

Communicating & Connecting During COVID-19

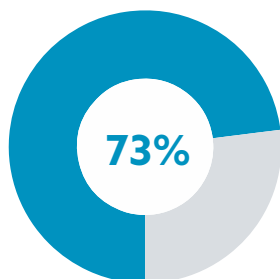
A snapshot of how banks and credit unions have been engaging with their customers, communities and employees in the initial weeks of COVID-19.

As businesses across the globe have taken on uncharted territory in staying connected and protecting their customers and employees during the 2020 COVID-19 outbreak, they have been paving the way for best practices in communicating during a global pandemic. Financial institutions are in a unique situation as they are an essential part of the community that provides financial support and direction as a pillar of their communities.

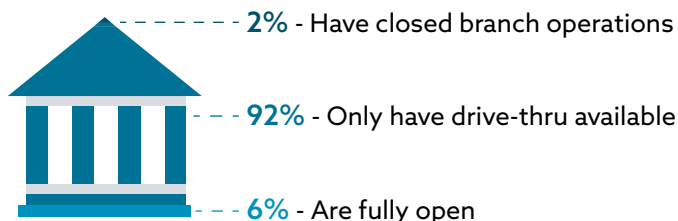
Social Assurance surveyed banks and credit unions across the country to learn more about how they are using tools like social media to stay connected and provide support to their community and employees during this unprecedented time. Here is what we learned:

Supporting Customers

With banks having to change their normal operations to accommodate COVID-19 restrictions and protect customers and employees, 73% of banks expressed concern with being able to maintain customer service expectations. Here is how banks are operating and how they are communicating changes to operations.

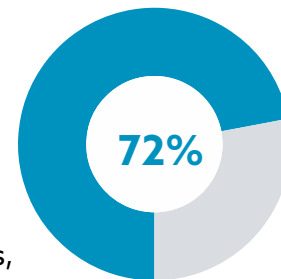


How branches are operating:



Connecting with Employees

With 72% of banks shifting most of their workforce to remote work environments, banks are facing many new challenges and concerns in managing and connecting with their teams. Here are their top concerns as they began the temporary remote transition:



The top concerns for remote teams:



How Changes in Operations are Being Communicated

91%

Website

91%

Social Media

72%

Exterior Signage

62%

Email

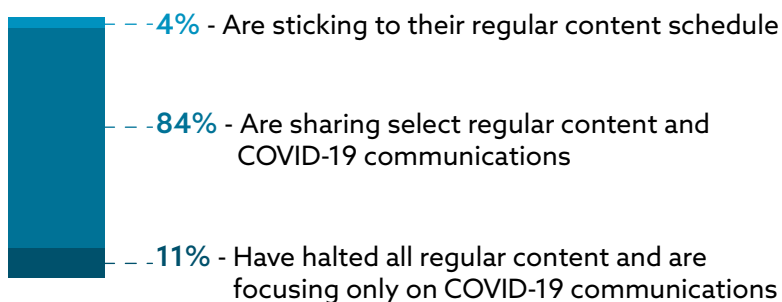
45%

Digital Listings

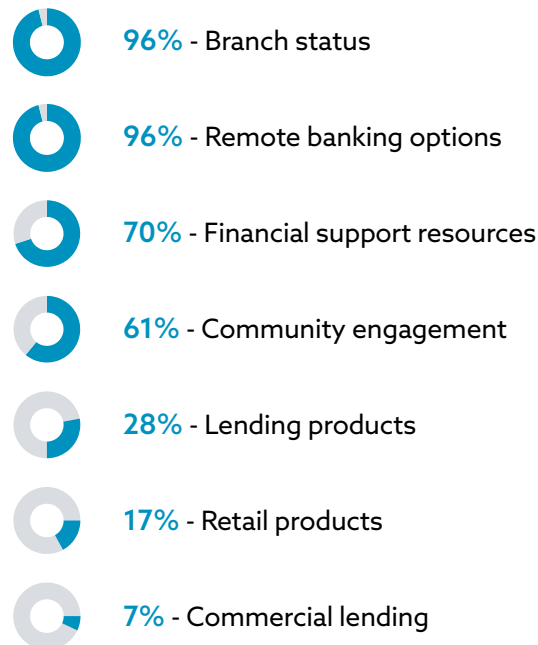
Staying Social at a Distance

All banks surveyed are using social media to continue to communicate with and connect with their customers. However, not all banks are employing the same social media strategy. Here is how they are using social to stay connected to their communities:

How Banks are Changing Their Social Strategy



What Banks are Communicating on Social



Communication Tips from Financial Brands

Social Strategy

"Just be you. We are community bankers, so we don't have huge advertising budget. We filmed a message from our CEO on an iPhone and have had great response to it."

- Ashley J King-Jones, Three Rivers Bank of Montana

"Video has been a very strong resource. We are keeping them very organic and real - and have been pleasantly surprised by the traction."

- Emily Mays, Community Spirit Bank

Engaging the Community

"We are trying to post something fun that features our employees a few times a week."

- Becky Bumpers, The Farmers State Bank

"[We are] sending thank you posts to health care workers, grocery store staff, EMT's, etc."

- Lynne Winker, United Southern Bank

Protecting Customers

"[We have been] linking to a lot of official sites - FTC, FDIC, ABA, FBI - that have information about fraud connected to the pandemic. Boosting posts about our remote banking products so they reach more people."

- Peggy Fleming, West Bank