

The role of communications in building & maintaining trust in the banking sector

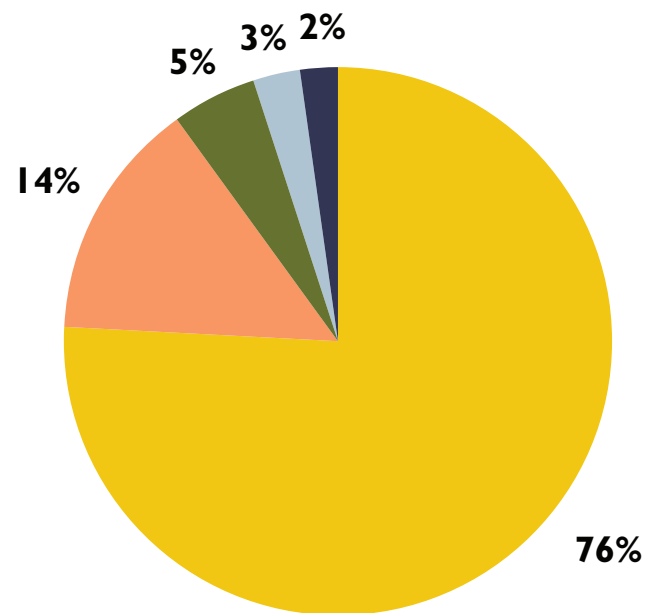
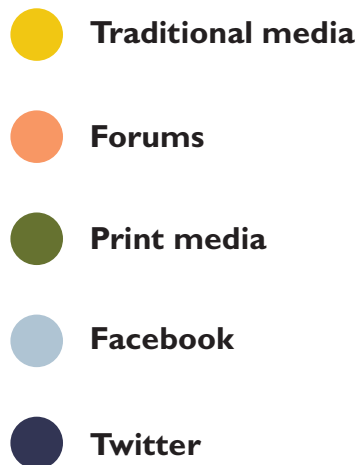
Media Analysis
January – May 2019



Table of contents

3	Share of voice
4	Financial literacy initiatives
5	Influencers
6	Bulgarian banks by number of social media followers

Share of voice



Traditional media was the main communication channel for the analysed period with a 76% share of the total conversation. This volume can be explained by the large number of republished features among online outlets. It should be noted that the language used in financial literacy articles is often specialised and incomprehensible to the average reader.

Forums came in second with a 14% share of the total mentions. Users approach banking institutions with distrust and prefer to consult each other or third parties. Conflicting information from different bank tellers is among the main reasons for the evident lack of trust in client-bank relationships.

This trust vacuum led to influencers gaining people's trust instead of banks. Users demonstrated a clear preference for social media when looking for information related

