    - Member testimonials in short video format showcasing their successful financial journey.
    - Infographics highlighting savings tips or credit score facts.
    - Polls or quizzes related to financial literacy engaging the audience.

Examples:

1. Quick tip: Set up automatic transfers to your savings account to help you save consistently.
2. Member spotlight: Hear from Jane about how she achieved her savings goals.
3. Infographic: The top 5 ways to improve your credit score.
4. Poll: What's your biggest financial goal for the year?
5. Reel: Behind-the-scenes look at a day in the life of a Credit Union employee.
6. Quick fact: Did you know that paying your bills on time can positively impact your credit score?
7. Member testimonial: John shares how the Credit Union helped him buy his dream home.
8. Light-hearted meme related to personal finance.
9. Story: Tips for budget-friendly Valentine's Day celebrations.
10. Reel: 3 money-saving hacks for grocery shopping.

2. **Weekly Content (Growth Content):**
    - Blog post series on effective budgeting techniques.
    - Video series explaining different types of loans available.
    - Podcast episodes discussing common financial myths and misconceptions.
    - How-to guides for using online banking services effectively.

Examples:

1. Blog post: How to create a monthly budget that works for you.
2. Video series: Understanding different types of mortgage loans.
3. Podcast episode: Debunking common myths about credit cards.
4. How-to guide: Setting up online bill pay for hassle-free payments.
5. Blog post: Tips for saving money on utility bills.
6. Video series: Exploring investment options for beginners.
7. Podcast episode: The importance of emergency funds and how to build one.
8. Blog post: Planning for retirement: Steps to take in your 20s, 30s, 40s, and beyond.
9. Video series: Managing debt effectively: Strategies for paying off loans and credit cards.
10. Podcast episode: Financial considerations when buying your first home.

3. **Monthly Content (Gated Content):**
    - Downloadable ebook on retirement planning strategies.
    - Checklist for first-time homebuyers to guide them through the process.
    - Financial planning worksheets to help members organize their finances.
    - Webinar recording on investment strategies for long-term financial growth.s

Examples:

1. Ebook download: The ultimate guide to financial independence.
2. Checklist download: Preparing for tax season: Documents you need to gather.
3. Worksheet download: Creating a personalized debt repayment plan.
4. Webinar recording: Investing 101: Building wealth through smart investment strategies.
5. Ebook download: Navigating the homebuying process: Tips for first-time buyers.
6. Checklist download: Essential items to include in your emergency preparedness kit.
7. Worksheet download: Setting SMART financial goals for the year ahead.
8. Webinar recording: Understanding insurance: What you need to know to protect your assets.
9. Ebook download: Retirement planning for millennials: Starting early for a secure future.
10. Checklist download: Steps to take before applying for a mortgage.

4. **Quarterly Content (Educational Content):**
    - Comprehensive guide on understanding credit scores and how they impact finances.
    - Case studies on successful debt management strategies adopted by members.
    - Whitepaper on the importance of having an emergency fund and how to build one.
    - Interactive online courses covering various aspects of personal finance.

Examples:

1. Comprehensive guide: Understanding the basics of credit scores and reports.
2. Case study: How one member successfully paid off $10,000 in credit card debt.
3. Whitepaper: The role of diversification in building an investment portfolio.
4. Online course: Budgeting fundamentals: Mastering your money management skills.
5. Comprehensive guide: Exploring different types of investment vehicles: Stocks, bonds, and mutual funds.
6. Case study: A family's journey to financial freedom through smart saving and investing.
7. Whitepaper: The impact of inflation on your purchasing power and savings.
8. Online course: Debt management strategies: Snowball vs. avalanche method.
9. Comprehensive guide: Understanding the homebuying process from start to finish.
10. Case study: How proper estate planning can protect your assets and legacy.

5. **Semi-Annually Content (Community Growth Content):**
    - Virtual financial wellness workshops addressing common financial challenges.
    - Online Q&A sessions with financial experts to answer members' questions.
    - Collaborative events with local organizations to promote financial literacy.
    - Participation in community fairs or events to engage with members face-to-face.

Examples:

1. Virtual workshop: Building a budget that aligns with your financial goals.
2. Online Q&A session: Ask our experts anything about retirement planning.
3. Collaborative event: Financial literacy fair with local schools and community organizations.
4. Community webinar: Understanding the basics of investing for long-term growth.
5. Virtual workshop: Managing student loan debt: Tips for recent graduates.
6. Online Q&A session: Ask our mortgage experts anything about home loans.
7. Collaborative event: Partnering with local businesses for a financial wellness day.
8. Community webinar: Planning for college expenses: Strategies for parents.
9. Virtual workshop: Protecting yourself from identity theft and fraud.
10. Online Q&A session: Ask our insurance specialists anything about coverage options.

6. **Annually Content (Special Content):**
    - Launch of a new financial planning tool or app to enhance member experience.
    - Release of a comprehensive annual financial report summarizing the Credit Union's performance and future goals.
    - Hosting a large-scale financial literacy event featuring workshops, seminars, and guest speakers.
    - Introduction of a scholarship program for members' children to support their education goals.

Examples:

1. New tool launch: Introducing our budgeting app to help you track expenses and savings goals.
2. Annual report release: Reflecting on our achievements and goals for the upcoming year.
3. Financial literacy event: Hosting a day-long seminar with guest speakers and workshops.
4. Scholarship program launch: Announcing our new scholarship opportunity for members' children.
5. New tool launch: Introducing our retirement planning calculator to help you prepare for the future.
6. Annual report release: Sharing insights into our financial stability and member satisfaction.
7. Financial literacy event: Partnering with local universities for a campus-wide financial wellness day.
8. Scholarship program launch: Highlighting the importance of education and supporting our community.
9. New tool launch: Introducing our credit score monitoring service to help you stay on top of your finances.
10. Annual report release: Celebrating another successful year of serving our members and community.