


# “Banks Step Up” - ABA social media posts

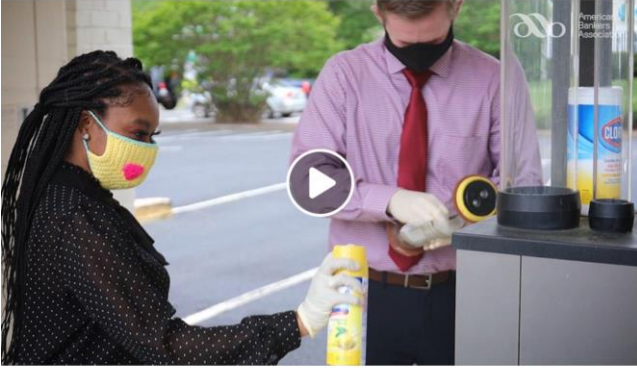
## Facebook

## Instagram

 American Bankers Association posted a video to playlist **America's Banks**.  
Published by Caitlin Crosswell · May 20, 2020

The 2 million dedicated women and men who work at #AmericasBanks have responded to COVID-19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities.

Watch to hear testimonials from both customers and bankers, and see our full list of how banks are helping here: <https://bit.ly/2Xg37HR>



23,364 People Reached      1,578 Engagements      [Boost Post](#)

👍❤️👏 54      2 Comments 136 Shares

👍 Like      💬 Comment      ➦ Share



**SAVING SMALL BUSINESS JOBS**

 americanbankersassociation

 americanbankersassociation  
#AmericasBanks are standing by their communities and offering a financial lifeline to small businesses via the @sbagov Paycheck Protection Program. Watch to see how banks of all sizes are committed to helping their communities during these difficult times. See the full video through the link in our bio!

313 views  
JUNE 17, 2020

😊 Add a comment...      [Post](#)

# “Banks Step Up” - ABA social media posts

## LinkedIn

 **American Bankers Association**  
106,935 followers  
Promoted

Since the start of the COVID-19 pandemic, America's banks have prioritized the safety of employees and customers.



0:05 / 0:15

America's Banks are Here to Help

[Learn more](#)

## Twitter

 **American Bankers Association**  
@ABABankers

The 2 million dedicated women and men who work at [#AmericasBanks](#) have responded to [#COVID19](#) by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.



0:36 6.1K views

**America's Banks are Here to Help**  
The banking industry responds to the coronavirus.

7:30 AM - May 20, 2020 - Twitter Ads

View Tweet activity

55 Retweets 36 Quote Tweets 78 Likes

# “Banks Step Up” – Posts from social media toolkit

**CNB** @CNBTN · May 21, 2020  
As of May 18, we have approved 926 PPP loans for over \$69.7 million to help small businesses in East Tennessee. #AmericasBanks #CommunityBanks #CNBCares #SmallBiz

**American Bankers Association** @ABABankers · May 20, 2020  
The 2 million dedicated women and men who work at #AmericasBanks have responded to #COVID19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.



0:42 | 6.1K views

**Luanne Cundiff** @LuanneCundiff · May 20, 2020  
Amazing video! So proud of all of my fellow bankers at #AmericasBanks and @fbfinancial for their tireless work in helping our communities during this crisis.

**American Bankers Association** @ABABankers · May 20, 2020  
The 2 million dedicated women and men who work at #AmericasBanks have responded to #COVID19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.



0:42 | 6.1K views

**Citizens Union Bank - CUB KY** @CUBKY · May 20, 2020  
Check out some of CUB's employees on the new ABA Video!!!  
The 2 million dedicated women and men who work at #AmericasBanks have responded to COVID-19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities.  
Watch the ABA's Video to hear testimonials from both customers and bankers. - sharing a COVID-19 Update.

**Bret & Kate Dale** @BretandKateDale · May 20, 2020  
Bret & Kate Dale  
Small Business Customer

YouTube.com  
**Banks Step Up (Long Version)**  
The COVID-19 pandemic has put the two million dedicated women...

16 Shares

**Western Bankers Association** @Western\_Bankers · May 20, 2020  
The #COVID19 pandemic has put the 2 million dedicated women and men who work in banking to the test, and #AmericasBanks have responded by standing by their customers and communities. See more ways banks are helping individuals and businesses: [bit.ly/2X31zU](https://bit.ly/2X31zU) #PPPworks



0:47 | 48 views

**Liberty Bank** @LibertyBankCT · May 20, 2020  
In this time of crisis, #AmericasBanks are stepping up. We're supporting local businesses with everything from #PPP loans to shopping local. See our friends from Humer's Ambulance in this video (at :11) enjoying some local pizza from Andrea's in Meriden!

**American Bankers Association** @ABABankers · May 20, 2020  
The 2 million dedicated women and men who work at #AmericasBanks have responded to #COVID19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.



0:47 | 6.1K views

**Kansas Bankers Association** @KansasBankers · May 20, 2020  
The #COVID19 pandemic has put the 2 million dedicated women and men who work in banking to the test, and #AmericasBanks have responded by standing by their customers and communities. See more ways banks are helping individuals and businesses: [bit.ly/2X31zU](https://bit.ly/2X31zU) #PPPworks



0:41 | 123 views

**First State Bank of St. Charles** @FSBFinancial · May 20, 2020  
We're proud of the @ABABankers video highlighting the nationwide response from #AmericasBanks to COVID-19. First State Bank is dedicated to providing a safe banking experience for customers. We are here for you: [bit.ly/2y9e0G](https://bit.ly/2y9e0G)

**American Bankers Association** @ABABankers · May 20, 2020  
The 2 million dedicated women and men who work at #AmericasBanks have responded to #COVID19 by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.



0:46 | 6.1K views

# “Banks Step Up” – Third Party Amplification

## Senate Small Business Committee Retweet



Senete Small Biz  @SmallBizCmte



More than 4.3 million [#PPPloans](#) have been approved to help [#smallbiz](#), [#nonprofits](#), and independent contractors. [#PPPworks](#)

 **American Bankers Association**  @ABABankers · May 20, 2020

The 2 million dedicated women and men who work at [#AmericasBanks](#) have responded to [#COVID19](#) by offering unprecedented assistance to help their individual and business customers weather this crisis. Banks of all sizes are standing by their communities - watch below.

[Visit aba.com](#)



**Molly Koenig**  
RIVER MUSIC EXPERIENCE  
HONORED BY THE BANK AND TRUST CUSTOMER

6.1K views · Things are really uncertain but at times like these

10:49 AM · May 20, 2020 · Twitter Web App

1 Retweet · 1 Quote Tweet · 8 Likes

Shared in POLITICO’s Morning Money Newsletter, May 20, 2020  
*Distribution: 33,900*

### FOR YOUR RADAR

**FIRST LOOK** — Via the ABA: “Using pictures and customer testimonials from banks across the country, it tells the backstory behind the 4.3 million PPP loans now approved and the dedicated bank employees who helped make it happen”

**TRANSITIONS** — Katie Donnell is now a director for international economic policy at the National Economic Council. She previously was special assistant to the secretary at the State Department and is also a Paul Ryan alum.

### Follow us on Twitter

Mark McQuillan [@mcqdc](#)  
Ben White [@morningmoneyben](#)  
Aubree Eliza Weaver [@aubreeweaver](#)  
Victoria Guida [@vtg2](#)  
Katy O'Donnell [@katyodonnell\\_](#)  
Zachary Warmbrodt [@Zachary](#)  
Kellie Mejdreich [@kelmej](#)