

5 Stars or Bust: Digital Reputation Management

A white paper from the CUNA Marketing & Business Development Council

What Does this White Paper Cover?

THE SIGNIFICANCE of reputation management, specifically in online and digital environments, is coming to the point of “make or break” for an organization—and that includes credit unions.

At points in the not-so-distant past, restaurants and retailers were the core industries that concerned themselves with online star ratings. Today, that field of vision is much broader. Credit unions have reviews on platforms as diverse as Yelp, WalletHub, Glassdoor, Google, Indeed, NerdWallet, Consumer Reports, Deposit Accounts, Facebook, Bankrate, Super Wallet, and the list goes on. Some of those reviews are glowing and others are scathing. It makes one pause and wonder, “What are members and other consumers saying about my credit union through these review platforms?”

In this white paper from the Marketing & Business Development Council, we examine:

- The definition of digital reputation management, and why it should concern credit unions.
- How to determine and track your credit union’s “digital footprint.”
- Some common misconceptions about digital reputation management.
- The benefits that a proactive, well-managed digital reputation management plan can provide, and how digital reputation can affect revenue, non-digital reputation, growth, and other key performance indicators.
- How a credit union can actively build a favorable digital reputation and how a credit union can recover from an unfavorable digital reputation.

Contributor Profiles



Kristin Romero
VP of Marketing

Baton Rouge Telco Federal Credit Union
Baton Rouge, LA
\$297 million in assets
28,000 members



Rita Mays
Digital Marketing Specialist

Ent CU
Colorado Springs, CO
\$5.5 billion
339,000 members

Top 3 Takeaways

- 1 A strong, positive digital reputation translates into more members, more loans, more deposits, and more revenue.
- 2 Build reputation strategy and management into the marketing workflow.
- 3 Even if an organization ignores their online reputation, it still exists—and it may be hurting the bottom line.

Where Can You Find the White Paper?

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“ Reputation management is definitely something you have to build into your workflow, but once you understand how important and beneficial it is to have an active strategy for your credit union, you realize it really isn’t that bad. ”

Kristin Romero,
Baton Rouge Telco Federal Credit Union