**2022 GoWest/ECONorthwest Sample Social Media Posts - Wyoming**

**WYOMING**

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| **Platform(s)** | **Message** | **Visual** |
| Facebook | Cooperatives are part of the Wyoming way of life.  Credit Unions are comparable to  Wyoming’s 14 electric power distribution cooperatives. They are member-owned financial cooperatives in the state and operate in a similar fashion.  #CreditUnionDifference | A picture containing text  Description automatically generated |
| Facebook | More than 336,000 Wyomingites choose credit unions as their preferred financial services partner. Those members enjoyed $36 million in direct member benefits last year. #CreditUnionDifference! | A picture containing text, mountain  Description automatically generated |
| Facebook | Wyoming credit unions are dedicated to financial wellness for members and nonmembers, alike. More than 10,000 Wyomingites received financial education through the state’s credit unions.  #CreditUnionDifference! | A road with a sunset in the background  Description automatically generated with low confidence |
| Facebook | Keeping Wyoming credit union members and their communities strong is part of our mission. Wyoming credit unions donated $521,000 to charitable causes last year. #CreditUnionDifference! | Text  Description automatically generated with low confidence |
| Twitter | Fact: 58% of Wyomingites belong to a credit union. That’s 336,000 people who received $36 million in direct benefits last year!  #CreditUnionDifference | Graphical user interface, website  Description automatically generated |
| Twitter | Wyoming credit unions provided financial education to more than 10,000 Wyoming citizens, offering members and nonmembers alike the opportunity to achieve financial security.  #CreditUnionDifference | Graphical user interface, website  Description automatically generated |
| Twitter | Wyoming credit unions give back to our communities, especially when times are tough. Last year, Wyoming credit unions donated $521,000 to charitable causes. We’re proud of the #CreditUnionDifference! | Text  Description automatically generated with low confidence |
| Twitter | Credit unions' not-for-profit,  cooperative structure inherently holds them accountable to the  member-owners they serve. #CreditUnionDifference | Text  Description automatically generated with medium confidence |