

# More points of access = more opportunity to connect

Washington State Department of Financial Institutions - Microsoft Internet Explorer provided by WA St DFI

http://dfi.wa.gov/

File Edit View Favorites Tools Help

Washington State Department of Financial Institutions

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**dfi** Washington State Department of Financial Institutions

Beware of DFI Impersonators: [Fraud and Email Scams](#)

**About the Department of Financial Institutions**

The Washington State Department of Financial Institutions (DFI) regulates and examines a variety of state chartered financial services. The Department also provides [education and outreach](#) to protect consumers from financial fraud. Contact us at 1.877.RING DFI (746-4334) or by emailing [webguy@dfi.wa.gov](mailto:webguy@dfi.wa.gov).

**Assistance:**  
[Verify License](#) | [File A Complaint](#) | [Foreclosure Help](#) | [Financial Education](#)

**Connect With Us:**

Facebook @dficonsumers @dfined4all Blog YouTube

**Consumer News**

- Alert: Kramer & Kaslow Loan Modification Scam
- Alert: MyNextDayCash.com Not Licensed To Provide Payday Loans
- Columbia Bank Purchases First Heritage Bank After Closure By DFI
- News Release: DFI Orders Home Credit Law Center To Stop Offering Unlawful Loan Modifications

**Industry News**

- FAQs Regarding The Licensing Of Depository Institution Subsidiaries And Their Employees
- Information About The Washington Foreclosure Mediation Program
- Mortgage Call Report Due May 15, 2011
- Agencies Announce Start of Federal Mortgage Loan Originator Registrations Required by SAFE Act

**Consumers**

- Alerts
- Class Calendar
- Credit
- Deposit Insurance
- En Español

**Financial Education**

- Foreclosure Help
- Free Publications
- Identity Theft
- Interest Rates

**Money Transmission**

- Mortgages
- Payday Loans
- News Releases
- Seniors

**Featured**

**Safety Of Deposits In Washington**

**Deposit Insurance**  
Information About Deposit Insurance For WA Banks & Credit Unions

**Bank Rating Services**  
List Of Services That Analyze A Bank's Performance

**Short Sales**  
Information From DFI And DOL

**2009 Payday Lending Report (PDF) Statistics & Trends For The**

Done Internet 95%

**106 Million**  
total users

**87%** of all people are aware of Twitter

**27%** login everyday

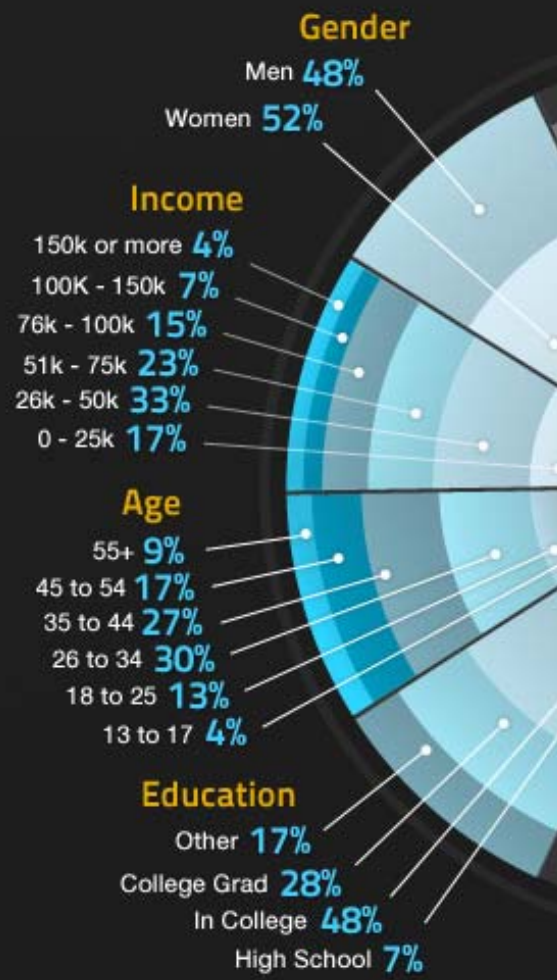
**37%** login via mobile device

**25%** follow a brand

**67%** of brand followers will purchase that specific brand

**52%** of logins update their status everyday

**60%** are located outside the U.S





## Good Examples

- [www.twitter.com/HumaneSociety](http://www.twitter.com/HumaneSociety)
- [www.twitter.com/dficonsumers](http://www.twitter.com/dficonsumers)
- [www.twitter.com/sharestrength](http://www.twitter.com/sharestrength)



- **Provide Unique Content**
  - Upcoming events, facts and stats unique to your community, news articles, ways people can help, etc.
- **Engage Others (Re-Tweet, Reply)**
  - Comment on other tweets that match your interests.
- **Post Frequently... Be Consistent**
  - 5 Minutes Morning, Lunch, Afternoon
- **Have A Personal Voice**



- Follow Related Organizations, Thought Leaders – Learn from them
- Be Concise and to the Point
- Write Tweets That Can Be Re-Tweeted
- Attend Local Social Media Events & Conferences – Meet Your Followers

