



Social Media Audit

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Brand Introduction

What is Tangerine

Key Message: *“Forward Banking”*

Tangerine Bank was originally ING DIRECT Canada, launched in 1997. In November 2012 it was acquired by Scotiabank and rebranded to Tangerine in early 2014. Its main business characteristic is the elimination of fees for everyday banking transactions and the elimination of physical branches, operating in an “online-first” model.

Clients can use the website, mobile app and telephone help-center to perform their banking. Although Tangerine has a few cafe-style locations where clients can still get face-to-face help with a representative, my personal experience is that clients are redirected to a phone in the premises in order to contact the same call center that can be reached at home. Tangerine also offers clients free access to the Scotiabank ABMs around Canada.

As such, along with other banks that follow this model (like EQ), it is a “disruptor” in the traditional banking business with its message of “Forward Banking” – the idea of simplifying the banking process for the clients and making it almost cost-free. Tangerine offers all the services traditional banks do with attractive interest rates, which by their own words, is possible due to the savings in operational costs.

An interesting detail about their client acquisition strategy is their “Orange Key” system, where new signers use a current client’s key as a referral. They both get at least \$50 in the process (depending on their current promotions.) This system rewards “word-of-mouth” marketing by current clients and also, as a side effect, helps create some social media interest as the keys are shared in Tweets, Facebook posts, Reddit boards, etc.

Brief history/facts



ING Direct Canada operated as a telephone banking service that offered savings accounts. This served as a market test for ING Group’s direct banking business model.

In November 2013, ING Direct Canada claimed over 1.8 million customers and employed almost 1000 people. It held close to \$40 billion in total assets.

Before 2012 ING Direct Canada’s tagline was “Save Your Money.”

On November 2015, Tangerine was named one of Canada’s “10 Most Admired Corporate Cultures of 2015.”

Who is Tangerine's market?

Audience Analysis

Tangerine's market is 20 to 55-year-old working professionals and business owners who are open to adopting new technologies. These are people with income, savings and possibly interested in investing, but that also want their banking system simplified. They are also wary of the often-exorbitant fees paid in the traditional system. The bank targets this and similar "pain points" with campaigns that include slogans like: *"You work hard for your money. Does your bank?"*

Their target customers are:

- Employed Professionals
- Business Owners
- Small and medium-sized businesses (SMBs).

Customer/user profiles:

- Average 20 to 55 years-old
- Have some income
- Think about saving and investing
- Tech-savvy
- Educated
- Concerned about banking fees
- Want a simplified banking system

Brand voice/tone:

- Knowledgeable
- Friendly
- Reachable
- Dedicated to their clients
- Educational



Tangerine seems to attract both first account holders as well as clients of other banks who are more aware of the real costs of financial services and sometimes “hidden” fees (and who are willing to trust this new online-only paradigm.) Another important factor is that Tangerine is owned by Scotiabank, which helps potential and current clients feel that their money is somehow safer, as it is backed up by a big bank that is regulated and supervised by the financial system. (Ironically, the sort of bank that some clients moved their money away from because of high fees and bureaucracy in the first place. So, in a sense we can say they get the best of both worlds: simplified banking and a “safety net” of confidence – which is critical in the financial sector.)

Tangerine's objectives

Business Objectives

- Acquire and maintain clients
- Keep users satisfied by providing quality customer support
- Increase their market share in the banking business and convert existing clients of traditional and other “online-only” banks

Communication Goals

- Be an authority in the banking and financial world
- Become the choice brand for the new banking model paradigm
- Drive traffic to their website
- Provide helpful and useful advice to clients and prospects
- Create awareness of their “Forward Banking” model and its advantages
- Maintain and expand their community platform by promoting user engagement

Tangerine wants to keep establishing itself as the go-to option for a simplified banking system and at the same time providing all the traditional services and maintaining quality customer support.

Tangerine's Social Media Presence

Social Media presence and platform assessment



- Average of 3 posts per day.
- The majority are blog posts links
- Bilingual posts (French and English)
- 137,255 Likes and 135,291 followers
- Replies within a day



Facebook is still the most popular social media platform regarding the number of users and preferred by an audience slightly older than Instagram. This not only allows Tangerine to engage on Facebook with existing clients but also to convince potential new ones who already have an account in another bank to change. Facebook allows for all types of content, and it's an excellent channel to engage with customers, promote user created content, campaigns and events and provide customer support when necessary. Having representation on Facebook gives the brand a more relatable, friendly image, especially if it replies to comments and possible complaints in a timely and assertive manner. Besides comments, the Facebook messaging system is also a good way to communicate, particularly about sensitive issues that should be dealt privately (and that can be solved with a simple chat, meaning one less call to the helpline.)



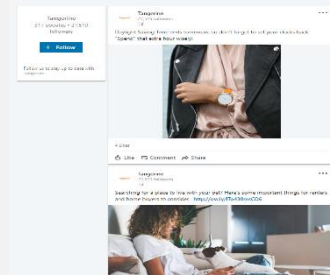
- Average of 2 posts per day
- Frequency increases during events
- Posts are both links to blog posts but also unique content to Twitter
- 35.4 thousand followers
- 32.2 thousand tweets
- 5.4 thousand likes



Twitter is becoming the preferred social channel for support and a great point of contact between the bank and customer or prospects. It also allows for the propagation of marketing events with the use of #s and retweets or user-generated content. Twitter also allows for Direct Messaging, which, for the same reasons as Facebook Messenger, can be used to talk to clients in specific situations that involve more private details.



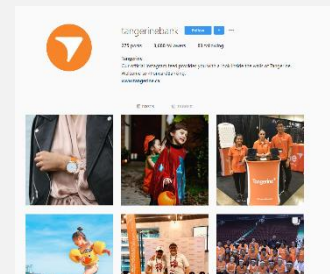
- Average of 1 post per day
- The majority are blog post links
- Sporadic LinkedIn specific posts
- 317 updates
- 27,489 followers



As a bank, it is essential for Tangerine to be present in the most significant social platform oriented to professionals and the B2B world. It allows it to establish “domain authority” in the banking industry and develop relationships with companies and business owners who look for trustworthy banks to deal with. By creating some professional articles about banking and how it can help businesses, Tangerine can show that behind the enormous technological infrastructure that supports its “online-first” approach there are knowledgeable professionals that understand their concerns and want to provide the same quality of support and service they can (or used to get) in traditional banks.



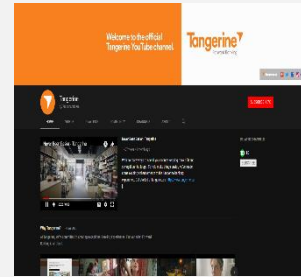
- Irregular posting frequency
- Used to provide some customer support
- Content about events and promotional posts
- 275 posts
- 3.7 thousand followers



Instagram allows Tangerine to reach young adults, as it is the platform more popular with this demographic and a crowd that is starting to steer away from Facebook as it is becoming considered “for older people.” By having a business model that by its definition is modern and breaks with the traditional banks model, Tangerine has the chance to captivate those who are going to open their first bank accounts (independently, without their parents), most likely when they also get their first jobs.



- Irregular posting frequency
- 4.7 thousand subscribers
- 259 videos uploaded
- 1.9 million total video views



YouTube is the ideal platform for the bank to develop compelling content marketing campaigns by creating helpful videos about finance, banking and overall money management, which can be complex themes to grasp and much easier to understand in a medium like a video than reading a potentially cumbersome text post. Currently, it is practically the current second largest search engine in the world and as such that potential should be used to help Tangerine's business and communication goals.