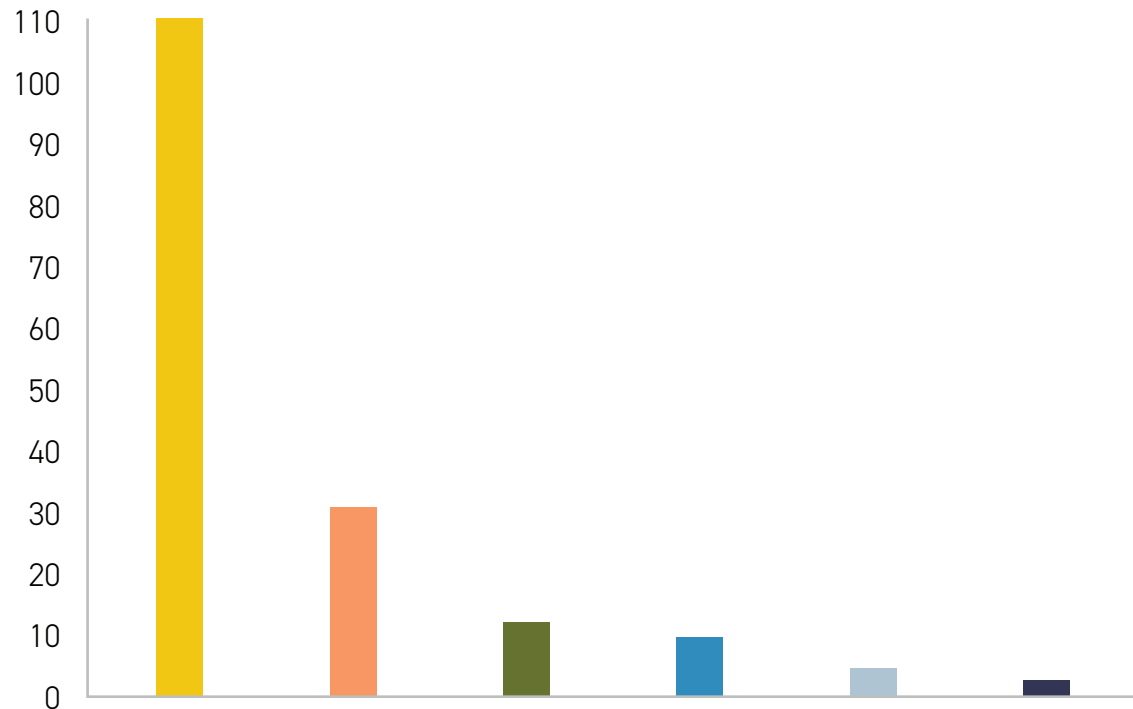
to personal finance. People such as Stoyne Vassilev and Stoycho Nedev have built sustainable communities around various topics, including financial literacy and personal finance. They have positioned themselves as trustworthy sources of information among users who demonstrate an interest in financial literacy.

The main forum with the highest number of relevant mentions was www.bg-mamma.com, where the majority of users are women. It is not a specialized forum, but open to all kinds of discussions.

