



THE #1 GLOBAL FINTECH RADIO SHOW & PODCAST



Breaking Banks Fintech Thursday at 12 Noon Pacific

May 23rd 2013: How the crowd is changing brand advocacy in banking

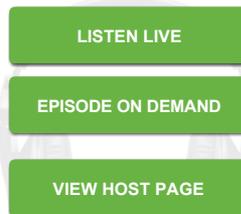
Social networking and platforms like YouTube, Facebook, Twitter, Instagram and Tumblr are changing the way we share and interact. Unlike traditional broadcast channels, these new channels encourage participation, feedback and dialog, but in an environment steeped in traditional processes that discourage transparency banks are sometimes finding the shift towards a more socially engaged brand a challenge. This week on Breaking Banks we interview two leading social media voices in the financial services space – Frank Eliason is the Global Director of Social Media for Citigroup, and Author of @Yo

[Read more](#)



Tune in

Thursday at 12 Noon Pacific Time
on VoiceAmerica Business Channel



Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5790
Int: 001-480-398-3352

Featured Guests

Guest Image

Simone McCallum

Simone McCallum leads ASB's social media strategy and leads their efforts to focus on growing community, customer engagement and retention, monetisation of social media channels, content creation/curation, social marketing, and taking advantage of new technologies and channels to increase talkability and amplification. ASB is listed on The Financial Brand's Top 35 Banks on Twitter and Facebook, and is NZ's most social bank. The innovative award winning Virtual Branch on Facebook is a secure and confidential webchat application bringing ASB to where the customers and community are.

[Read more](#)



Frank Eliason

Frank Eliason is currently Senior Vice President of Social Media at Citibank and author of @YourService published by Wiley. Frank became well known in social media for the Customer Service outreach function that his team at Comcast was involved with. This work has been recognized by many news organizations such as ABC News, New York Times, Business Week, among many others. Follow Frank on Twitter at @FrankEliason

[Read more](#)

Share This Episode



Connect with VoiceAmerica

Download our mobile apps