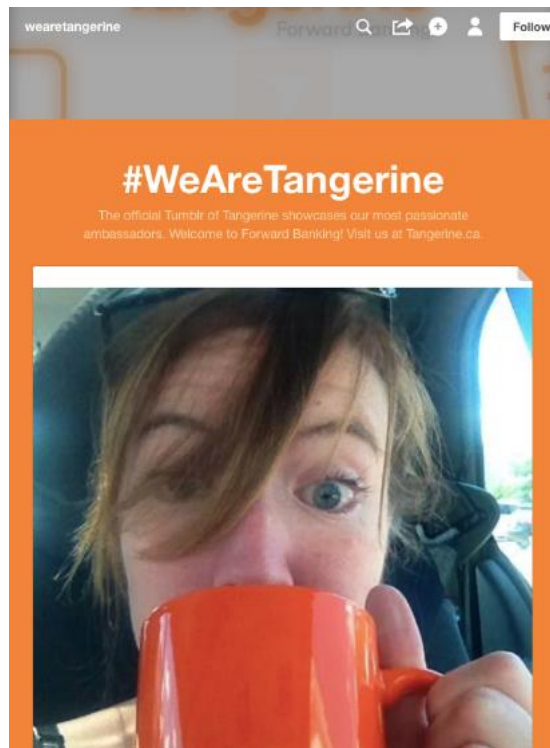
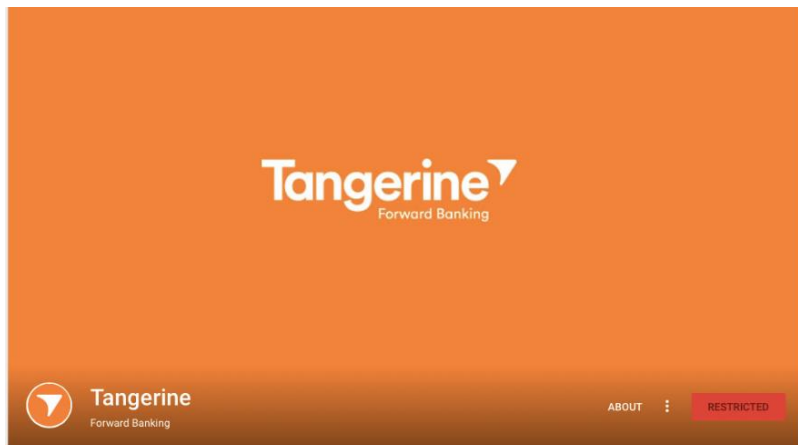
As they sell financial products and services, it makes sense to reach out to these audiences. Banks and the financial system, in general, operate on trust so that people feel comfortable relying on them to safeguard their money and savings. And by having a constant, useful and responsive Social Media presence helps Tangerine create trust and become a reference and "top of the mind" when someone thinks about Canadian banks.

There could be concerns about the practical and financial costs of having social media calendars with daily content that spans over five different platforms in such distinct mediums, from text to video. But, since this is an "online-first" bank, it is safe to assume their social media presence is not treated as an "afterthought" like in some other business. It is an essential part of their model, particularly for client support, with their social media department comprising a probably a large and well-funded team (or at least the means to outsource these services to equally large specialized companies that offer regular quality content.)

Every question answered, or issue solved via their social media platforms also means fewer potential calls to their support line (which, given their specific business model, it is significantly more important than usual) and, as such, helps reduce the time agents would have to spend dealing with individual cases, meaning overall fewer costs. If someone's inquiry and the solution is on a public thread accessible by all, then the odds are that someone facing the same issue will encounter a swift response and resolution.

Tangerine also has accounts on Google+ and Tumblr, but these are either set to “restricted” with only a couple of very outdated picture posts by employees and users with Tangerine merchandise. These can be assumed as abandoned attempts in establishing a constant presence on those platforms.

Interestingly on Tumblr, their blog title was “#wearetangerine,” a hashtag last used on Twitter in 2015.



The respective Google+ and Tumblr pages

Competitors comparison (banks with “online-first” business model)

	Facebook	Twitter	LinkedIn	YouTube
Simplii Financial	<ul style="list-style-type: none"> • 4.6K likes • 4.9K followers • Replies within a few hours 	<ul style="list-style-type: none"> • 3.1K followers • 3.9K Tweets • 58 Likes 	217 followers	<ul style="list-style-type: none"> • 150 subscribers • Two videos • 2.5M views
EQ Bank	<ul style="list-style-type: none"> • 2.9K likes • 3.1K followers • Replies within a few hours 	<ul style="list-style-type: none"> • 1.9K followers • 2.8K Tweets • 570 likes 	125 followers	<ul style="list-style-type: none"> • No subscribers • Six videos • 1.5K views
Alterna Bank	<ul style="list-style-type: none"> • 129 likes • 140 followers • Replies within a day 	<ul style="list-style-type: none"> • 271 followers • 1.3K Tweets • 272 likes 	2.7K followers	<ul style="list-style-type: none"> • Six subscribers • Seven videos • 26K views

These are the most relevant social media platforms used by these banks. There are also some minimal presences on others, but with such low numbers, they do not seem suitable for the analysis.

Other potential platform opportunities

Tangerine could also use Reddit to reach out to clients or potential clients. This platform has a vast number of financial sub-Reddits (forums specialized in this topic inside of Reddit), and it is currently a fantastic tool for “peer-reviews” when someone is researching purchases options, wondering about the quality of a product or merely asking for help and advice.

By visiting a couple of them and seeing the number of daily posts asking about Tangerine itself and how it compares to its competitors or simple posts complaining or asking about its services, it is clear that people are looking for more information and reassurance. This could be an opportunity to have official Tangerine representatives (identified and verified by moderators to ensure they are genuine) provide customer support and engage with the customers.

These client support initiatives would not be a replacement for the other social media platforms but act as a supplement to their already existing C.S. channels. The platform has no character limits, and it allows for long-form text and lengthy posts (if necessary.) By having representatives with a history and reputation provided by Reddit’s system, it would allow for more engagement and a better “humanization” of their customer support.

This engagement should not, however, become sales pitch-like or used for promotion only. Just as with content marketing, clients/prospects appreciate genuine quality and helpful communication, not just someone blatantly trying to sell them something.

↑ Posted by u/Huz647 6 months ago 🇺🇸

6 **Tangerine or Simplii Financial?**

↓

I'm looking to open up a chequing account and I'm wondering which bank offers the best no-fee account? I'm going to be using it over the internet a lot.

💬 51 Comments ➦ Share 📌 Save ...

↑ Posted by u/Canada-Eh 1 year ago 🇺🇸

49 **Is tangerine really so amazing?**

↓

I'm currently with TD and have been for years, I've always found they treated me well and never felt I was getting ripped off in fees or any such thing but I see a lot of people mentioning Tangerine all over the place and I'm curious if its just a fad or if they're really on some amazing next level stuff.

💬 123 Comments ➦ Share 📌 Save ...

↑ Posted by u/ResponsibleMushroom 8 months ago 🇺🇸

3 **Banking Tangerine Bank. Thoughts?**

↓

Hi guys. I have a few questions for any of you who have opened savings accounts with Tangerine Bank in Canada. What was the process like? Do you actually use it? Why did you sign up in the first place? Trying to get a general feel of the banking experience and why it's different from a bank like CIBC

💬 7 Comments ➦ Share 📌 Save ...

↑ Posted by u/skmooseman 9 months ago 🇺🇸

22 **Banking Tangerine Bank Savings Account Experience**

↓

I was wondering what has peoples experience been with the Tangerine Everyday savings account with a interest rate of 1%? I currently have two savings account at my current bank that draw a rate of 0.20% and been thinking about opening up saving's accounts at Tangerine for the extra interest rate. I will be keeping my everyday chequing account at my current bank, because I still like going into the building and dealing with people.

What's the good, bad or ugly of dealing with Tangerine? I know they are owned by Scotiabank, which I have had very poor experiences with in the past, does Tangerine have better service than Scotiabank? Is what I plan on doing make sense and a good move?

