

OCT2018

# blender



FINANCIAL SERVICES SOCIAL MEDIA LISTENING

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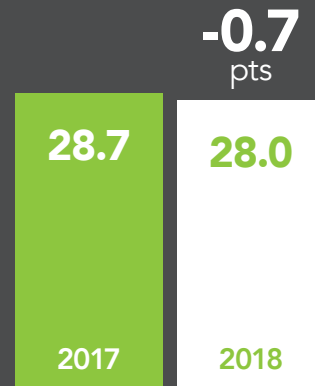
**The Bellomy blenders** are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

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# significant jump in intensity this period

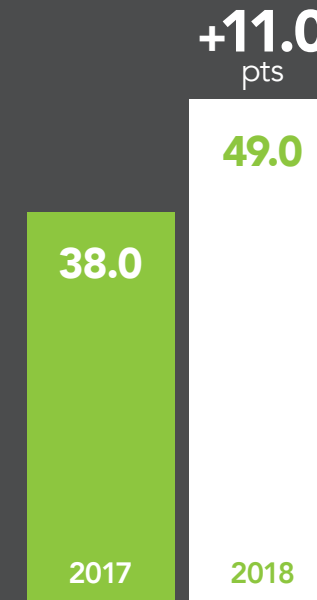
-6.0%  
volume change

**Posts about Financial Services** are down 6% in the June to August period of 2018, year-over-year



sentiment change

**Sentiment** decreased 0.7 pts in the June to August period of 2018, year-over-year



intensity change

**Intensity** increased 11.0 pts in the June to August period of 2018, year-over-year

**Sentiment** A score that expresses the ratio of positive to negative sentiment about a topic

**Intensity** A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



# influencers

accounts/individuals with over 500 followers who have the most mentions in on-topic posts



@AmericanBanking

@midetimes

@LAmortgagehelp

@gbibuildingco

@OffshoreAlpha

@RatingsNetwork

@rCryptoBot

@ConsumerFeed

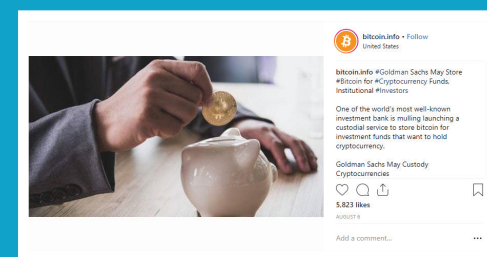
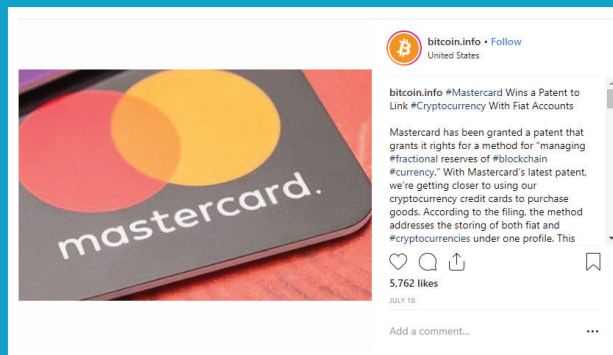
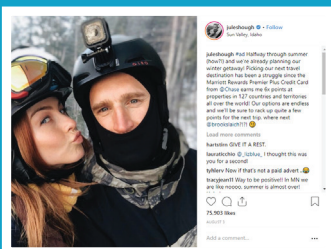
@AskCapitalOne

@AVALANCHE\_RAP

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# most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views



Click on any post to view online



# what's trending

**Consumers rally around the idea of stimulus created by eliminating student debt**

**Mastercard shuts down Islamaphobe Rober Spencer's Patreon account and encourages GoFundMe to ban him as well**  
Spencer's right-wing neo-nazi supporters were outraged, but many feel turning to cryptocurrency is the solution

**Excitement around Goldman Sachs storing Bitcoin for cryptocurrency funds**

**An Orthodox Black** @4cMillions  
Student loan debt gotta go. It's crushing souls and the economy. Eliminating all student loan debt would be the greatest economic stimulus this country has ever seen. If the banks and farmers deserved a bail out, so do we.  
6:06 AM - 30 Aug 2018  
6,248 Retweets 11,210 Likes  
88 replies 6.2K retweets 11K likes

**The Ballot or the Bullet** @QueenE\_Esq · Aug 30  
Replying to @4cMillions  
Even forgiving just the interest and making the rates 0% would be a blessing 🙏🙏🙏  
2 replies 5 retweets 50 likes

**Me'Sa Dyani** ❤️ **Kaepernick7 is an American Hero** @Dyani\_2u · Aug 30  
Replying to @4cMillions  
Yess!! We would be so much further economically if instead of budgeting and saving to pay back loans graduates could buy their first house, get a car, get married and have children. But what do I know?  
1 reply 4 likes

**Paul Joseph Watson** @PrisonPlanet  
Mastercard terminated service with Robert Spencer, taking down his Patreon in the process. Because he had the wrong opinions, of course.  
What's next?  
Forget credit cards, why not just forbid us from having bank accounts or buying or renting houses?  
11:40 AM - 15 Aug 2018  
5,701 Retweets 12,645 Likes  
1.1K replies 5.7K retweets 13K likes

**Vito Gesualdi** @VitoGesualdi  
This is probably the scariest news story I've read all year. @MasterCard is now blackmailing @Patreon into removing controversial people from the service.  
A credit card company is trying to control the future of free speech.  
That should horrify you.  
Mastercard Forces Patreon to Remove Jihad Watch Founder Robert Spencer... Jihad Watch founder Robert Spencer Robert Spencer, founder of Jihad Watch, a blog that exposes creeping Sharia law around the world and the ongoing Islamic te... thegatewaypundit.com  
3:43 PM - 15 Aug 2018

**ETERBASE** @ETERBASE  
Goldman Sachs May Store Bitcoin for Cryptocurrency Funds, Institutional Investors. The future of #crypto is looking bright 🌟  
#ExclusiveTradingExperience #XBASE #MembershipToken #GoldmanSachs #Bitcoin  
Read more:  
Goldman Sachs May Store Bitcoin for Cryptocurrency Funds, Institutional Inv... One of the world's most well-known investment bank is mulling launching a custodial service to store bitcoin for investment funds that want to hold cryptocurrency. Gol... finance.yahoo.com



# categories

year-over-year comparisons



## banking

+34.0%  
volume change

-14.7  
sentiment change

+44.0  
intensity change



## loans

+3.5%  
volume change

-12.0  
sentiment change

+11.7  
intensity change



## insurance

-33.4%  
volume change

+34.0  
sentiment change

+34.7  
intensity change



# categories

year-over-year comparisons



## credit cards

+83.9%  
volume change

-23.7  
sentiment change

-27.7  
intensity change



## investments

+36.8%  
volume change

+2.0  
sentiment change

+15.0  
intensity change





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