Bulgarian users demonstrate a weak Twitter presence which is why the platform notes a low volume of mentions with just 2% of the overall conversation.

Financial literacy initiatives

- DSK Bank**
National Finance Olympics
- UBB and JA Bulgaria**
Challenge YOU
- Postbank**
Open lectures
- JA Bulgaria**
Innovation Camp of the Applied
Finance Programme
- Fibank**
Enhancing Students' Financial
Education
- Stoyne Vassilev**
Invest with Stoyne Vassilev 2



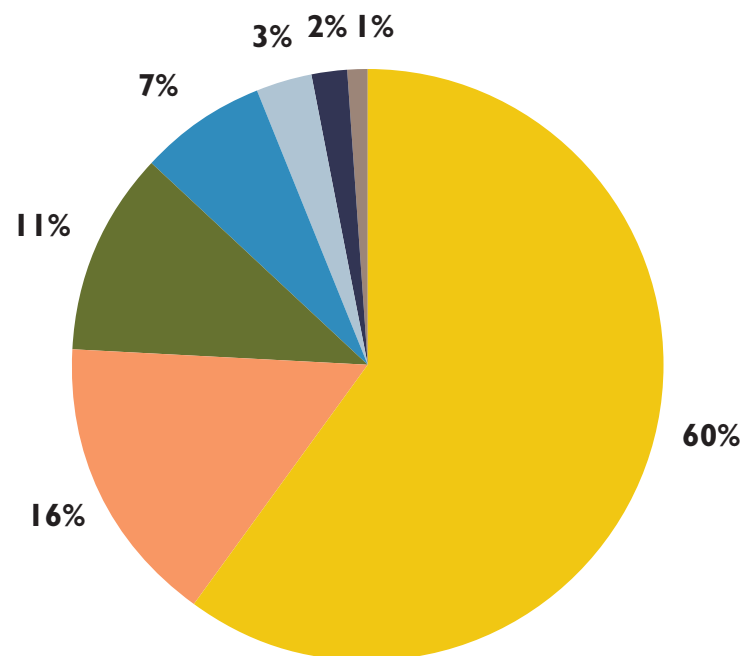
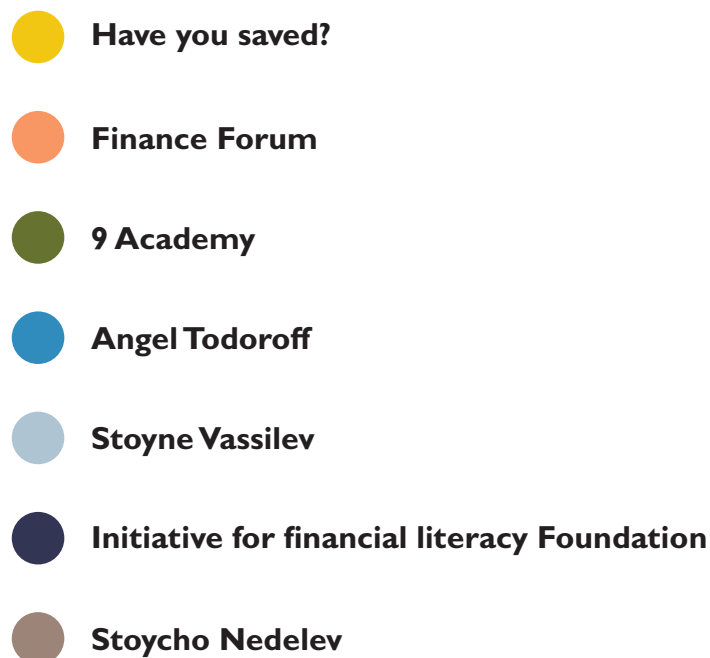
The graph depicts financial literacy initiatives, who organizes them, and how popular they are in the media.