💬 19 Comments ➦ Share 📌 Save ...

A small sample of the daily threads all over Reddit (especially on Canadian subreddits) with questions about Tangerine

Audience Engagement & Content Reviews: Facebook, Twitter, Instagram (and YouTube)



On Facebook

Engagement by Followers

Tangerine has 137,255 Likes and 135,291 followers. It has a shallow engagement from its followers concerning shares and likes, sometimes have no shares, comments at all or “likes.” As a sample metric, we can use “People Talking About This” (even though officially discontinued by Facebook, it can still be used by measuring the components included in its definition *(by Klipfolio.com)*):

“Like the page, post on the wall, like a post, comment on a post, share a post, RSVP to an event, mention page, tag page in a photo, check-in, review, or recommendation on the page.”

In essence, a “meta-metric” that accounts for all possible interactions a follower can have with a page. With an analysis tool (on Likelizer.com) we can observe:

1,972

People talking about this

Measures how many people have interacted with a page or its content, in any way, over the last seven days.

122,157

Total Page likes

The larger the better! The more actual followers a page acquires the broader its reach will be.

2%

Engagement rate

Engagement rate is calculated by dividing the Page's PTAT with the total number of Likes.

Even though the tool does not display an updated number of total likes, by manually observing the page and its posts, it is evident that the engagement numbers remain about the same, and Tangerine's posts keep constant in quality and frequency.

Engagement by the Brand

The brand responds to messages within a day. Regarding responses to comments, it replies to comments that specifically ask questions or have qualitative opinions. It doesn't engage much when followers merely converse with each other, which seem to happen in most of the posts.



Tangerine providing support to a client on a Facebook comment



Plenty of comments seem to be purely long chains of mentions/calls to other users without any content or message in them.

Engagement Improvement Opportunities

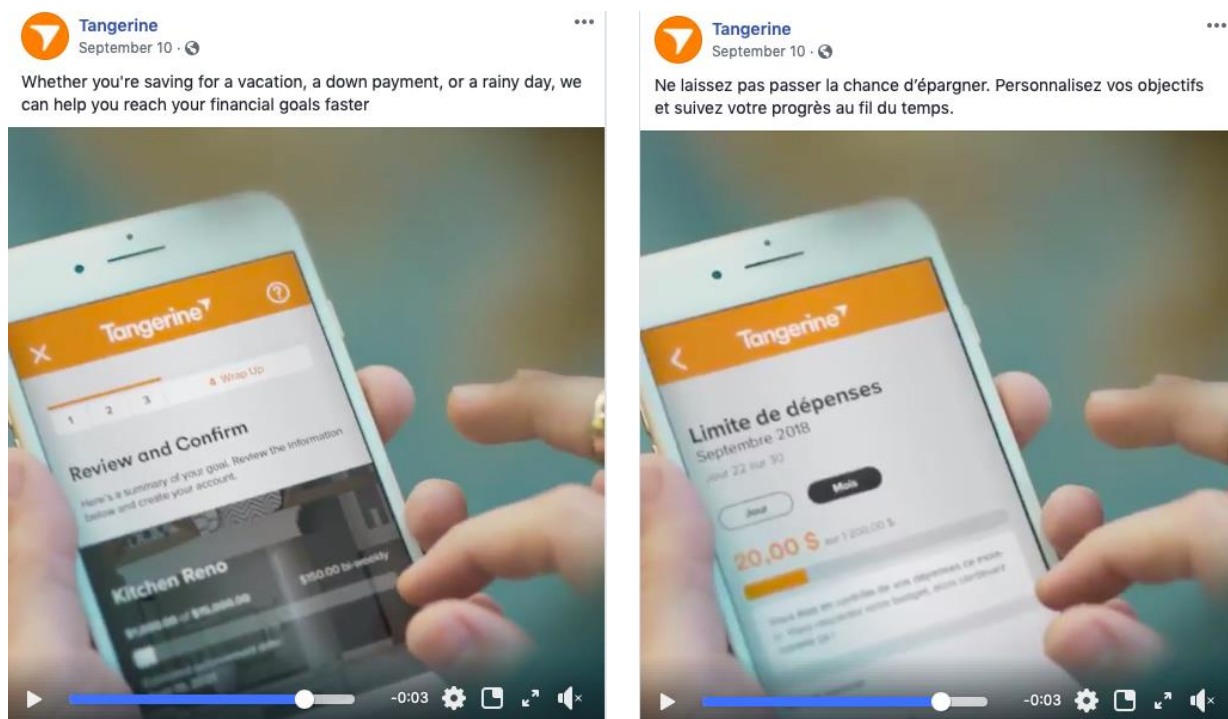
Tangerine should improve its response time and reply within a couple of hours at the latest. As an online-only bank, they should aim to have their response speed as fast as possible. Existing and potential clients need to have quicker replies – after all, it is about their money, a topic that clients don't like to wait long for an answer.

This idea is reinforced when we look at the low visitor/follower engagement on their Facebook page. With so few customer comments, likes or shares, there should be no reason for this very long average reply time.

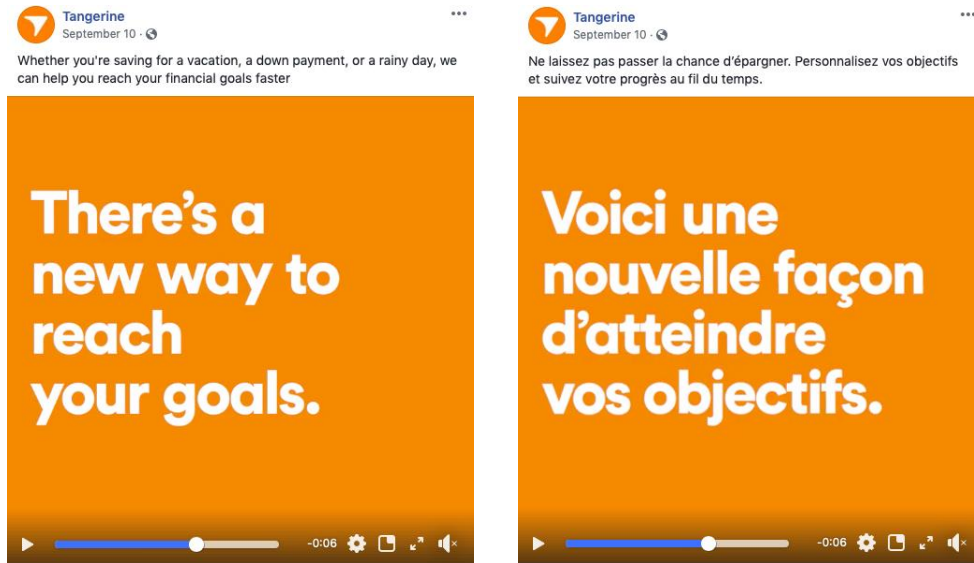
Content Review

The content is appropriate for Facebook, and it is a mix of regular posts, videos, links to their website/blog. As expected for a financial institution, the content is produced with professional quality, with photos and videos that are relevant and appealing.

Their videos have French and English versions, each with its visual elements like phone screens etc. in each language as well.



Tangerine created two versions of the same video, each one with a different language on the screens of the devices.



Same video, in both languages

Regular text posts also appear in English and French, both with the same content, but separated in time – usually through links to the same blog posts, but each to its language version of the website.

