

6 REASONS BANKS SHOULD USE SOCIAL MEDIA

01 SOCIAL MEDIA IS IMPORTANT

54% OF BANKS

plan to increase spending on social media this year

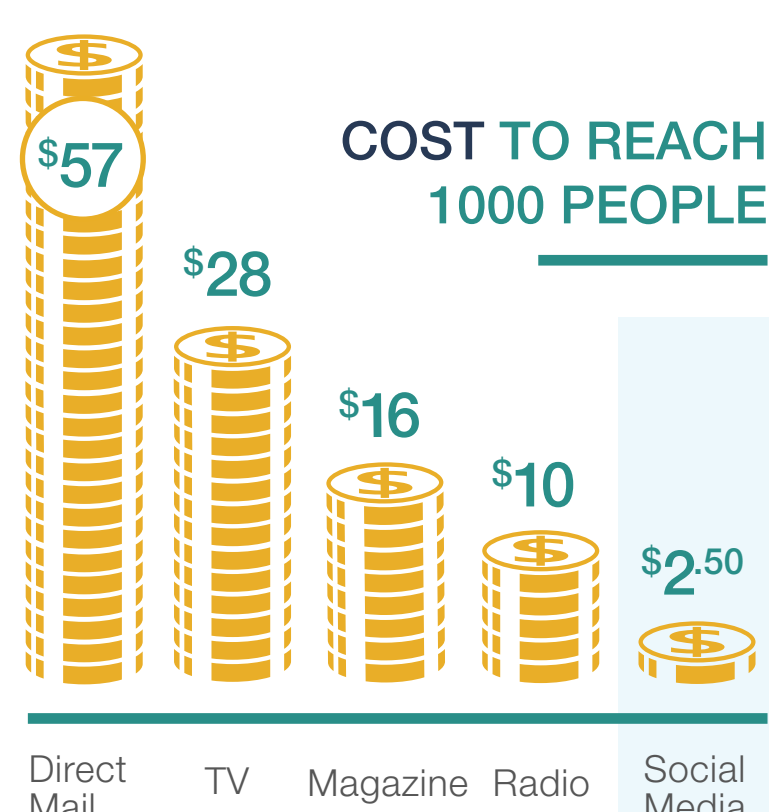
49% OF BANKS

agree that social media is important to the bank.



03 SOCIAL MEDIA DELIVERS VALUE

02 SOCIAL MEDIA HELPS BUILD RELATIONSHIPS



Top reasons banks use social media:



04 SOCIAL MEDIA IS MEASUREABLE



05 CUSTOMERS ARE LOOKING FOR YOU ON SOCIAL

82%

OF MILLENNIALS

said they would have more faith in a company or institution if they were involved in social media

90%

OF CONSUMERS

would recommend a brand to others after interacting with them on social media

58%

OF BANKS

currently use social media for customer service

06 SOCIAL MEDIA HELPS BANKS STAY COMPLIANT



76% OF FINANCIAL INSTITUTIONS

say they began looking for a social media management and compliance solution in order to comply with regulations

63% OF BANKS

use social media for risk management (monitoring, complaints, etc)



For more information on Gremlin Social Secure Social Media Solutions:
Visit: info.gremlinsocial.com/demo
Email: avandiver@gremlinsocial.com

SOURCES

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