

Content Pack 50 OVERVIEW



Understanding the complex world of cryptocurrency

The materials in **Content Pack 50: Decoding Cryptocurrency** introduce the basics of this new digital form of currency, including the underlying technology, its capabilities and the risks involved in using it.

BEST PRACTICES QUICK TIP

Get the most out of the article

We provide an article with each Content Pack, and while it makes for a great stand-alone blog post or e-newsletter item, it can also be edited and modified to be more versatile.



- **Chop it up!** Key points can be taken from the article and turned into tweets, status updates or other bite-sized social media posts.
- **Customize it!** Does your credit union have a product or service that matches the article topic? By inserting info about your offering into the copy, you can customize the article for your members.
- **Get it out there!** Are there any opportunities to share the article outside of your website, blog or e-newsletter? Consider submitting the article to local newspapers and community publications and websites.