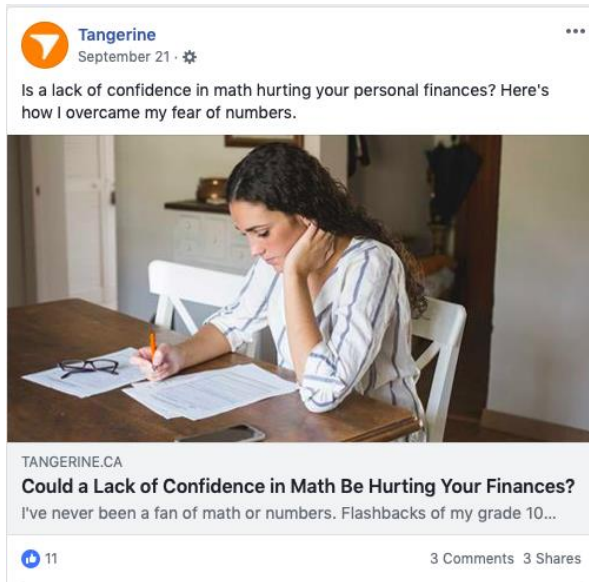
This, along with the fact it received the “Best Client Experience” award from the Association du Marketing Relationnel in June 2018, shows the brand is popular in Quebec and invested in that audience. From a pure numbers point of view, a question could be asked about what percentage of existing and potential clients are from the province and their relative importance considering the whole Canadian market.

Unfortunately, this can only be answered with access to the back-end analytics of Tangerine’s Facebook page and their internal business numbers.

I believe it is safe to assume the answer is along the lines of Quebec’s market being significant enough to justify it. Some of its competitors, like EQ Bank, aren’t present in the province yet either, so it could also mean an attempt to establish a market “foothold.”

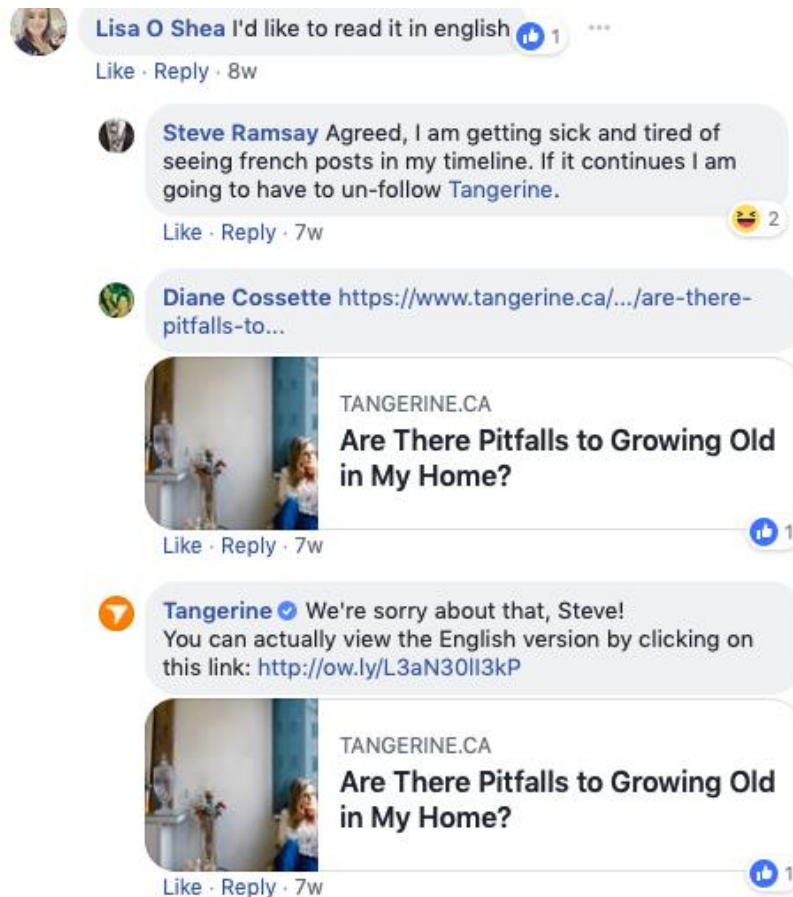
As mentioned previously, Tangerine also has a posting schedule that is sometimes different between the English and French versions, which means that although duplicates, the “twin posts” aren’t sequential in the feed wall and have several days of distance between each other. This mitigates the potential negative experience of seeing repeated posts on different languages, one after the other.

Social Media Audit – Tangerine Bank



The same post, with the English and French versions separated by five days

Some followers, like Lisa, do not seem to enjoy getting posts in French on their wall. A complaint that is addressed by Tangerine's representative:



The posts on Facebook are all about Tangerine and its services, events and promotions. Some are actual Facebook posts explicitly created for the platform; others are merely website/blog promotion posts.

The audience engagement is so low that most of the content posted by Tangerine does not elicit any reaction. Without analyzing the data from their Facebook page, it is difficult to gauge how many of its followers are reading the posts.

One of the posts that have gotten the most significant engagement has been in French, and it merely links to Tangerine's website/blog. Its content is informative/educational, a trend that we can see on the rest of their social media platforms. It is the type of posts a user likes and shares the most.



93 shares and 54 likes are a small percentage compared to its over 137K followers and can almost be considered an anomaly among the frequent single-digit numbers that regular posts get.

Possible changes

The content needs to promote more user engagement. Maybe with the creation of contests, Facebook exclusive promotions or other tactics that incentivize the users to share/like/comment (like creative content marketing videos that go out of the “banking business” mould kind and are imaginative and compelling enough to promote Tangerine)

Having a public business page on Facebook that is so void of user interaction (concerning the number of followers), can/does create an impression that the brand is not giving enough importance to this factor. Overall this contributes to Tangerine's public image, and as such, it should be addressed more efficiently.

As it is a bank, surely there would be the financial possibility to try several tactics, with several testing of content types etc., to define what kind of content makes their audience more responsive and engaging.

I believe the answer is more educational posts and other types of content that help their followers understand better the complex world of banking and finances. Tangerine already does this, but even though the videos and posts seem clear and concise, the public numbers that we can analyze show that they are either ignored or consumed without a second thought regarding share or comment (or even likes) from the page followers.

The fact that their competition (EQ Bank, Simplii, etc.) also have the same issue, shows that maybe it is endemic to the business type and its audience. Bank users are probably not as excited to share an excellent post explaining what a TFSA is. A car enthusiast would probably have a more significant engagement with a video of the latest sedan model of their favourite brand.



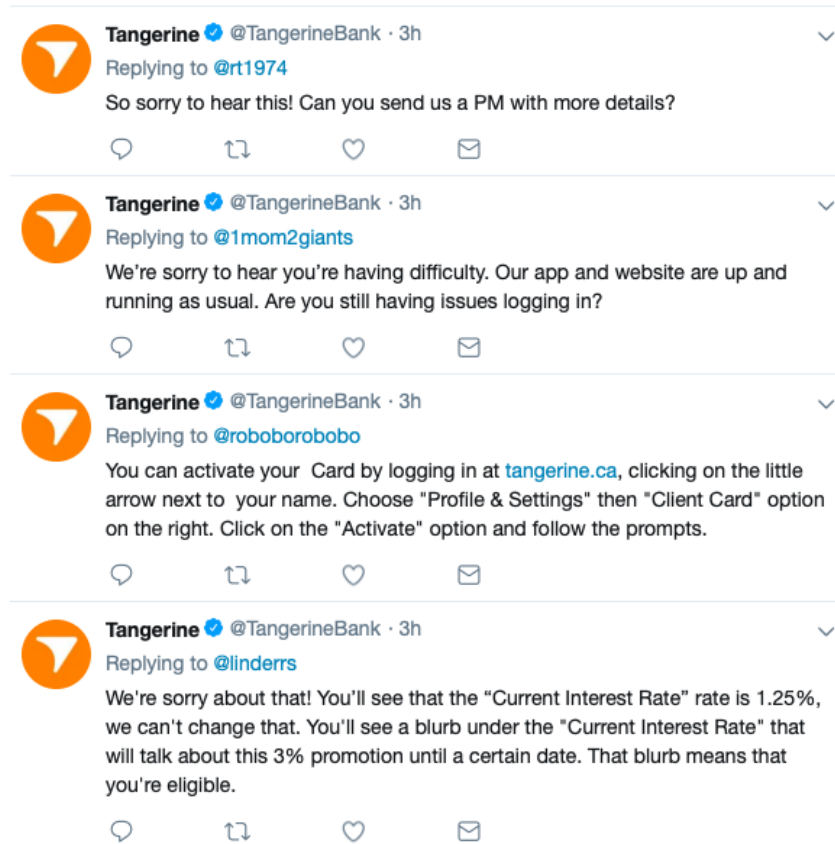
On Twitter

Engagement by Followers

For a brand with over 35 thousand followers, the engagement can be considered low, with an average of a single digit regarding retweets and likes. During campaigns and promotions, like the recent *#FinancialFright* before Halloween, the numbers increased to over 50 comments, 20 to 30 retweets and likes, a natural reaction as there were prizes involved, but still, little numbers overall compared to how many followers they have.

