

A cluster of social media icons in red circles, including Facebook, Twitter, YouTube, Instagram, and LinkedIn, is positioned in the upper right. A grey network diagram with three nodes and connecting lines is overlaid on the text.

ARE YOU TOP OF THE TWEETS?

We'll help you find out.

Social media is a vital channel for marketers in the financial services (FS) sector – second only in importance to email, according to our State of Play survey of content marketing professionals.

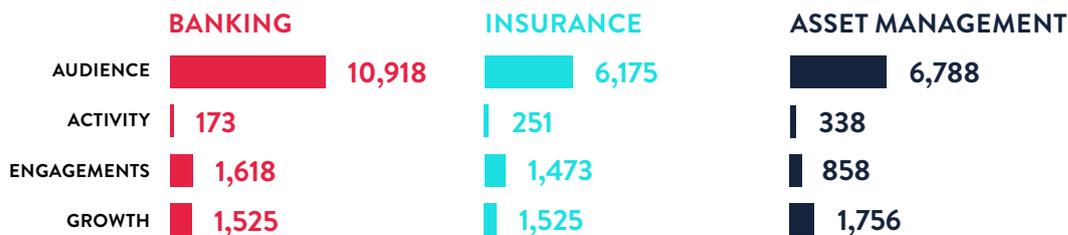
To help marketers benchmark their impact, Editions Financial analysed the performance of 426 UK-focused FS social accounts over the whole of 2018.

HOW DOES YOUR BRAND PERFORM?

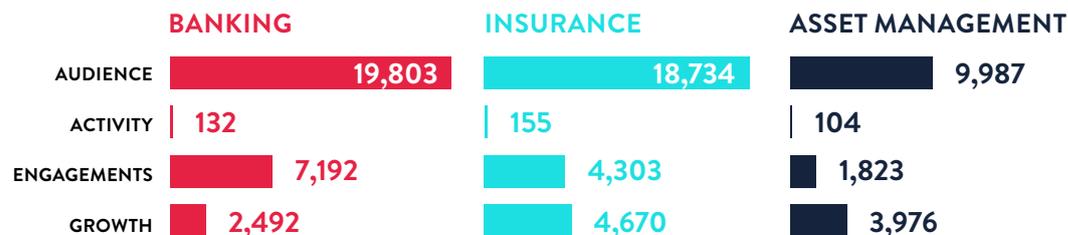
We've calculated the median benchmark number of audience, activity, engagement and growth for UK facing banks, insurance firms and asset management brands.* How does your brand compare?



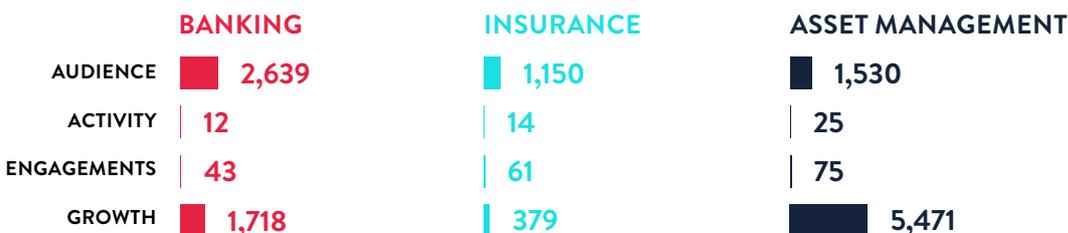
Twitter's reputation as a real-time newswire makes it popular with professionals and, therefore, FS brands. Larger businesses often have multiple accounts for particular markets and audiences.



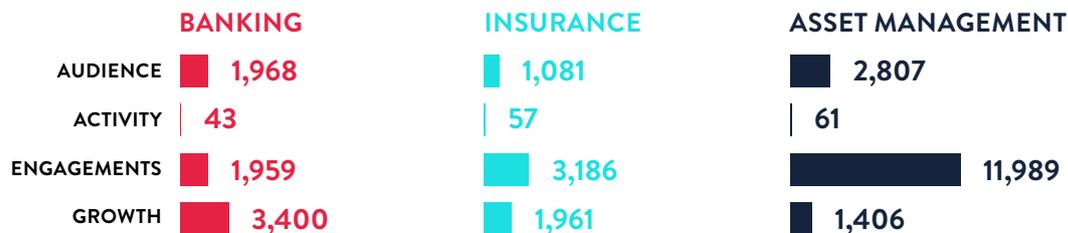
Facebook remains the largest social network in the world. Historically regarded as a platform for consumer-facing businesses, we find more and more business-to-business brands are engaging with their audience on Facebook.



YouTube is the second-largest search engine in the world, yet adoption across FS sector brands isn't as widespread as other platforms. However, our 2018 data indicates that this is starting to change.



Instagram, the image-focused platform tends to have a younger demographic. Nevertheless, median growth rates across sectors show that there is an opportunity for brands that have committed to it.



KEY	AUDIENCE	ACTIVITY	ENGAGEMENT	GROWTH
	Median number of people that have opted to follow or like a social media channel.	Median number of posts made to a social media channel.	Median number of likes, comments or shares made on content posted to a channel.	Median number of additional followers or 'likes' an account has accumulated.

* All figures given are for the 12 months to January 2019.

VIDEO VIEWS

Views is the number of times videos on a social media channel were viewed for 3 seconds or more.*



PULLING IT TOGETHER

BANKING



INSURANCE



ASSET MANAGEMENT



* Analysis based on 200 Twitter accounts, 128 Facebook pages, 50 YouTube channels and 48 Instagram accounts. All social media accounts were associated with FS brands providing UK services. Benchmarking data provided is based on median figures for each sector, covering 12 months to January 2019.

STAR PERFORMERS

Here are the star performers across the different platforms. To see how your brand compares, get in touch with us for a free in-depth analysis that benchmarks how your brand is performing online against your key competitors.



DOES YOUR CONTENT MEASURE UP?

Social media may just be one channel among many – particularly where brands are not targeting a mass consumer audience – but with ever-increasing numbers of viewers, listeners and engagement across multiple platforms, brands need to carefully consider their approach to these networks.

Brands need a joined-up, multi- or omnichannel social media strategy. But whatever the channel, it's vital to produce content that meets your audience expectations and resonates with them.

We can combine this with data from other social networks, including LinkedIn and the wider web, to go beyond basic social media metrics to produce your digital brand-impact score.

As financial services content specialists, we monitor hundreds of social media accounts in the sector, in order to provide our clients with unparalleled insight into the best performing topics, formats and strategies.

WANT TO FIND OUT MORE ABOUT HOW YOUR BRAND PERFORMS?

Gain a deeper understanding of your customer and prospect needs, or maximise the value of your existing research, insight and reports to develop a compelling content strategy.

Get in touch with us for a free in-depth analysis that benchmarks how your brand is performing online against your key competitors.

CONTACT US

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Alastair is an experienced digital marketing professional with more than a decade of experience helping businesses meet their online objectives.

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Kevin has over 20 years' marketing experience, most of that spent agency-side helping brands connect with their customers.

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A financial services content marketing agency that delivers insight-rich, purpose-led content solutions that help the world's leading financial brands develop more valuable relationships with their audiences.