



NEWS

For Immediate Release

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Bangor 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. Bangor Savings Bank was featured on this list.

“Congratulations to Bangor 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 Bangor 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.

“Bangor Savings Bank is pleased to be featured on ICBA’s Top 50 Community Bank Leaders in Social Media list,” said Carol Colson, Senior Vice President and Director of Marketing & Community Relations for Bangor Savings Bank. “It is an honor for us 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. Bangor Savings Bank’s digital presence has strengthened ties with our communities and customers.”

To view all 50 community banks featured, visit www.icba.org/smleaders. 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.

About Bangor Savings Bank

Bangor Savings Bank, with more than \$3 billion in assets, offers retail banking and investment management services to Maine consumers as well as comprehensive commercial, corporate, payroll administration, merchant services, insurance, and small business banking services to Maine businesses and organizations. The Bank, founded in 1852, is in its 163rd year of service to the people of Maine, with 57 branches and on the Web at www.bangor.com. The Bangor Savings Bank Foundation was created in 1997. Together the Bank and its Foundation invest more than \$1 million per year in the form of community sponsorships, nonprofit grants, and partnership initiatives.

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