



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





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.



sentiment dropped while intensity increased

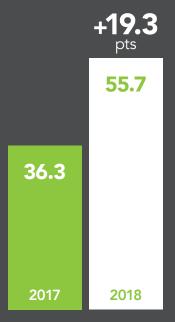


Posts about Financial Services are down 13% in the October to December period of 2018, year-over-year



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



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



most engaging posts

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



















Hey college students! If your college is on this list and you've got a Wells Fargo campus debit card, chances are you're paying too much in fees and your school is earning money off of the partnership with Wells Fargo.

Colleen Campbell

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

Trump administration
have been able to fund
poor migrants
charged MYSTERY
UN, EU and Soros providing
report migrants showing
dollars
supply accounts held
average prepaid debit cards
Europe opened high fees
hid illegal journeys
HAS BEEN SOLVED
@bbusa617
college students

banking

+68.0%

-47.3

+8.0

Backroom tax rules
Climate Change
Climate Change
Glidiamond rings
Glidiamond rings
Glidiamond rings
Glidiamond rings
Formula F

loans

-14.0%

-270
sentiment change

+29.7



insurance

+50.0%

-16.3

+54.7



categories year-over-year comparisons

credit cards

-4.0%

+15.3

-26.3

confronting
@NancyPelosi
threatens support climate change using bonds #job

Deeply crisis

OPTIONS
address STOCKS
stock market STOCKS
#Hiring work buy inspired strongly #CareerArc hedge fund Wealth Management
#cryptocurrency leading the way

investments

+8.0%

-2.7
sentiment change

-1.3
intensity change





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