Engagement by the Brand

The brand engages with all the customers who ask for help solving issues or have questions directly addressed @TangerineBank. Regarding, some tweets are addressed in a timelier manner than others – some replies happen in the following hours, others in the following day(s).



Tangerine providing customer support on Twitter

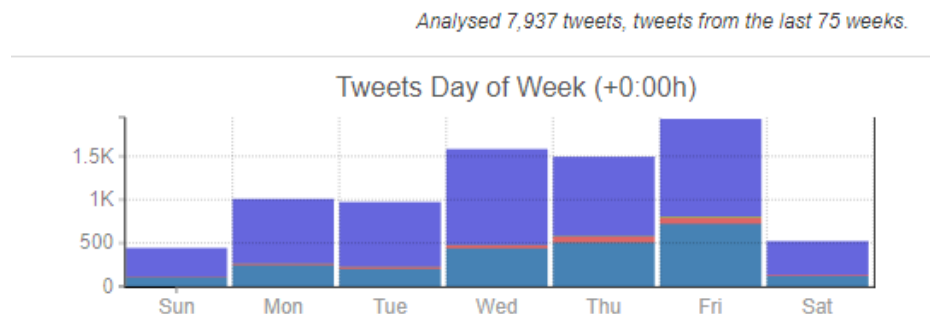
Engagement Improvement Opportunities

In a platform like Twitter, with the opportunity to reach their audience directly, the bank could try to establish a fastest and more consistent response time to customers and followers. Even though it replies to all contact attempts, the occasional delays can turn customers away or make them feel unappreciated – especially if they are already trying to reach out on Twitter to complain about issues regarding, i.e., phone line delays.



As a customer support channel, Twitter should be one of the priorities in terms of trying to ensure fast service.

Content Statistics



Tangerine posts mostly during the middle/end of the week, with more tweets on Friday, according to trendsmap.com Teal represents tweets, blue/purple represents replies, and the orange/red line represents retweets.

Social Media Audit – Tangerine Bank

TWITTER STATS SUMMARY / USER STATISTICS FOR TANGERINEBANK (OCT 14TH, 2018 - OCT 29TH, 2018)							
DATE		FOLLOWERS		FOLLOWING		TWEETS	
2018-10-14	Sun	+13	35,395	–	4,465	+7	31,907
2018-10-15	Mon	+10	35,405	+1	4,466	+41	31,948
2018-10-16	Tue	+1	35,406	-2	4,464	+27	31,975
2018-10-17	Wed	–	35,406	–	4,464	–	31,975
2018-10-18	Thu	+7	35,413	–	4,464	+7	31,982
2018-10-19	Fri	+5	35,418	–	4,464	–	31,982
2018-10-20	Sat	+1	35,419	–	4,464	+13	31,995
2018-10-21	Sun	+5	35,424	+1	4,465	+10	32,005
2018-10-22	Mon	+4	35,428	+1	4,466	+16	32,021
2018-10-23	Tue	-1	35,427	-1	4,465	+7	32,028
2018-10-25	Thu	-7	35,420	–	4,465	+206	32,234
2018-10-26	Fri	+9	35,429	+2	4,467	+5	32,239
2018-10-27	Sat	-1	35,428	+1	4,468	+5	32,244
2018-10-28	Sun	+4	35,432	🔴 LIVE	–	–	32,244
Daily Averages		+9		–		+17	
Last 30 Days		+269		+3		+517	

Its follower's numbers still grow at a minimal rate, about 270 per month on average. Tangerine tweets about 500 times per month on average

Content Review

The content is appropriate for Twitter, as Tangerine creates posts in all its possible media. From text tweets to pictures and sometimes even polls, it is utilizing the platform to its full potential.

The tweets are well written, with an adequate number of hashtags and mentions. The picture posts are clear and contain straightforward messages. They are, just like their Facebook counterpart, produced with professional quality as expected.

The majority of the content is one-sided, about Tangerine or its website blog posts and events/campaigns. It is updated daily, on average one to three times per day. There is a more significant tweet frequency during special events (like their Halloween #Financial Fright.)

Social Media Audit – Tangerine Bank



The announcements about #FinancialFright campaign, where during an hour Tangerine posted over 100 times (and about 200 times total during that day).



The above surge in comment numbers and retweets/likes can be explained by the fact that this event was also giving prizes at the end, promoting participation

During this event, tangerine encouraged user engagement by asking a series of “thematic” questions regarding their follower’s financial habits. Tangerine also had a good idea of promoting their next “Twitter Party” while this one was occurring:



The poll at the end also shows a low engagement, with only 69 dedicated followers voting. The numbers are very low for a “Twitter party” of such a large bank, where probably more employees than that are actively on Twitter (and who maybe are some of the ones that engaged on that event):



On Twitter, Tangerine does not post in French, an interesting decision that would require access to this platform’s data back-end to be further analyzed.

Possible Changes

Overall, it seems that Tangerine has a robust Twitter strategy for its bank. Special events and campaigns are the way to go regarding engagement and participation on Twitter. Hashtags offer a great opportunity to spread brand awareness and reach out to potential clients and or other businesses for partnerships.

They can promote more audience-created content and take advantage of the ease #s spread on Twitter with more competitions, special events that lead to more of their followers to spread the brand’s name.

They can also reach out and engage directly to related potential business partners or financial experts accounts, and have public conversations with them. This would not only capitalize on more followers, as it could attract more prospects and show “thought leadership” on banking and finances if properly identified SMEs from their staff (beyond customer support) show expertise and have meaningful debates or give helpful advice in a public and knowledgeable way.

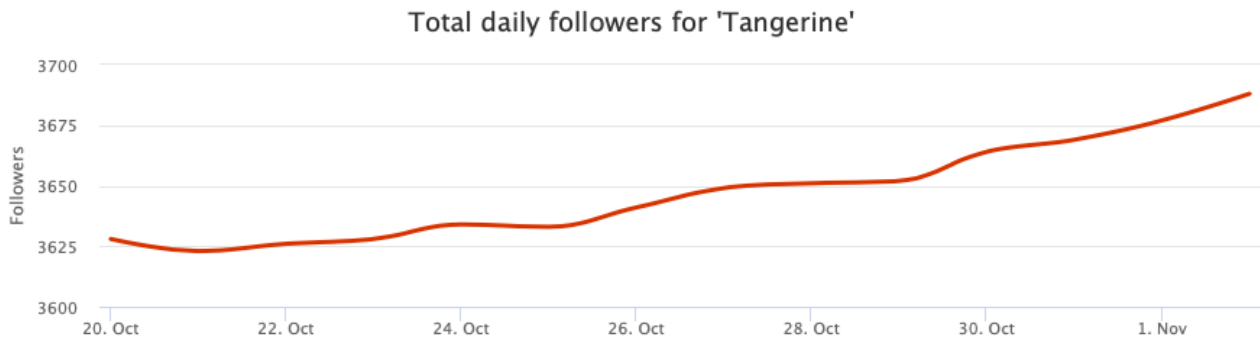


On Instagram

Engagement by Followers

On Instagram, Tangerine's account elicits a low participation from its followers as well. Out of its 3.7 thousand followers, only a small fraction responds with likes or comments. On average, a post has 50 likes and four comments. It is worth mentioning that their follower numbers are slowly but steadily growing as seen on the graphic and chart below, with an estimated average of about 250 new followers per month:

