



**FOR IMMEDIATE RELEASE**

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## **IMN Announces Credit Union On™ Social Networking Capability**

*Fully-hosted e-communications solution extends credit unions' e-newsletters to social networking sites*

Waltham, Mass. – April 14, 2010 – [IMN](#), a content-driven e-communications company, announced that it has added a trackable social networking feature to its [Credit Union On](#) e-newsletter solution designed exclusively for credit unions.

The feature enables credit unions to expand their reach to members' social networks with content contained in their Credit Union On e-newsletters. This new capability allows members to post e-newsletter content to popular social networking sites including: Facebook, MySpace, Twitter, LinkedIn, Delicious, StumbleUpon, and Google.

“The increasing popularity of social media has added a totally new dynamic to online member engagement,” said Craig Capp, vice president of IMN. “Credit Union On addresses this change by providing credit unions with an efficient and effective means of engaging members and prospects through email and social media networks with content that educates readers on personal finance best practices. Our social media capability will help credit unions to further improve their brand visibility, improve member loyalty and generate leads for cross-selling opportunities.”

Content generated by Credit Union On is professionally designed to improve members' financial literacy and inform on a wide variety of personal financial topics. Credit Union On's social networking feature displays a “bookmark and share” invitation next to e-newsletter content, encouraging members to post the material to their personal profile pages. Readers that click on the posted content are automatically connected to the credit union's e-newsletter. Unlike other social media marketing tools, the feature also enables credit unions to track which of their members are posting this information through a variety of popular social networking sites.

The effectiveness of social media as a marketing tool lies in its ability to spread messages virally across networks of people. For example, the average Facebook user has a fan out (friends per individual) of around 130:1—so the potential for exposure is significant even with small rates of customers posting e-newsletter content to their personal profile pages. In fact, a conservative 0.1% posting rate can increase exposure for a

Credit Union's brand and content by more than 10% in any given month. By measuring content popularity, IMN understands and can advise Credit Unions on what content will generate social network postings.

Credit Union On offers several ways for credit unions to engage members who are less likely to visit branches, as well as younger generation members, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the credit union's content more frequently and through preferred channels of communication while supporting green initiatives.

To learn more about Credit Union On, visit [www.creditunionon.com](http://www.creditunionon.com) or call 1-866-964-NEWS.

### **About IMN**

IMN is a Software as a Service provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by financial services firms such as MetLife, Wachovia, Eaton Vance New York Life, National Life Group, and Northwest Community Credit Union. Additional information can be found at [www.imninc.com](http://www.imninc.com) or by calling 1-866-964-6397.