

HAPPY STATE BANK IBAT Award Entry

2021 Best of Community Banking Entry

Financial Literacy- Social Media Takeover with Casa Mañana



Financial Literacy for Everyone- Summary

Casa Mañana Broadway & Children's Theatre is one of the most well-known and respected nonprofits in the city of Fort Worth. When the organization approached Happy State Bank with the idea of collaborating to teach the community about finances, the bank was thrilled. Through a social media takeover of Casa Mañana's Facebook, Instagram, Twitter and LinkedIn accounts during Financial Literacy Week (April 10-17), Happy posted several articles, helpful tips, quizzes, games and videos to both engage and teach kids, adults, seniors and even small businesses about finances. Topics included the importance of saving, credit, finances, banking basics and fun money tips. Happy also shared, retweeted and posted the content on its own social media pages. The weeklong campaign was an overwhelming success.

Background

Fort Worth-based Casa Mañana Broadway & Children's Theatre serves the Tarrant County community through several programs mostly geared toward children, although some are for adults. The 60 year old nonprofit has deep roots in the community and is one of the most beloved organizations in Fort Worth.

Happy State Bank has been a supporter of Casa Mañana for the past three years, including sponsoring Camp Casa and serving as the presenting sponsor of several musicals. Additionally, a few of our bankers are closely involved with Casa Mañana, including one whose two children are active in its various programs.



Collaboration

In early 2021, Casa Mañana approached Happy State Bank with an idea to collaborate on providing valuable financial education to the community. Through a takeover of their social media accounts, Happy could share helpful information on topics ranging from saving and spending wisely to the basics of banking and building credit. As a trusted banking resource and advocate for financial literacy, Happy was the ideal partner to participate in the Casa Mañana social media takeover – a first for both Happy and the nonprofit. And, with Financial Literacy Week taking place the week of April 10-17, the timing was perfect.

The Goal

Because this was their first social media takeover, Casa Mañana did not come to the table with goals around the number of likes and follows. Instead, their goal was to bring greater awareness to the topic of financial literacy and for their followers to walk away having learned something new. Most of all, they wanted the campaign to be fun!



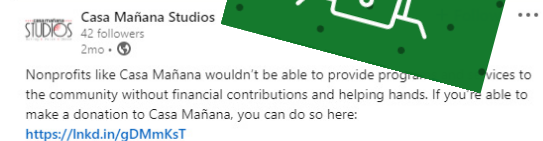
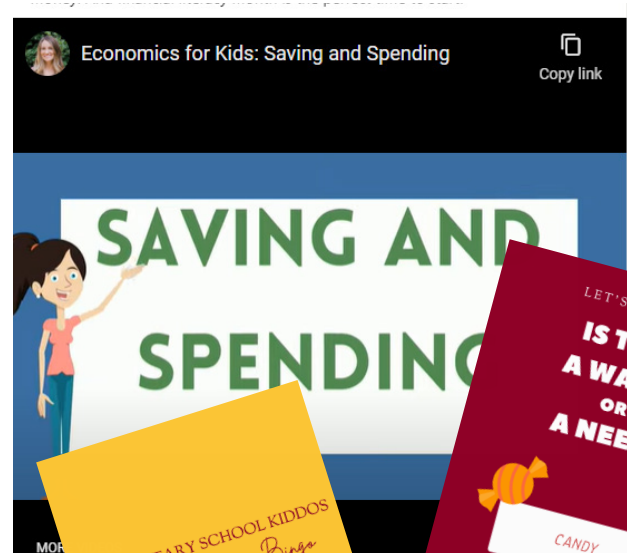
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Bringing the Campaign to Life

