



NEWS

For Immediate Release

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Ulster Savings Bank Announced as a Top Community Bank Leader in Social Media

ICBA highlights 50 community banks excelling at social media in annual list

Washington, D.C. (Aug. 20, 2015)—Social media is now a main stream communication channel that consumers and small businesses across the nation utilize daily. The Independent Community Bankers of America® (ICBA) is proud to highlight outstanding community banks and community bankers who make social media an integral part of their marketing and communications strategy.

ICBA today released its Top 50 Community Bank Leaders in Social Media. This is the third year the association has held this contest, which was sponsored by Shazam and highlights social media trailblazers among the community bank industry. Ulster Savings Bank was featured on this list.

“Congratulations to Ulster Savings Bank for being featured on ICBA’s Top 50 Community Bank Leaders in Social Media list,” ICBA Executive Vice President and Chief Marketing Officer Chris Lorence said. “These top community banks understand that building a reputable financial brand goes beyond just a physical presence on Main Street. They consistently introduce fresh content and interact with their customers both in-person and online. ICBA is proud to highlight Ulster Savings Bank for making social media and digital communications part of their overall marketing and communications strategy.”

More than 6,000 community banks throughout the nation were eligible to be part of ICBA’s list. ICBA sought nominations from the nation’s community banks from May to June and received nearly 300 nominations. Community banks were scored based on their engagement with fans and followers, the content distributed on their social media platforms, the number of followers they have and the frequency of posting new content.

The community banks and community bankers featured on ICBA’s Top 50 Community Bank Leaders in Social Media and the Top 25 Community Bank Influencers on Twitter will be profiled in September’s issue of [ICBA Independent Banker](#)®, ICBA’s award-winning magazine.

“Ulster Savings Bank is pleased to be featured on ICBA’s Top 50 Community Bank Leaders in Social Media list,” said Glenn Sutherland, Interim President and CEO of Ulster Savings Bank. “It is an honor for us, the only ‘Top 50’ bank headquartered in New York State, to be recognized by ICBA for our efforts on social media because we see it as a unique, essential and vital channel for communicating with our customers and community. Ulster Savings Bank’s digital presence has strengthened ties with our communities and customers.”

To view all 50 community banks featured, visit www.icba.org/smladers. For additional information about ICBA, visit www.icba.org.

About ICBA

The Independent Community Bankers of America®, the nation’s voice for more than 6,000 community banks of all sizes and charter types, is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. For more information, visit www.icba.org.

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