**Social Media Policy for the Association of Military Banks of America (AMBA)**(Facebook and Twitter)

**Section 1 – Audience, Tracking, and Goals**

**Audience**

1. Four main audience types
   * AMBA Regular Members and Associate Members
   * DoD Financial Readiness Partners and AMBA Partners
   * End Users; individuals in the military community
   * Others who are involved in the financial readiness of SM and their families

**Tracking**

1. Tracking in Facebook is built-in and can record specific daily, weekly, and monthly traffic. Facebook ads are also an option, and can significantly increase “likes” on Facebook. This option can possibly be implemented later as a Military Bank Campaign is executed.
2. Twitter tracking can be done through the free version of Hoot Suite, a Twitter account management platform.
3. Website analytics will show the number how many references come from the Facebook page to the AMBA website.

**Goals**

1. Increase familiarity of AMBA and its member banks within the military community.
2. Reach individuals in the military community with financial education information, tips, general products and services to increase financial readiness and capability.
3. Leverage the opportunity to highlight AMBA partnerships such as ABA, CFPB – Office of Servicemember Affairs, DoD, ICBA, Military Saves, Military Spouse Employment Partnership, MOAA National Military Family Association, and others.

**Section 2 – Posting Guidelines**

**Posting guidelines**

1. Postings/Tweets will mainly contain information about
   1. The military banks
   2. The military banking program
   3. Financial readiness information
   4. Other military community information relevant to the support of the military community, such as posting Happy Birthday Army, etc.
2. Re-posting/re-tweeting financial readiness information of partners/collaborators and other pertinent information.
3. Links to information and resources are permitted as long as they fit into AMBA’s overall communications plan.
4. Social media should drive traffic to AMBAhq.org and should be a resource for information to the military community and AMBA members.
5. Facebook posts and tweets should be relevant to readership and should be assessed as necessary when feedback is given from AMBA members and/or the Board of Directors.

**Section 3 – Management**

**Page Management**

1. The main posting will be the responsibility of AMBA’s VP for Communications and Operations.
2. AMBA Executive Assistant will also have administrative access to the Facebook page and Twitter account and will be able to post and maintain the accounts when the VP is not available.
3. AMBA President & CEO will provide oversight and have access to postings and require adherence to the Association’s policies and procedures.
4. Posting guidelines will be followed (see Section 2) and personal information will not be permitted into page content.
5. All content will remain in-line with AMBA messaging and AMBA Social Media Policy.