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NCUA Media Advisory

NCUA Adds Social Media Expertise

Social Media Specialist Joins Public & Congressional Affairs

Alexandria, Va., February 4, 2011 – NCUA has hired a new specialist in social media outreach as a way to ensure a vibrant and active presence in the social media sphere.

Kenzie Snowden joins the National Credit Union Administration this week as the Agency's Social Media and Outreach Specialist, and will focus on active communication with key audiences through Twitter, Facebook, YouTube and other forms of e-communication. Snowden will enhance and expand the NCUA information distribution network by utilizing constantly evolving social media, marketing and Internet communication tools.

“The Social Media and Outreach Specialist position is about the future,” stated NCUA Chairman Debbie Matz. “NCUA is continuing to explore all avenues to enhance communication with consumers, the credit union industry, and other audiences. I look forward to NCUA reaching new audiences, and new levels of transparency, through the outreach that will be initiated by our Social Media program.”

Snowden brings significant federal government social media expertise to her new position. She joins NCUA after a stint in social media development with the Public Affairs Office at the United States Patent and Trademark Office (USPTO).

A recent graduate of Bowie State University with a degree in communication media, Snowden has training and experience in blogging, online video, Twitter and YouTube. She can be reached at ksnowden@ncua.gov.

NCUA is the independent federal agency that regulates, charters and supervises federal credit unions. With the backing of the full faith and credit of the U.S. government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of over 90 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions. NCUA is funded by credit unions, not taxpayer dollars.