Initiatives target large cities, small towns and sparsely populated areas. The target demographic for financial literacy initiatives is mostly schoolchildren.

Influencers like Stoyne Vassilev, on the other hand, focus on employed people. The content he produces and shares provides long-term savings advice, as well as information about investment options with different levels of risk and suitable for various income brackets.

Traditional media is the main communication channel that features information on financial literacy campaigns. However, these campaigns fail to start a conversation on social media, with posts mostly limited to organizing institutions' own channels.

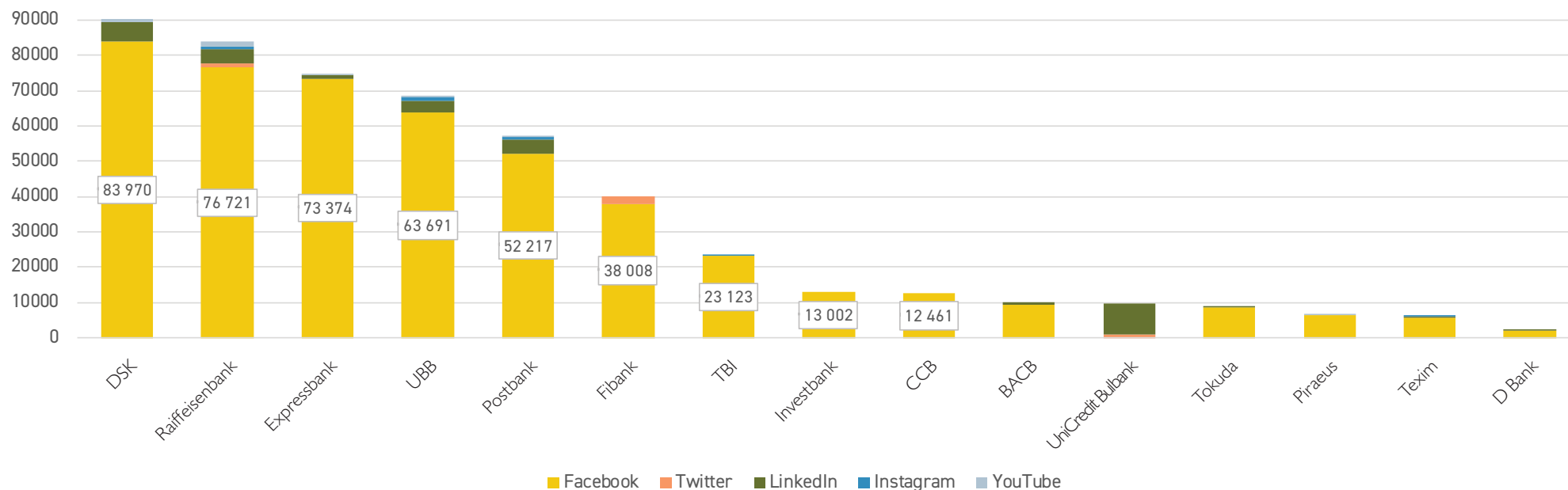
Influencers



The most followed financial literacy Facebook page – with 39,000 followers – is Have you saved?, supported by UBB Asset Management. The content shared there aims to inform readers on good saving practices, and provides investment advice for people with little to no experience in investing. The main purpose is financial help. Most posts do not focus on the UBB Asset Management brand.

Stoycho Nedev, founder of the VivalInvest blog, Stoyne Vassilev, founder of the SmartMoney.bg and Angel Todoroff, founder of Together Academy, are among the most trusted personalities in the online financial environment. They successfully relay complex financial information and terminology in a concise and accessible manner. This has helped them build close relationships with their followers, who demonstrate a high degree of trust towards them. The communication between the influencer and the ordinary user most often occurs in the comments section, resulting in a transparent, personal and in-depth discussion.

Bulgarian banks by number of social media followers



Facebook is by far the biggest social media channel for banks. UniCredit is the sole exception to this trend, due to its decision to pull out of Facebook on 1st June 2019. Nonetheless, UniCredit had the third most popular Facebook page among Bulgarian banks in May.

LinkedIn is the second most popular channel, although it provides limited scope for engagement with consumers as it mostly centres on employment opportunities. Instagram is an interesting choice, especially if the bank produces visual content tailored to this platform, like UBB, which holds the largest Instagram account among Bulgarian

banks. Few banks opt for Twitter – Fibank and UniCredit’s handles are the only ones to answer user comments on the microblogging platform.

A key factor in banks’ social image is interaction their followers, particularly with regard to enquiries. Banks that answer user questions enjoy a higher degree of trust; questions left unanswered are immediately spotted by users, thus diminishing trust.

Bulgarian banks by number of social media followers

	Facebook	Twitter	LinkedIn	Instagram	YouTube	Viber
DSK	✓	✗	✓	✗	✓	✗
Raiffeisenbank	✓	✓	✓	✓	✓	✓
Expressbank	✓	✗	✓	✗	✓	✗
UBB	✓	✗	✓	✓	✓	✗
Postbank/Eurobank	✓	✗	✓	✓	✓	✗
Fibank	✓	✓	✗	✗	✗	✗
TBI	✓	✗	✗	✓	✗	✓
Investbank	✓	✗	✗	✗	✗	✗
CCB	✓	✗	✗	✗	✗	✗
BACB	✓	✗	✓	✗	✗	✗
UniCredit Bulbank	✗	✓	✓	✗	✗	✗
Tokuda	✓	✗	✓	✗	✗	✗
Piraeus	✓	✗	✗	✗	✓	✗
Texim	✓	✗	✓	✓	✗	✗
D Bank	✓	✗	✓	✗	✗	✗

The top banks took different approaches to discussing issues with their followers. Most refrain from publicly going into detail, instead redirecting users to physical offices, phone lines or personal messages. TBI Bank, for example, refers them to their branches' phone lines, and UBB encourages them to visit an them in person.

Postbank and DSK appeared to be more digitally focused, with the former inviting users to continue the conversation via private messages. DSK, on the other hand, leaves everything public, answering questions in full and visible to all. The bank's official handle still leaves users the option to contact them in private.

The average number of Facebook posts per week range from 1 by ProCredit to 10 by Postbank. The pages' activity by no means indicates popularity. However, the more popular Bulgarian banks post on Facebook around 7 times a week on average.

Facebook's responsiveness metric shows (how long page admins takes to answer messages) how much attention a particular handle gets from its owner. DSK, UBB, Postbank, and TBI are leaders in this, usually answering within hours, while other banks take a day or more.