



**Social Media
for Elavon
Partners**

March, 2021

Why does social media matter?

- You should be where your customers are - and they're on social
- It's a cost efficient way to reach vast audiences
- It enhances other digital marketing forms, especially SEO and word of mouth
- It's a great way to build direct relationships, one which customers value
- It helps to show the human side of your company, and to showcase your people



Follow us



[@ElavonEurope](https://twitter.com/ElavonEurope)



[Elavon Europe](https://www.linkedin.com/company/elavon-europe)

- We will follow you and add you to our 'trusted sources' list as part of our Partner commitment

Optimise your company's LinkedIn profile



- Up-to-date, high resolution logo as profile picture
- Company banner image (ask your marketing team to create one if one doesn't already exist)
- Up-to-date description and contact details
- Encourage your employees to ensure your company is listed as their employer – build your brand through your people

Optimise your own LinkedIn profile

- Professional-looking photo
- Company banner image
- Updated 'About' bio, current position & experience
- Correct employer listed

Posting content from a business channel

- Build your company's brand through expertise and association – not through direct selling (except for paid campaigns)
- Add your company's take when sharing/retweeting third party articles (PYMNTS, PaymentsSource, Financial Times, our own Perspectives are reputable sources)
- Use hashtags to reach a wider audience (i.e. #payments #eCommerce) but no more than three in a post
- Always include an image (specific or general), infographics, or video rather than only text to get better engagement
- Articles written (or ghost written for) or featuring your own thought leaders will have most impact and engagement
- As a courtesy, please run any posts mentioning Elavon Europe past our Partner marketing team

Thought leadership ideas

- Interviews with leaders (e.g. [Leader's Lowdown](#))
- Listicles with one of your experts (e.g. [5 payment trends you'll see in 2021](#))
- Whitepapers (e.g. [Payments in Transit](#))
- Any research/statistics your company has (for public consumption)

 **Elavon Europe**
10,015 followers
9mo • Edited • 

Our Head of Partnerships [Vivian Galligan](#) on what makes a great partnership.
Read more: <http://ow.ly/w7XW50AmLsP> #payments

“
There has to be a purpose to a partnership. There has to be a win for all parties. And there has to be a commitment of resources from all sides.
”

Viv Galligan
Head of Partnerships



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Earlier this year, we named our first Diversity Equity and Inclusion champion, [Akita Somani](#), in Europe. Here's a look back at what else we achieved in the #DEI space in 2020 <http://ow.ly/t5TW50CQNaN>

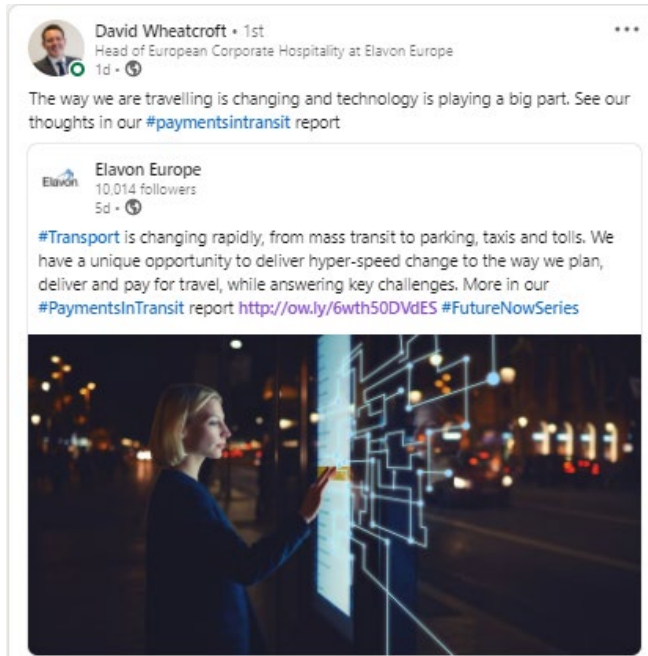


Sharing content as an employee

- Anything posted to your company's social channels or website insights page, Elavon Europe social media or Perspectives (website) is suitable for sharing
- Add your own take when sharing/retweeting
- Use hashtags to reach a wider audience (i.e. #payments #eCommerce) but no more than three in a post
- Infographics/videos/images get most engagement – think how you engage with content on social, bite-size chunks of information

Sharing content cont.

- Source your own content from industry journals, BBC etc. (be conscious it doesn't talk about competitors or likely to draw controversy for your company or Elavon Europe)
- Write your own thought leadership on whatever you're an expert in (but don't use your article as a selling platform, keep it general, build your own brand as an expert) i.e. future of payments, online shopping trends

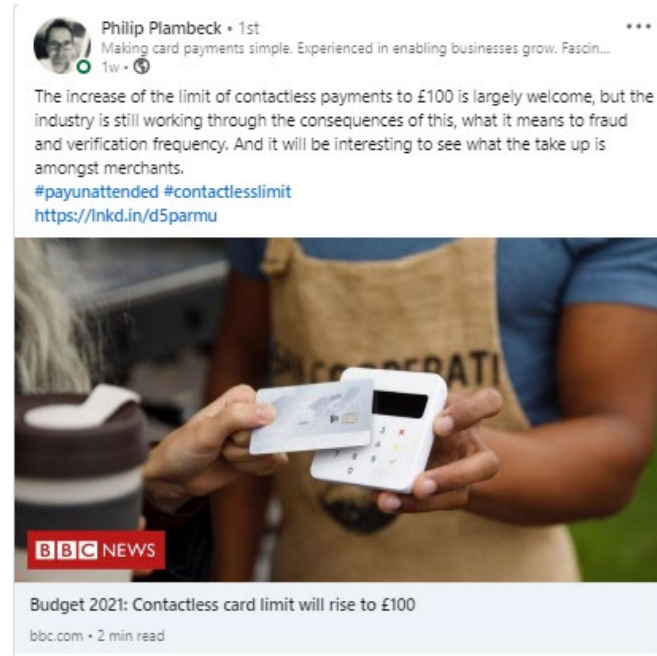



David Wheatcroft • 1st
Head of European Corporate Hospitality at Elavon Europe
1d · 🌐

The way we are travelling is changing and technology is playing a big part. See our thoughts in our [#paymentsintransit](#) report


Elavon Europe
10,014 followers
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[#Transport](#) is changing rapidly, from mass transit to parking, taxis and tolls. We have a unique opportunity to deliver hyper-speed change to the way we plan, deliver and pay for travel, while answering key challenges. More in our [#PaymentsInTransit](#) report <http://ow.ly/6wth50DVdES> [#FutureNowSeries](#)



Philip Plambeck • 1st
Making card payments simple. Experienced in enabling businesses grow. Fascin...
1w · 🌐

The increase of the limit of contactless payments to £100 is largely welcome, but the industry is still working through the consequences of this, what it means to fraud and verification frequency. And it will be interesting to see what the take up is amongst merchants.
[#payunattended](#) [#contactlesslimit](#)
<https://lnkd.in/d5parmu>



BBC NEWS

Budget 2021: Contactless card limit will rise to £100
bbc.com · 2 min read

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