



Maximize Your Bank Visit or Meeting Using Social Media

Social media can be a powerful platform to share your bank's unique story. Creating a plan to connect with your lawmakers on social media ahead of a scheduled meeting also allows you to effectively communicate your stance on important issues affecting your bank and community.

Consider the following three-step approach to maximize your bank visit or meeting.

1 PREPARE AHEAD OF TIME

- Look up your lawmakers' social media handles [HERE](#).
- Make your voice heard on social media so policymakers know where your bank stands on key issues.
- Use the hashtag #BankLocally so others can learn from and be inspired by your efforts and impact.

2 FOLLOW KEY INFLUENCERS

- Try this [LIST](#) of financial regulators on Twitter.
- Take a look at this [LIST](#) of accounts on Twitter from Capitol Hill.
- [FOLLOW](#) financial reporters for the latest news.

3 CONTACT ICBA FOR ASSISTANCE

ICBA will be following the conversations and highlighting member meetings using the hashtag #BankLocally. (Don't forget to tag @ICBA so we can retweet!) Customize the following tweets and add handles for policymakers you are meeting with for even more exposure.

 #CommunityBanks are difference makers. That's why it's important we share our challenges and impact w/ [\[Policymaker Twitter Handle Here\]](#)

 #CommunityBanks do right by customers and help make Main Street a better place to live and work #BankLocally

 We're joining community bankers across the nation in hosting our member of Congress so we can share our story! #BankLocally

For additional tips on scheduling, conducting and promoting in-district meetings with members of Congress, check out ICBA's "[Meetings on Main Street](#)" guide.