



BOND Hub 2021 Report - Social Media Posts

Hashtags and handles to include:

#BankOn, @CFEFund, reporting financial institution handles ... and your coalition hashtag/handle!

Reporting financial institution Twitter handles:

- Arvest Bank, @ArvestBank
- Banco Popular of Puerto Rico, @popular
- Bangor Savings Bank, @bangorsavings
- Bank of America, @BankofAmerica
- Bankers Trust, @BTCDM
- BOM Bank, @BOMest1903
- Carrollton Bank (no Twitter handle)
- CASE Credit Union, @CASECU
- Citibank, @Citibank
- Columbia Bank, @ColumbiaBankNW
- Dollar Bank, @Dollar_Bank
- First Bank (no Twitter handle)
- First Commonwealth Bank, @FinanceBetter
- First Farmers Bank & Trust, @FFBT_Bank
- First Horizon Bank, @FirstHorizonBnk
- First National Bank of Pandora, (no Twitter handle)
- IBERIABANK, @IBERIABANK
- JPMorgan Chase, @Chase
- Movement Bank, @MovementBank
- Old National Bank, @Old_National
- River City Federal Credit Union, @rcityfcu
- Southern Bancorp, @southernbancorp
- The First, A National Banking Association, @TheFirstBank
- U.S. Bank, @usbank
- US Eagle FCU, @USEagleFCU
- Wells Fargo, @WellsFargo

Access customizable Canva social media images here: [Social Media Cards](#)



Suggested Social Posts:

Twitter:

- JUST RELEASED: New data from @stlouisfed and @CFEFund's Bank On National Data Hub shows that 3.4M #BankOn accts were opened in 2021! TY to our #BankOn bank + credit union partners for reporting. Learn more: bit.ly/3FwmimK
- TY [financial institution handles in your footprint] for reporting to the @stlouisfed @CFEFund BOND Hub + helping show [Bank On X's] impact in connecting [area residents] to [number of new accounts opened in your city/county] #BankOn certified accts in 2021! bit.ly/3FwmimK
- New data from @stlouisfed and @CFEFund shows the market for #BankOn certified accts is strong – with 14.1 million nationally certified #BankOn accts opened to date! Learn more: bit.ly/3FwmimK
- Over 3.4 million #BankOn certified accts were opened in 2021 – and 80% of new accts were opened by customers new to the financial institution! Learn more abt #BankOn natl data: bit.ly/3FwmimK
- DYK? In 2021, there were [X] safe + affordable #BankOn certified accounts opened in [city/state/region]. Bank On X is working to grow this number in 2023! Learn more: bit.ly/3FwmimK
- With 14.1 million accounts open to date, the #BankOn movement is growing! Banks and credit unions can join the movement – learn more at www.joinbankon.org/certify/

Facebook/LinkedIn:

- NEW: The @Federal Reserve Bank of St. Louis and @CFEFund's #BankOn National Data Hub has just come out with 2021 data! Across just 28 reporting institutions, 3.4 million Bank On certified accounts were opened in 2021, with 80% of accounts opened by customers new to the financial institution – the #BankOn movement is bringing new customers into the financial mainstream. There are now Bank On accounts open in 85% of all US zip codes, and a stunning 14.1 million #BankOn certified accounts have been opened to date! Huge thanks to the 28 reporting institutions, including our coalition partners [list]. We're thrilled that these partners shared their data with the St. Louis Fed to help tell the story of how [Bank On Coalition name] is working to connect everyone in [city/region/state name] to safe and affordable Bank On certified accounts. Learn more at bit.ly/3FwmimK