

How to Really Use Facebook for Your PR Efforts

@JasonVasquezWF / #digitalpr

February 5, 2014

Together we'll go far



Our mission as communicators:

To Solidify Wells Fargo's Reputation as
One of the World's Great Companies

- Sharing compelling stories
- Providing strategic counsel
- Empowering team members
- Striving for excellence



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Message House

At Wells Fargo, we are committed to working together with customers and communities to earn their trust and help them succeed financially

Helping people to succeed financially

Enabling businesses to thrive

Living our values and rebuilding trust

Delivering results

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P.R. to *P+R*

Shifting from 'Public Relations'
to 'Publishing & Relations'

Research &
Measurement

Executive
Advocacy &
Influence

Professional
Development

Telling the
Human Story

Social Media

Inside Out

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Publishing Relations

Messaging

- Message House

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Message House

Helping people to succeed financially	Enabling businesses to thrive	Living our values and rebuilding trust	Delivering results
<p>Preserving homes and communities Customer lending programs, loan forgiveness & reductions - <i>Leading the Way Home</i></p> <p>Still lending #1 mortgage lender in the country</p> <p>Building relationships Developing long-term relationships and working together with customers to plan for a brighter financial future with financial tools that empower customers to take control of their finances and avoid advice that protects consumers from risk</p>	<p>Still lending Supporting small and middle market businesses through commercial loans for economic growth at a local and global level</p> <p>Helping entrepreneurs We are helping entrepreneurial dreams and finding solutions for small businesses</p> <p>Supporting local companies We support local companies and communities to keep Main Street open</p>	<p>Investing in communities Our team members are investing in and engaging with our communities. Support of local and national organizations</p> <p>Being green We are committed to being an environmental leader</p> <p>Learning from mistakes Learning from mistakes and working to earn trust by being open, honest and remaining devoted to the economic success of our country</p> <p>History of responsible behavior 150-year history of working, stability, plus did not use ARMs or risky schemes</p>	<p>History of strength We have grown up with the country as a staple of American banking for over 150 years and have an enduring track record of strength and stability</p> <p>Conservative business model We remain focused on a business model built on long-standing relationships, financial stability and performance</p> <ul style="list-style-type: none"> - Strong balance sheet, with cash - Managing risk - Strong track record

Storytelling

- Created content
- Earned content

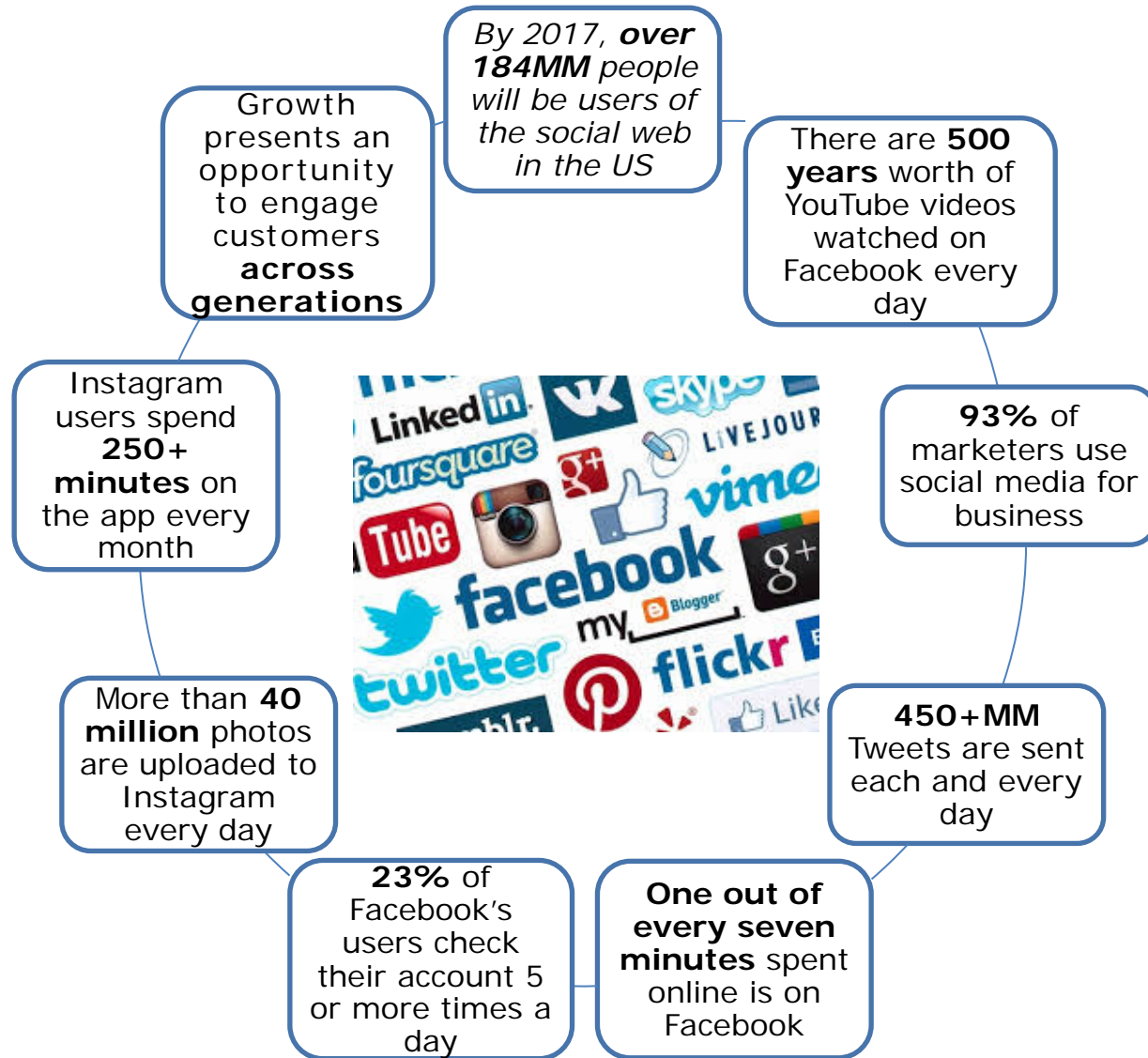
Engagement

- Social Media
- Media Relations
- Executive Advocacy
- Team Member Communications

Reputation | Culture

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Social media use is pervasive and spans generations



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What “is” Facebook to Wells Fargo?

