



## Why You Should Follow Your Bank on Social Media

Almost three-quarters of all internet users and 40% of cell phone customers [use](#) social media, meaning it's already an integral part of popular culture. Most people use social media to reconnect with old friends, share important life events and build professional networks. What you may not be aware of is that social media is also a great way to stay connected with your bank. Here's why it makes sense to [follow your bank](#) on your favorite social networks.

### Why follow a bank?

Perhaps you're already following bands, actors, writers, retailers or organizations you like on sites such as Facebook or Twitter to find out about new releases and special offers or events. Including your bank in your social network keeps you in the loop in much the same way. Among the benefits you can enjoy:

#### Learn about new products and services

Whether you're interested in financing, tech tools, [checking options](#) or better ways to save, banks use social networks to let customers know when new products and services become available. You'll be among the first to access the latest ways to make the most of your money.

#### Get involved with your community

Community banks tend to be active in local charitable and cultural events. Following your bank on social media means you won't miss out on fun neighborhood parades or worthy fundraisers. And if you're the one hosting an important community event, connecting with your bank on social media can help you get the word out.

#### Plan bank visits

When a new branch or ATM opens, you'll find out instantly by checking your bank's posts. And if you're on the go, you can also find out where the closest branch or ATM is. Social media also provides an easy way to keep up with holiday hours, so you'll never make a trip for nothing.

#### Make your voice heard

Have a banking question or concern? Post it on your bank's page and you'll be sure to get a quick response. You may even spark an interesting and productive dialogue with other customers in the process.

#### Boost local economies

Neighborhood banks often support local businesses by featuring them in their social media posts, so whether you're a small-business owner or just someone who wants to learn about and support local businesses, networking with your bank could be beneficial. If you happen to need [business financing](#), keep in mind that local banks are some of the [top small-business lenders](#) in

the country. Connecting with your bank over social media gives you the opportunity to showcase your business and increase your chances for [loan approval](#).

## How to connect

No matter which social media platform you prefer, odds are it's a place you'll find your bank. Financial institutions like First Federal Savings and Loan Association of Port Angeles are posting regularly on sites including:

- Facebook
- Twitter
- Google+
- Google Places
- YouTube
- Instagram
- LinkedIn

Social media is already transforming the experience of banking, and getting on board means you won't be left behind. Adding your bank to your social network is an effortless way to support the local economy, stay connected with your community and improve your own personal financial health.

Roberta Pescow, [NerdWallet](#)

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