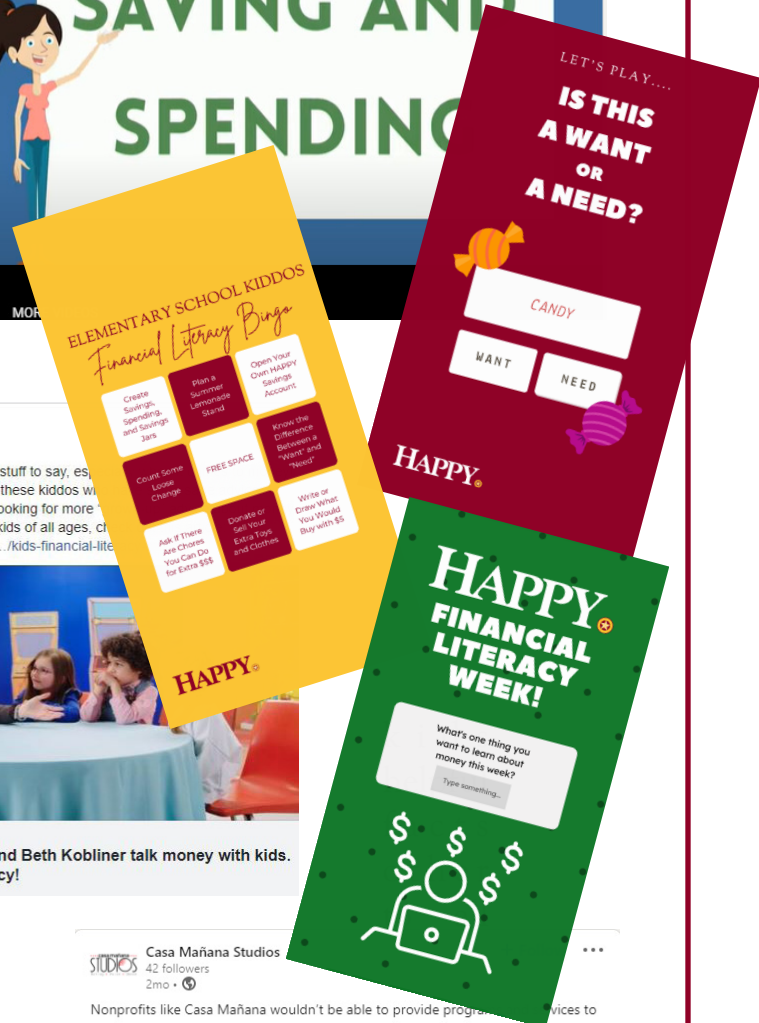
Happy's Marketing team created a robust – and fun – social media campaign with posts planned for Casa Mañana's social accounts on Facebook, Instagram, Twitter and LinkedIn. The bank also planned to share many of the posts on its own accounts to give the nonprofit added exposure.

Most posts were geared toward families, and in all, nearly 30 posts/stories were drafted and planned. These included articles, helpful tips, quizzes, games and videos that were primarily intended to spark conversations between parents and about money and finances. A few articles and posts with interesting about credit, banking and financial topics were applicable audiences, including young adults, seniors and businesses.

Because this was a community collaboration, in one of its final posts of the week, Happy drew attention to the importance of supporting Casa Mañana and other local nonprofits with donations and helping hands and shared that a single volunteer hour is valued at over \$27.



: <https://lnkd.in/eMpZBT3>



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Jeanine Werberig Talks Credit!

[Click to view video](#)

Two banker videos were the highlight of the campaign. In the first video, one of Happy's bankers shared information about the importance of credit.



Daniel and Caroline with Banking Fun Facts!

[Click to view video](#)

In the second, a Happy banker and his daughter, who takes classes and performs with Casa Mañana, shared interesting facts about money.

Mission Accomplished

Casa Mañana was extremely pleased with the success of the campaign, and although no specific measurable goals were in place, they saw a marked increase in engagement. On Facebook alone, there were nearly 2,000 engagements, and on Instagram, there was a reach of nearly 11,000 on posts and stories. Most importantly, Casa Mañana received overwhelmingly positive feedback from many parents and kids on the informative – and fun – campaign. Mission accomplished!

