

# About us

- 20,000 members;
- 6 branches in Brisbane, Ipswich & Townsville;
- \$320 million in assets under management;
- Mix of community & industry bonds.

 **Queenslanders**  
CREDIT UNION  
*banking that's personal*



# Why social media?

- Integrated communications using traditional & social media;
- Aging membership;
- Cost effective;
- Reduced relevance of traditional community & employer bonds.

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# Our story

- First Queensland based credit union on Facebook;
- Organisation wide focus on innovation & improving relevance;
- AMInstitute Online Sales & Marketing conference;
- Commence CEO blog.

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# Our story

- Employ dedicated resource;
- Low cost competitions to build followers;
- 'Define the Difference' video competition.

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Our example.....

The winner.....

# Our story

- Focus content on 25 to 35 years mums – “trusted advisor”;
- Build calculators, repayment tips and surveys into page;
- Launch personalmoney.com.au blog;
- Partner with traditional media on their social media promotions.

The screenshot shows a Facebook page for Queenslanders Credit Union. The page header includes the Facebook logo, the website URL [www.queenslanders.com.au](http://www.queenslanders.com.au), and a search bar. A prominent banner advertises the 'Ultimate Home Loan package' with a 6.95% p.a. comparison rate. Below the banner is a navigation menu with options like Wall, Info, Friend Activity, and a highlighted 'Lump Sum Calculator'. The main content area features a 'Home Loan Lump Sum Calculator' widget. This widget has input fields for loan details (Loan Amount: \$260,000, Interest Rate: 7.25%, Loan Term: 25.0 yr, Repayment Frequency: Monthly) and repayment details (Lump sum amount: \$5,000, Lump sum payment made after: 5.0 yr). Below the inputs is a line graph titled 'View your results' comparing 'Original' and 'With lump sum' repayment scenarios over 24 years. The graph shows a significant reduction in the amount owing when a lump sum is paid. A green box at the bottom of the calculator displays the results: Monthly repayments: \$1,879.30; Time saved: 0 years, 11 months; Interest saved: \$15,592.08.

facebook

[www.queenslanders.com.au](http://www.queenslanders.com.au)

1800 QLDERS

Introducing Our...  
**Ultimate Home Loan package**

6.95% p.a.  
\* comparison rate

- ✓ No application or establishment fees (a saving of at least \$95!)
- ✓ Discounts on your home & contents insurance\*
- ✓ Free redraws via phone and internet banking

Click the "Ultimate Home Loan" link below!

Wall  
Info  
Friend Activity (1+)  
Ultimate Home Loan  
Your Home Sooner  
We Love Feedback  
Welcome!  
On Twitter

**Lump Sum Calculator**  
MORE

About [Edit](#)

Bank where the profits go back to the members at Queenslanders Credit Union...

More

**618**  
like this

Likes [See All](#)

- proUTES - Custom Sports Utes
- Cultiver
- Brisbane Queensland Hurling Club
- Brisbane Holiday

Your Home... Sooner  
with Queenslanders

Want To Own Your Home Sooner?

It's Easier Than You Think!

The calculator below shows you how much you can save when you make lump sum payments.

For example, say you had a \$300,000 home loan over 25 years and you decided to pay your tax refund of \$2000 to help pay it off quicker. You would save over \$10,000 in interest.

We also have an [Extra Repayments calculator](#), which shows how much you can save when you make regular extra payments.

Having the right home loan is also important. If you have found this information helpful you might also find our [home loan right for you](#) as well.

### Home Loan Lump Sum Calculator

Enter your details

**Enter your loan details**

Loan Amount:  Interest Rate:  %

Loan Term:  yr Repayment Frequency:

**Enter your repayment details**

Lump sum amount:  Lump sum payment made after:  yr

**View your results**

Amount Owning

Years

Original With lump sum

Monthly repayments: **\$1,879.30**

Time saved: **0 years, 11 months**

Interest saved: **\$15,592.08**

# Lessons learnt

- Stay true to brand, but make it relevant;
- It's not about you – it's about them;
- Accept some negative comments will be made;
- Quantity of fans V quality of interaction.

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# Lessons learnt

- How will you keep new fans engaged after the competitions?;
- Ensure product offering supports activities;
- Paid Facebook ads working well.