INSTAGRAM PROGRESS GRAPHS FOR TANGERINEBANK (2018-10-20 - 2018-11-04)



INSTAGRAM STATS SUMMARY / USER STATISTICS FOR TANGERINEBANK (2018-10-20 - 2018-11-04)								
DATE		FOLLOWERS		FOLLOWING		MEDIA		
2018-10-20	Sat	–	3,628	–	84	–		272
2018-10-21	Sun	-5	3,623	–	84	+1		273
2018-10-22	Mon	+3	3,626	–	84	–		273
2018-10-23	Tue	+2	3,628	–	84	–		273
2018-10-24	Wed	+6	3,634	–	84	–		273
2018-10-25	Thu	-1	3,633	–	84	–		273
2018-10-26	Fri	+8	3,641	–	84	–		273
2018-10-27	Sat	+8	3,649	–	84	–		273
2018-10-28	Sun	+2	3,651	–	84	–		273
2018-10-29	Mon	+1	3,652	–	84	–		273
2018-10-31	Wed	+12	3,664	–	84	+1		274
2018-11-02	Fri	+5	3,669	-1	83	–		274
2018-11-03	Sat	+8	3,677	–	83	+1		275
2018-11-04	Sun	+11	3,688	–	83	–		275

Their posting calendar is irregular as seen by the "Media" column (posts) where they have a gap of eight days between postings and then only one.

Also, worth mentioning that on Instagram Tangerine does not have bilingual posts either. Based on demographics, I assume it is due to two factors:

- The younger audience from Quebec does not care about it very much
- As they do not link to website/blog posts (which have their French version), it is unnecessary to do so

Engagement by the Brand

The brand is present on Instagram with a tone like the other social media platforms, with a friendly, helpful tone and using Instagram as a customer support channel as well:

Social Media Audit – Tangerine Bank



tangerinebank @jamjo_90 Hi there! Our Tangerine Email Money transfer (free) can take 2-3 business days, whereas the Interac eTransfer service (\$1.00) can be completed the same day.

tangerinebank @taderayo Oh no, sorry to hear that it isn't working for you. Feel free to call/chat so we can look into this for you helensday I was ask to sign in my number but I see no photos or phrase

tangerinebank @helensday That doesn't sound right - did you use a search engine to get to our website? If so, we strongly recommend typing in www.tangerine.ca in the address bar at the top of your browser instead

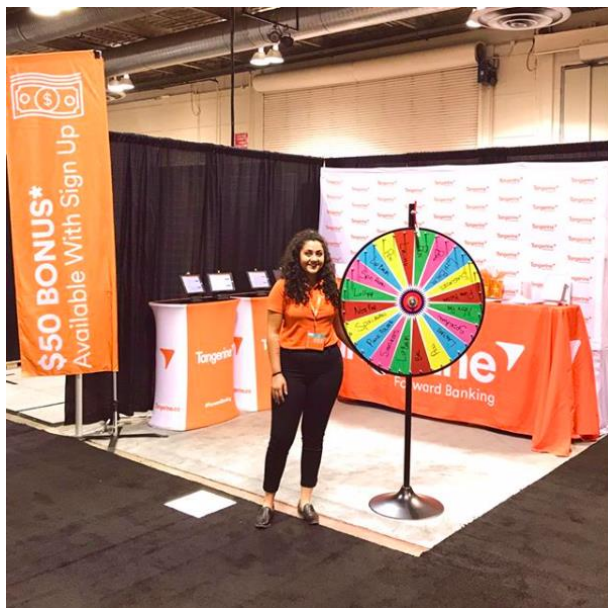
helensday @tangerinebank yes... the page sez enter your PIN if you recognize the picture and the phrase shown. I see no



38 likes

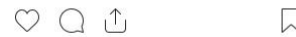
SEPTEMBER 30

Log in to like or comment.



preparing to take this to the news, we have the names of every shitty worker we spoke with and there are A LOT. What you are doing is a SCAM and not good customer service. I want my \$100 back and my niece deserves her \$50 bonus money. We have tried to set-up an external account several times within this time frame and it is not working!! If I do not receive an answer within 24 hours, boycotting measures will begin.

tangerinebank @bluestarrfire Sorry to hear you haven't had a good experience with us while helping your niece. Since we do need to speak to the Account holder directly, she can definitely send us a PM from her Instagram account if she has one (or Facebook or Twitter) so we can get her in touch with a supervisor. Alternatively, she can call us herself and request to speak to one.



47 likes

SEPTEMBER 20

Log in to like or comment.



As an interesting fact, in the second case, the representative gives the option for the client to reach out through Facebook or Twitter, besides Instagram and the traditional channels. This reinforces the idea of the brand's strategy of leveraging Social Media platforms as support channels and that they do use them to interface clients with account supervisors that can help solve their issues.

Instead of just using social media to provide "template" answers or just redirect clients to the website/phone line like some businesses do, Tangerine is aware of the benefits of this "new" customer support model – saving time/money and creating a positive and caring image for their support services.

Engagement Improvement Opportunities

The bank seems to be accurately understanding Instagram's rise to be the most popular social media platform and the demographics of their audience.

Their team is doing an excellent job of answering timely to client's issues and questions, which is vital with so many other alternatives and stimuli that delays or a poor job handling their complaints could lose them as a client/potential client.

This is also important considering the mechanical nature of Instagram's navigation. People will just "swipe up" on your posts and possibly unfollow you very quickly if they think your business does not pay attention to them (or your content is dull).

Overall, just like any brand on IG, the practical struggle is to try to hold the follower's attention long enough and not having them just skip the posts but hit the like and comment on them. And besides the content itself, the best way to do that is to show that the brand is present, that it does not just "post and forget" and will help when it is needed. Tangerine is doing an excellent job in this particularly sensitive aspect.

Content Review

Tangerine is posting irregularly, in bursts of several posts per day during events or campaigns and sometimes periods of whole weeks without activity. Statistically, this translates in an average of about one post per day, but it is not an accurate panorama of the experience for their followers, who spend several days "swiping up" and not seeing any content from the brand.

Their Instagram posts have a mix of high production value pictures and medium quality ones. The best photos seem professionally taken and post-produced and are related to promotional campaigns. Meanwhile, the posts about events or corporate life/staff seem to be shot on regular phones or consumer grade cameras.

Although I assume this is a practical and not necessarily strategic aspect, it helps to create relatability with their followers as it gives the brand a friendly and human aspect. This is especially important for an online-based business like Tangerine, as it helps to show there are common folks "behind the screens/phone lines" and helps to put a public face to their staff