**500 Million**  
total users

**88%** of all people are aware of facebook

**41%** login everyday

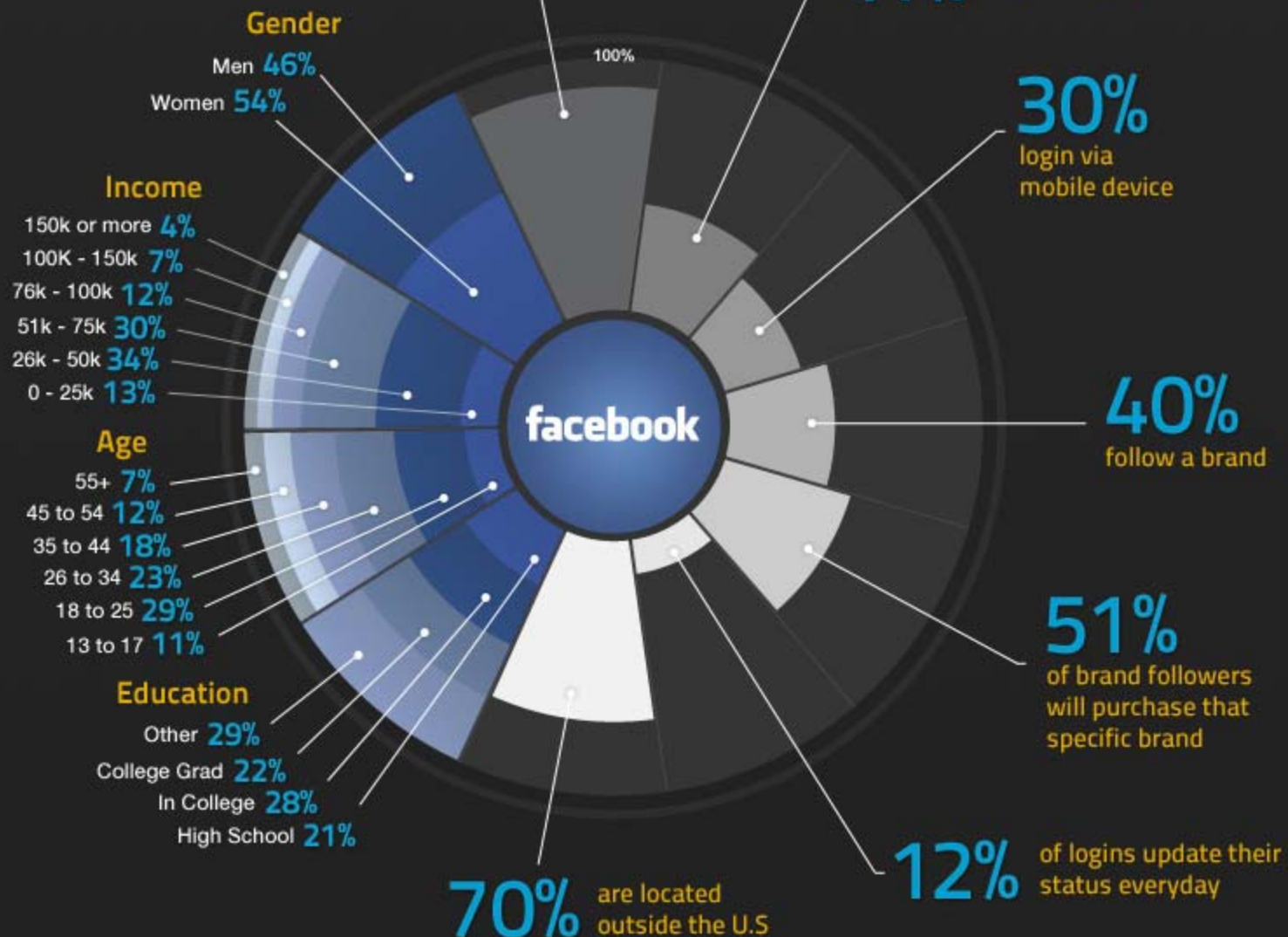
**30%** login via mobile device

**40%** follow a brand

**51%** of brand followers will purchase that specific brand

**12%** of logins update their status everyday

**70%** are located outside the U.S



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

## Good Examples

- [www.facebook.com/water](http://www.facebook.com/water)
- [www.facebook.com/nordstrom](http://www.facebook.com/nordstrom)
- [www.facebook.com/#!/pages/Seattle-King-County-Asset-Building-Collaborative](http://www.facebook.com/#!/pages/Seattle-King-County-Asset-Building-Collaborative)



- Provide Unique Content
  - Upcoming events, facts and stats unique to your community, news articles, ways people can help, etc.
- Engage With Others
  - Comment back when people comment on your posts
  - Ask questions. Encourage feedback.
- Post A Mix Of Content Pictures, Video, Links, Etc.
  - Don't post the exact same stuff on your website and twitter feed. Mix it up.



- Avoid Multiple Posts In A Short Amount Of Time
- Be Concise And To The Point
  - Give followers content they need without leaving Facebook. Write descriptions of link when adding a link, etc.
- Reward Those Who Share Your Info
  - Thanks, direct messages, etc.
- “Like” Organizations Similar To Yours
- Advertise Your Facebook Page
  - Your website, newsletter, events, presentations, etc.