



**socialbakers**  
The Recipe for Social Marketing Success

## **SOCIALBAKERS REPORT: US BANKS ON FACEBOOK**











Financial institutions can still be considered a developing industry when it comes to activity on social media. Particular banks, that are often limited by industry regulations, are still trying hard to embrace the social atmosphere and sometimes act a bit clumsy when it comes to engaging fans. In this report, we looked at which US banks are doing well and discovered some interesting data insights for the entire banking industry. For the purposes of this study we decided to include only official bank Facebook pages and exclude product pages or pages focused solely on CSR or recruiting.

The date range for this report is December 1 – 31, 2012.



# NUMBER OF FANS

## Top 10 Facebook Brands by Number of Fans

			Change	Fans
1		Capital One	↑ + 89 834	2 943 821
2		American Express	↑ + 10 587	2 707 801
3		Bank of America	↑ + 52 760	752 849
4		Citibank US	↑ + 46 488	618 873
5		USAA	↑ + 105 979	493 543
6		Wells Fargo	↑ + 19 342	483 374
7		PNC Bank	↑ + 1 677	120 148
8		Charles Schwab	↑ + 605	94 567
9		TD Money Lounge - U.S.	↓ - 21	87 410
10		U.S. Bank	↑ + 20 055	68 187

If we look at the total number of fans we see that **the most successful bank in this field is Capital One** with 2,943,821 fans, **followed by American Express** with 2,707,801 fans and **Bank of America** with 752,849 fans.

If we focused solely on the local US audience, AMEX would be first with more than 2,290,000 fans compared to Capital One's 1,772,000 fans.



# FACEBOOK FAN GROWTH

## Top 3 Fastest Growing Facebook Brands

1	 USAA	↑ + 105 979
2	 Capital One	↑ + 89 834
3	 Bank of America	↑ + 52 760

The fastest growing US bank in December 2012 was USAA with 105,979 new fans, followed by Capital One (+89,834) and Bank of America (+52,760). The average number of fans attracted by US Banks in December was 19,128.

# FAN ENGAGEMENT

## Top 3 Facebook Brands by Engagement Rate



Average Page Engagement Rate

**0.576 %**

1	 SunTrust	1.529 %
2	 Charles Schwab	1.184 %
3	 U.S. Bank	0.373 %

When it comes to engaging fans, **the most successful was SunTrust with an average engagement rate 1.529 %**, followed by Charles Schwab (1.184 %) and U.S. Bank (0.373 %). Engagement Rate is calculated as the average number of likes, comments and shares per post on a given day divided by the total number of Fans for the page. For the purposes of this report we included in this metric only pages with more than 15,000 fans. An **average Page Engagement Rate for U.S. banking would be 0.576 %**

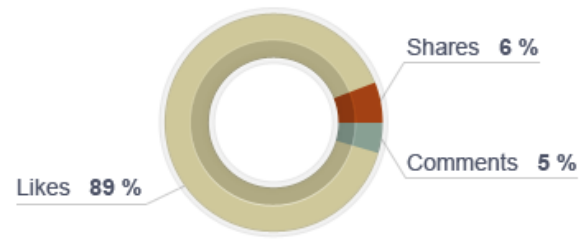


# TOTAL INTERACTIONS

## Top 3 Facebook Brands by Total Interactions

1		American Express	200 345
2		Wells Fargo	85 560
3		USAA	70 313

## Average Type of Interactions



If we look at the total amount of interactions (the total number of likes, comments and shares) the U.S. banks received, we clearly see that **American Express was outstanding with the total of 200,345 interactions**; second was Wells Fargo with 85,560 and USAA with 70,313.

If we look at the common type of interactions that banks receive, we see that the most popular is a **common „like“ which is dominant with 89 %** of all interactions, followed by shares (6 %) and comments (5 %).

## POST TYPES

<b>Photo</b>	<b>51 %</b> of All Posts	 <b>Most Engaging Post Type</b>
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The most engaging and also the most common posts were Photos which consisted of 51 % of all post types, followed by statuses, links and video posts.



## BEING SOCIALLY DEVOTED

The Most Socially Devoted Facebook Brand



Average Response Rate

47.78 %

	Response Time	Response Rate	Answered minus unanswered questions
 Regions Bank	459 Mins	96 %	48

Regions Bank was the most responsive among the U.S. banks with a great response rate of 96 %. The bank was asked 52 questions in December and answered 50 of them, missing only 2. The average response time was, however, quite long – taking Regions about 459 minutes to answer the fan.

There are many banks that still have a closed wall and do not allow their fans to post on their page. The average response rate due to this fact is quite low – only 47.78 %, however, from the numbers we’ve seen in the past, we notice a slight improvement. The average response rate of banks that do respond is 72 %, which is a really nice score!

## THE MOST POPULAR POST

 American Express shared a photo  
7th December 2012

'Like' if Amex is the Official Card of your weekend.



**Most Popular Post**

**040k** Total Interactions

- 039k** Likes
- 0443** Comments
- 0911** Shares

**1.49 %** Engagement Rate

The most popular post was posted by American Express and had in total over 40,000 interactions. It was a photo of an AMEX card with fan encouragement to like. Well done!