**2022 GoWest/ECONorthwest Social Media Posts**

**WASHINGTON**

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| **Platform(s)** | **Message** | **Visual** |
| Facebook | It’s no surprise that 58% of Washingtonians belong to a credit union. Members receive direct benefits, like lower loan interest rates, higher savings interest rates and reduced fees, totaling $424 million returned to members in direct benefits.  That’s the #CreditUnionDifference! |  |
| Facebook | “People Helping People” is the credit union mission. Credit union jobs have a positive ripple effect in the state by supporting additional jobs. Washington credit unions account for 12,000 jobs, and in turn, credit union operations support a total of 32,000 jobs in the state. |  |
| Twitter | Fact: 58% of Washingtonians belong to a credit union. That’s 4.51 million people who received $424 million in direct benefits last year!  #CreditUnionDifference |  |
| Twitter | Washington credit unions make a positive impact on Washington’s economy. The state’s 4.5 million credit union members received $424 million in direct member benefits which contributes to an economic ripple effect. #CreditUnionDifference |  |
| Twitter | Washington credit unions give back to our communities! Last year Washington credit unions volunteered more than 37,000 hours with nonprofits in our communities. #CreditUnionDifference |  |
| Twitter | Washington credit unions account for 12,000 jobs, impacting our state’s economy. In turn, credit union operations support a total of 32,000 jobs in the state. That’s the #CreditUnionDifference! |  |