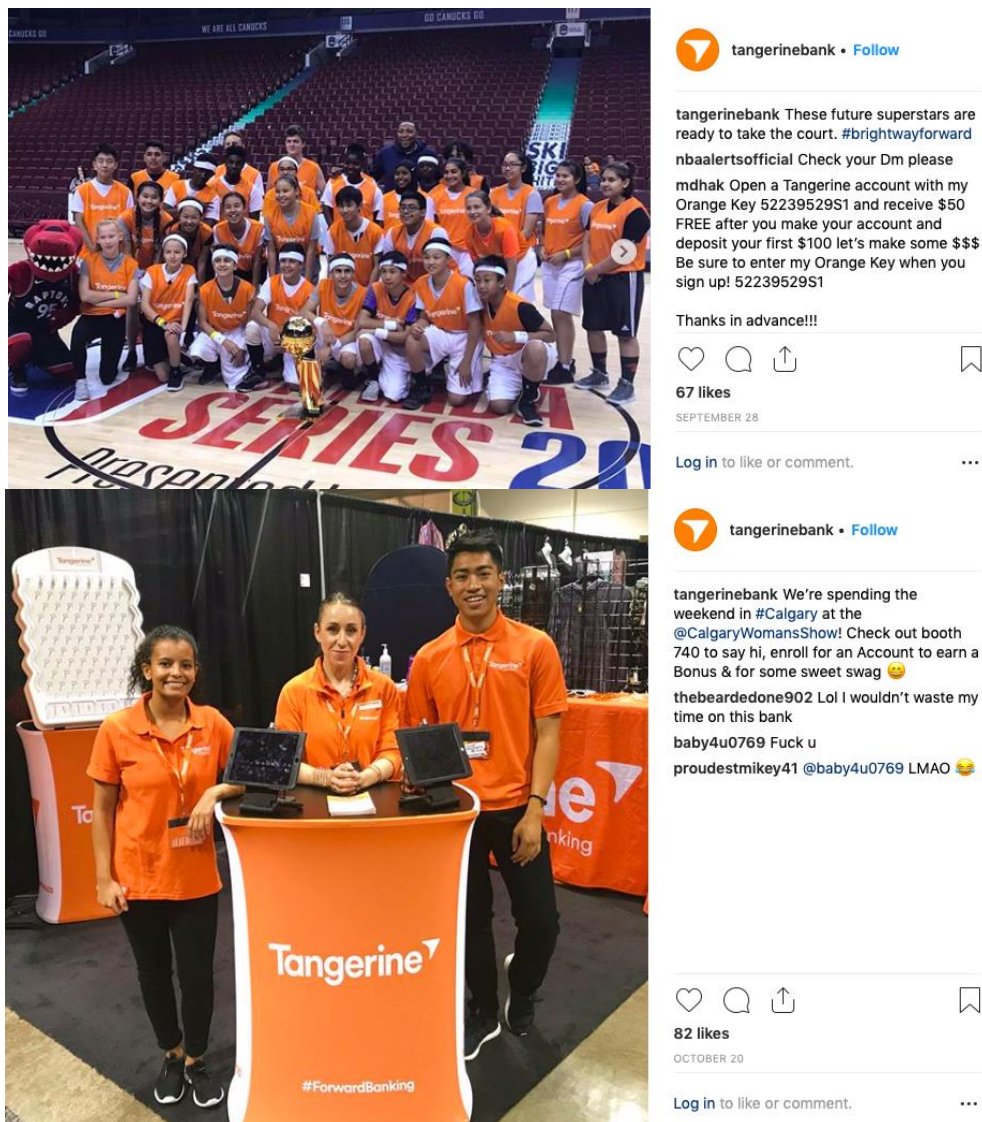


On the left, a professionally produced photo for a promotion post. On the right, the medium quality type of pictures that Tangerine uses on their posts about live/staff events.

Regarding the content itself, they have three types of posts:

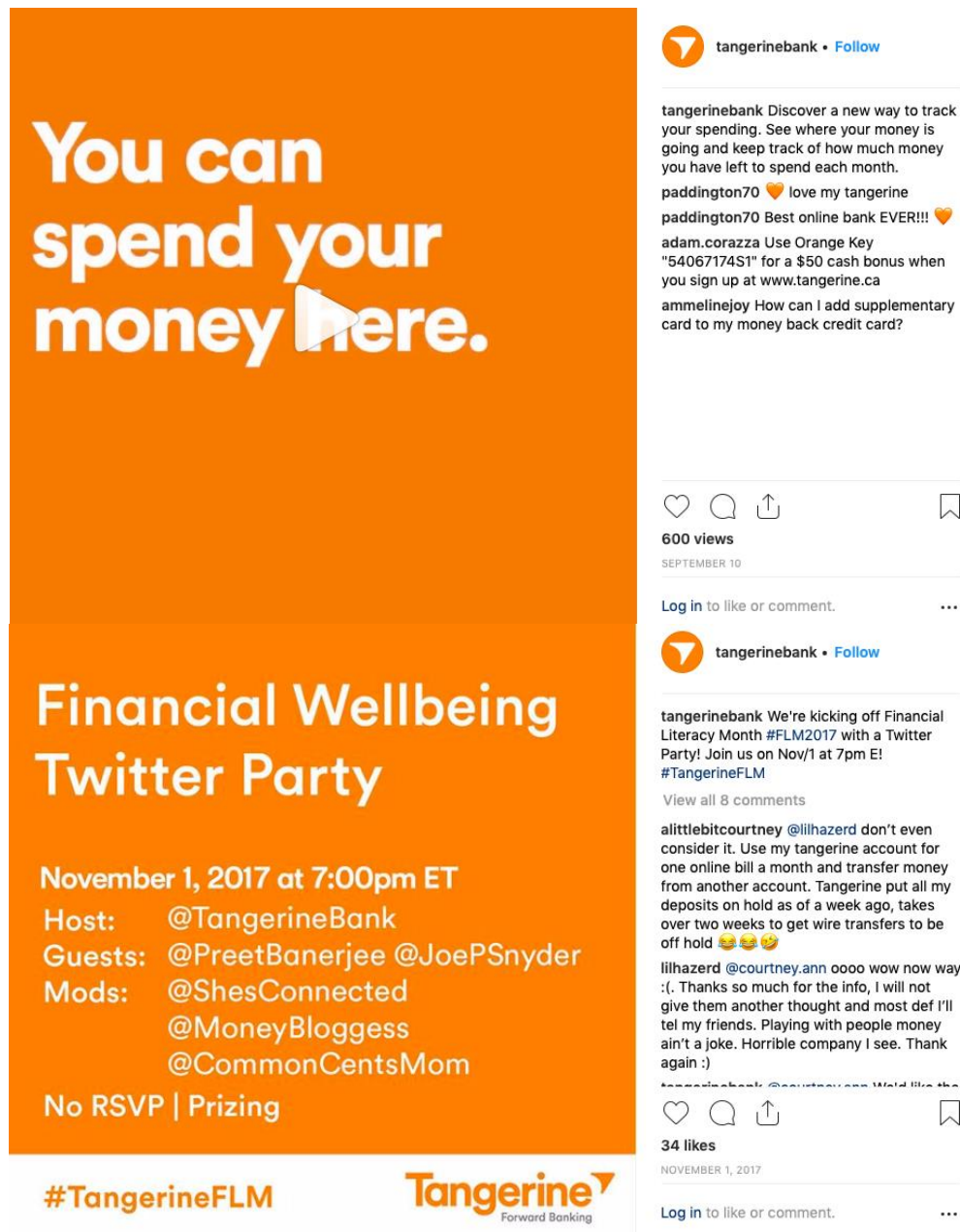
- Tangerine-sponsored events
- Promotional videos/posts
- “Proof-of-life” posts.