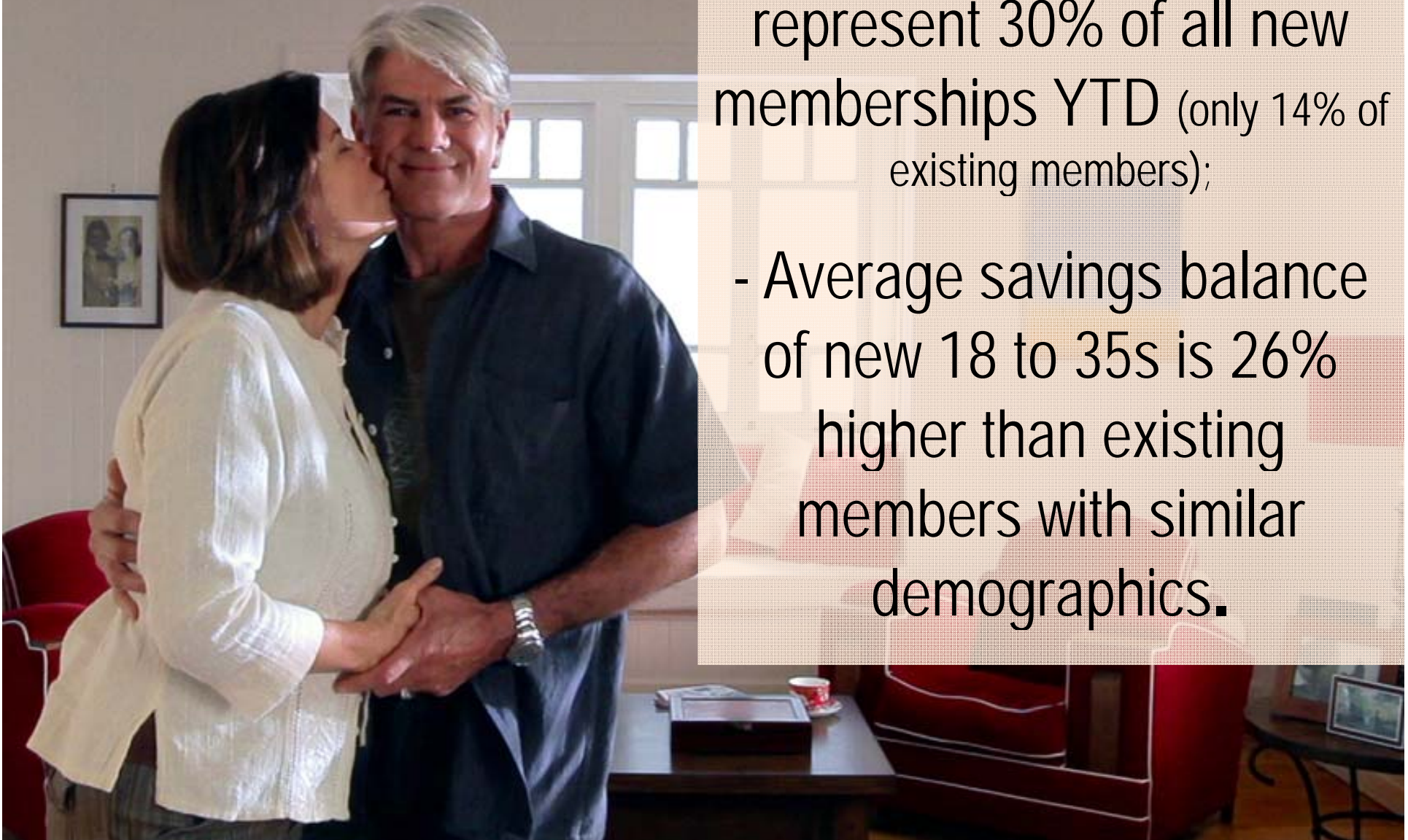
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## Results to date

- Facebook now the number one external referrer to our website (exc. search engines);
- 13% increase in 18 to 35 loan apps YTD;
- 18 to 35s represent 30% of loans funded YTD, up from 24% last year.



## Results to date

- 18 to 35 year olds represent 30% of all new memberships YTD (only 14% of existing members);
- Average savings balance of new 18 to 35s is 26% higher than existing members with similar demographics.

Another favourite entry

A photograph of a man and a woman standing in front of a house entrance. The man, on the left, is wearing a red and white checkered shirt and has his arms crossed. The woman, on the right, is wearing a red long-sleeved top and is leaning slightly towards the man. They are both smiling. The background shows a dark door with a stained glass window and a white wall.

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