



VERITY  
CREDIT UNION

Enhancing members' lives through  
exceptional financial services



Shari Storm, VP, CMO  
Verity Credit Union  
Seattle, WA  
\$340 million in assets  
26,000 members  
Started blogging in 2004

9/21/2007

(206) 440-9000 / (800) 444-4589

[www.veritycu.com](http://www.veritycu.com)



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## Success Elements from Our Blog

- readership
- crisis management
- job applicants
- employee pride
- branding us as innovative
- more control on Google (aka S.E.O.)

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A few things we have learned:

- Be prepared for 24/7 maintenance
- Be prepared for controversy / criticism
- Define an audience
- Use good writers
- Understand social media rules of engagement
- Be patient
- Choose consultants wisely

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# Are You Ready to Blog?

- Do you understand the landscape?
- Are you prepared to make the time commitment?
- Have you solidified your success measurements?
- Have you considered your business process needs?
- Are you ready for feedback?

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Questions?

Thank you.

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