

JAN2019

blender



FINANCIAL SERVICES SOCIAL MEDIA LISTENING /// 4TH QTR 2018

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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.

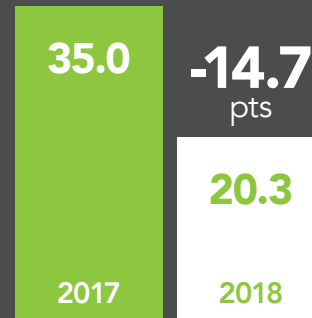
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sentiment dropped while intensity increased

-13.0%

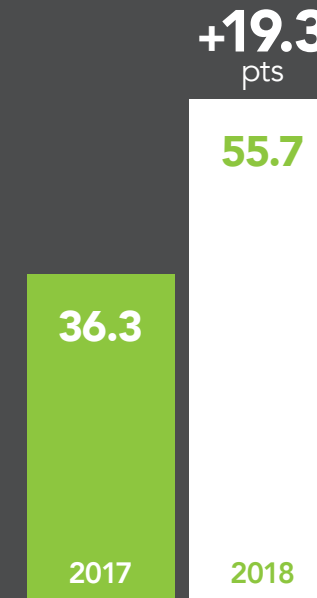
volume change

Posts about Financial Services are down 13% in the October to December period of 2018, year-over-year



sentiment change

Sentiment decreased 14.7 pts in the October to December period of 2018, year-over-year



intensity change

Intensity increased 19.3 pts in the October to December 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

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influencers

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



@AmericanBanking

@midetimes

@AskCapitalOne

@CryptoBot

@ConsumerFeed

@tmj_Ram_jobs

@Lawson_Rolland

@321_Finance

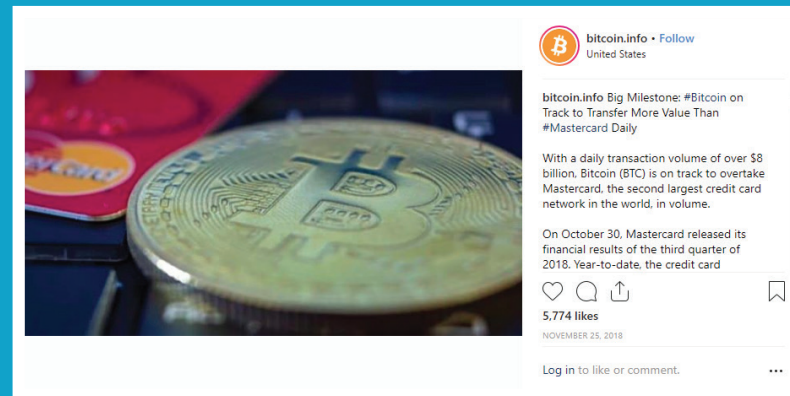
@I_AmCrypto_King

@AJBlackston

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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

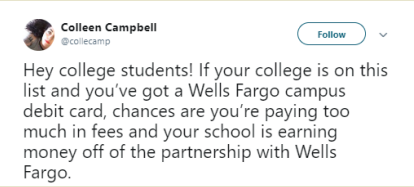


Politics, politics, politics
#MAGMA, the counter to #MAGA (Make America Great Again), becomes popular. #MAGMA most commonly stands for "Make America Great My Ass," but some have used it to mean "Make American Government Move Again," in protest of the shutdown.

Other trending Political hashtags include:
#CA45, #CureforCapitalism, #bernie2020, #borderwall, and #mexicowillpayforit



College students
Bad press for Wells Fargo who, it seems, charged college students fees that were "several times higher than its competitors"

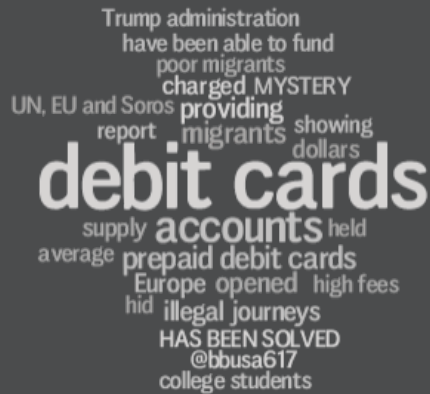


Additionally, credit card companies are marketing directly to college students, with ways to build and maintain good credit



categories

year-over-year comparisons

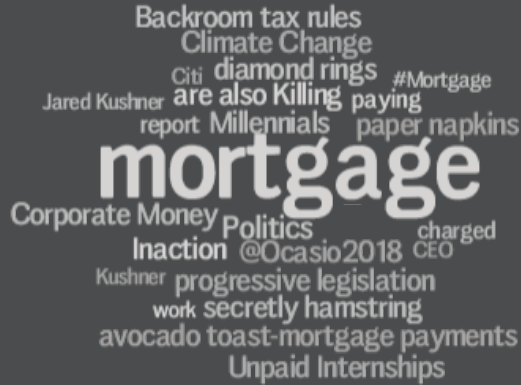


banking

+68.0%
volume change

-47.3
sentiment change

+8.0
intensity change



loans

-14.0%
volume change

-27.0
sentiment change

+29.7
intensity change



insurance

+50.0%
volume change

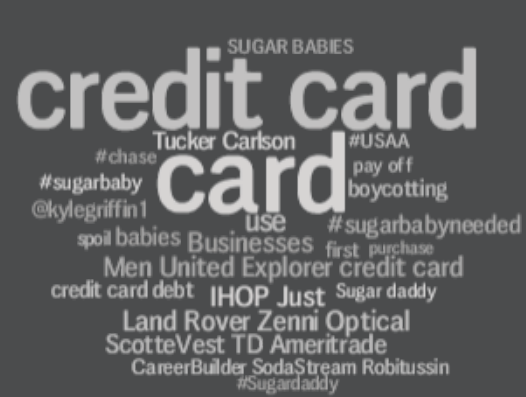
-16.3
sentiment change

+54.7
intensity change

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categories

year-over-year comparisons

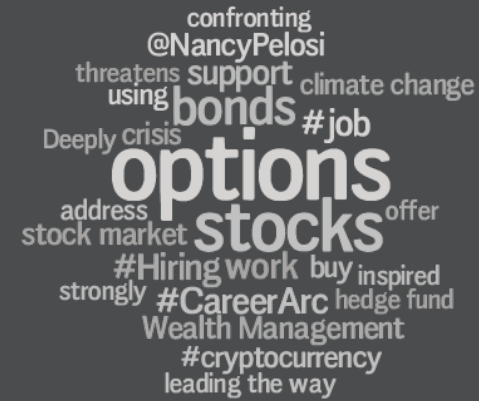


credit cards

-4.0%
volume change

+15.3
sentiment change

-26.3
intensity change



investments

+8.0%
volume change

-2.7
sentiment change

-1.3
intensity change

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