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Illinois Credit Union League Names Date for 2022 Social Media Blitz

Naperville, IL. November 18, 2021

After an enormously successful inaugural launch in 2021, the #ILoveMyCreditUnion initiative will return to make an even greater impact in 2022! Credit unions, leagues, associations, and industry partners all joined together to proclaim their credit union love on a single day last July through social media, reaching more than 22 million people in 9 countries. Keeping this momentum going, the Illinois Credit Union League (ICUL) has already begun plans to pull together organizations from throughout the credit union industry to raise awareness worldwide about the incredible impact credit unions have on their members and communities!

ICUL is calling for everyone in the credit union movement to save the date for the next Social Media Blitz on July 29, 2022!

Campaign materials and other resources will again be made available online to help credit unions inspire widespread, high-energy conversation among staff, members, and communities about why they love credit unions. Participants are also encouraged to prepare for the big day by creating their own materials for members, employees, volunteers, friends, and family to post using the common hashtag: #ilovemycrreditunion. By working together, those within the movement can help more people recognize the amazing ways credit unions partner with their members to help turn dreams for the future into reality.

“I was overwhelmed with the results of our first social initiative,” says Tom Kane, ICUL President/CEO. “That success means we can spend less time explaining the Social Media Blitz this year and more time encouraging organizations and individuals to join us in proclaiming why #ILoveMyCreditUnion on July 29, 2022. Based on the creativity and engagement I saw posted last July, I can’t wait to see the world-wide response next year!”

More information about the #ILoveMyCreditUnion Social Media Blitz can be found at www.icul.com/i-love-my-credit-union-in-illinois/.



Social Media Blitz

#ILoveMyCreditUnion

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About the Illinois Credit Union League

The Illinois Credit Union League is the primary trade association for 237 state and federal credit unions in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide range of educational and training services to those credit unions, who in turn serve approximately 3.4 million members. More information can be found at www.icul.com.