IS

- Community
- Engagement around content
- A feedback loop
- A two-way relationship
- Real-time
- Accountability for brands
- A conversation that is happening whether you want it to or not

IS NOT

- A channel
- A destination
- Only a piece of content
- Just Facebook
- A push marketing platform
- A broadcast channel
- Static or rigid

Your Brand's Story on Facebook



Wells Fargo
Liked · January 14 · Edited

Our largest outdoor mural which is located at our University of Washington campus store in Seattle, Washington.

Like · Comment · Share

730 people like this. Recent Activity ▾

25 shares

Wells Fargo
December 20, 2013

On average, college graduates make \$1 million more over their lifetime versus those without a degree. Are you planning for college? Enroll in our CollegeSTEPS® program for helpful college planning and money management tips. We'll also automatically enter you in our sweepstakes for a chance to win \$1,000. No purchase necessary. <http://spr.ly/6181jcvF>

Like · Comment · Share

94 likes · 11 comments · 12 shares



Wells Fargo
Liked · July 25, 2013

In gold rush days, Wells Fargo agents sometimes used dogs to help guard Wells Fargo treasure. While guard dogs are no longer necessary, we still have a dogged determination to keep your finances secure! #tbt — with Shanika Richardson-Conyers.

Like · Comment · Share

8,641 people like this. Top Comments ▾

506 shares

Tracy Sharble I love banking with Wells Fargo !!!! Thank you for everything !!! :)
Like · Reply · ⌚ 27 · July 25, 2013 at 8:46am

Wells Fargo replied · 4 Replies

Kerry Morris I like my account so far but I need a loan so help me out wif
Like · Reply · ⌚ 6 · July 25, 2013 at 12:28pm

Wells Fargo replied · 3 Replies

Wells Fargo
February 8, 2013

The safety of our customers and team members is our top priority during storm Nemo. We are monitoring the situation closely and may need to adjust the hours of service or close your neighborhood banking location on Saturday due to local weather conditions. We will post updates as they become available. You can always bank with us online, via mobile, or by phone at 1-800-869-3557.

Like · Comment · Share

873 likes · 40 comments · 32 shares



Wells Fargo
Liked · December 4, 2013

Check out our latest commercial, where a snowman lends a helping hand: <http://spr.ly/6183jv7D>

Like · Comment · Share

4,081 people like this. Top Comments ▾

646 shares

Donna Harrison Williamson Best Christmas commercial I have seen so far. Very original. Love the theme of giving.
Like · Reply · ⌚ 34 · December 4, 2013 at 12:44pm

Wells Fargo replied · 3 Replies

Dorothy Hudson Super Bowl will really have to step it up to beat this commercial
Like · Reply · ⌚ 28 · December 4, 2013 at 1:22pm

Wells Fargo replied · 4 Replies

Wells Fargo
October 17, 2013

Today is Get Smart About Credit Day! Get tips to build and manage credit: <http://spr.ly/6181bVnb>

What makes up your credit score

Payment history	35%
Credit accounts	30%
Length of credit history	15%
Credit usage	10%
Credit applications	10%

Ranking your score

Poor	Fair	Good	Excellent
640	680	740	
600	700	800	

Source: What's in my FICO score, MyFico.com

Like · Comment · Share

157 likes · 5 comments · 33 shares

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Your Brand's Story on Facebook

Our overall purpose:

Build social experiences to engage and guide customers to help them achieve their goals and dreams, creating a mutual value exchange and driving profitable business growth for the business.

Our Goals

- ❖ Improve the quality of engagement with our customers/prospects
- ❖ Increase Brand Awareness
- ❖ Improve Customer Service and Experiences
- ❖ Reach more customers
- ❖ Drive Business Growth and Customer Retention
- ❖ Mitigate Risk

Your Brand's Story on Facebook



The image shows a screenshot of the Wells Fargo Facebook page. At the top is a large banner image of a Wells Fargo building facade. The building has a large mural on its side depicting historical scenes, including a group of people in a carriage and a portrait of a man. A street sign for 'University Wy NE' is visible on the right. Below the banner is the Wells Fargo logo in a red square. To the right of the logo, the page name 'Wells Fargo' is displayed with a verified badge, along with '610,243 likes · 2,114 talking about this'. Below this are buttons for 'Liked' and 'Following'. The main content area features a description: 'Bank/Financial Institution. Welcome to the Wells Fargo Facebook page! We're here to help you succeed financially and help our communities. It starts with our Community Guidelines <http://on.fb.me>'. Below the description are four navigation tabs: 'Photos', 'Find a Job', 'Guidelines', and 'History Museum', each with a representative image. A '4' with a dropdown arrow is visible on the right side of the navigation bar.

WELLS FARGO

Wells Fargo ✓
610,243 likes · 2,114 talking about this

✓ Liked ✓ Following * ▾

Bank/Financial Institution
Welcome to the Wells Fargo Facebook page! We're here to help you succeed financially and help our communities. It starts with our Community Guidelines <http://on.fb.me>

About – Suggest an Edit

Photos Find a Job Guidelines History Museum

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