The Tangerine-sponsored ones span from their presence in some financial industry-related event to some sports team related to the brand. They also are the ones mentioned before that have the lowest production value regarding image quality, but convey more relatability with their audience/clients:



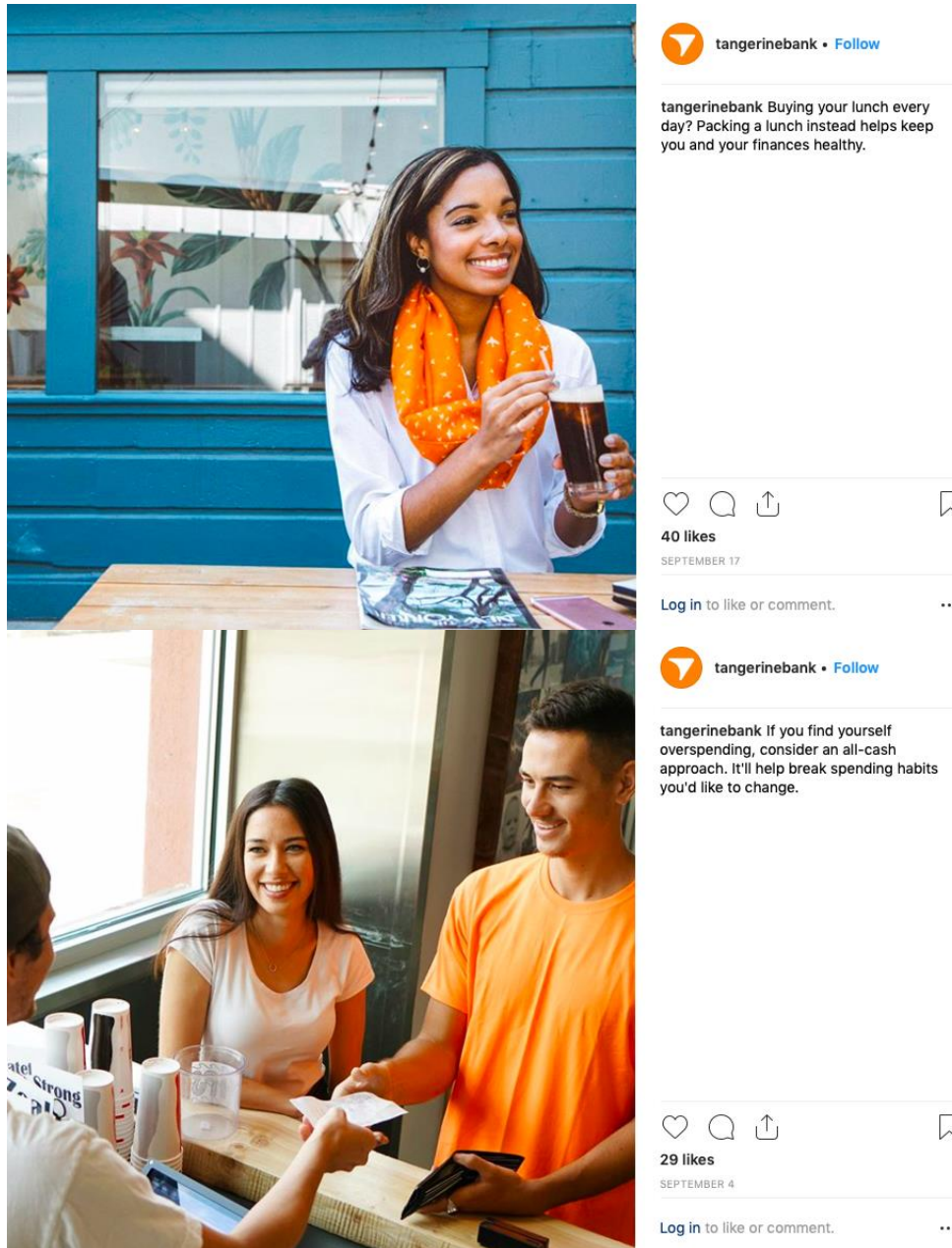
The “human aspect” seems to be the key factor in these. It conveys a visual message that can be translated as: *“Our business is online-only but we are people like you, and we value you as a client.”*

Their promotional posts, either videos or single images, are similar to the ones on Facebook. Orange background images with clear copy to promote events or professionally made videos with a good quality value that helps to promote campaigns:



On the second image, there is the fact that the post is a cross-promotion to their upcoming Twitter event, showing that their social media strategy is coordinated across the multiple social media platforms (and rightly so).

Their so-called (by me) “proof-of-life” posts are those without any (visible) meaningful intention besides signalling activity on the platform. These posts are empty of any relevant content and seem to merely try to reach out to their followers and start conversations by asking questions. In some cases, they only use marketing copy and give the impression of a lack of ideas or content.

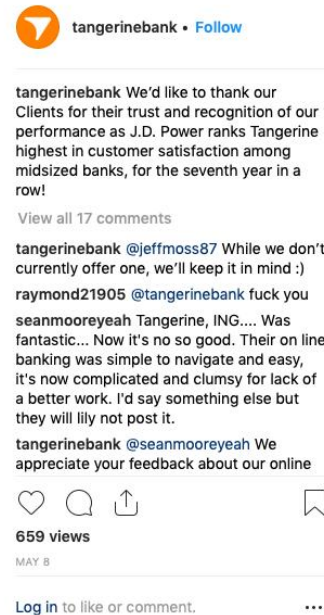


These posts are, in my opinion, inferior, as they could at least create links to their website. They lack actual useful content, do not promote engagement or any action by the follower. Even though they still get some likes, the message they pass is “*We didn’t have better content to post this week.*” This is something that needs improvement.

One of the most successful posts concerning views reached 659 followers, and it is an appreciation/thank you video about Tangerine winning a “customer satisfaction award”:



Thank you!



Ironically (or as expected), the comments are a mix of praise and clients complaining about their own negative experience with the bank. Tangerine readily answered all questions and comments.

Possible Changes and an overall conclusion

Tangerine needs to have a more consistent posting calendar on Instagram. The on-and-off periods need to be replaced with a steady flow of quality posts, on a frequency of at least one real quality post per day. This is excluding the periodic campaigns (that have a high number of posts in a short time), as these would supplement their daily amount – like their Twitter.

They also need to get rid of the “proof-of-life” posts that add no value to their audience and realize that every mediocre post can turn away a potential prospect or make them look less than invested in the eyes of their current clients.

Instagram is currently the key to become a reference among an audience that is about to open bank accounts, and the brand can take advantage of it. The aim should be to try to lock-in future clients as soon as possible by becoming the top-of-mind banking reference.

Also, following Tangerine’s history of being an innovator/disruptor, and using Instagram as an example (as it is a suggestion that can be applied to any other of their social media platforms), their social media strategy should also thrive to be original.

It should aim to break the mould of what current financial businesses are doing to promote their business and attract clients and visitors to their websites.

As previously mentioned, financial/banking brands seem to struggle to have their audiences engaged, as by definition their products are not very social media friendly or appealing, particularly for an Instagram crowd

As such they should invest in creative, outside-the-box thinking regarding social media tactics. Regarding the audience's attention, Instagram's first impact is primarily the photo/video and then the copy.

By considering this and the fact that "Instagram Stories" is currently reported as a multimillion-dollar business success on the platform, I'd suggest Tangerine to seriously invest on this feature, to create meaningful, creative and entertaining stories.

By hiring celebrities, influencers and overall relevant people that their demographic can relate to (that already have a following and can cross-promote the brand and its IG page), quality scriptwriters and use their current video production teams, it can create quality content marketing.

Following this strategy/tactic will create value for their clients/prospects by producing more than the traditional style of educational videos and will provide their audience with entertainment, create curiosity and positive experiences – key outcomes that I believe are essential to promote more engagement.

Extra audit:



On YouTube

Note - I had started this portion of the audit merely as research to estimate Tangerine's real presence on YouTube – if it was more than a video repository for their site's video content. In the end, I decided to include it as an extra, as I believe it is a platform with great potential that is currently being untapped by the brand and is worth analyzing briefly.

Engagement by Followers

On YouTube, Tangerine has a shallow follower engagement as well. Out of its 4.7 thousand subscribers, there are usually single digits of likes or comments (if any) – This can be explained by the fact that the brand does not use YouTube’s full Social Media capabilities, but instead chooses to use the platform as a media repository for videos they embed on their website/blog.

The majority of their videos do not get more than a couple of dozen views at most. There is a significant disparity between some videos having 12k views and others 15 only.

Engagement by the Brand

The brand does not engage with its audience on this platform. The number of video comments is also minimal and does not have questions or requests for help. Due to the nature of YouTube itself, which is not usually used for Customer Support, this is understandable (especially considering how little their customers comment)

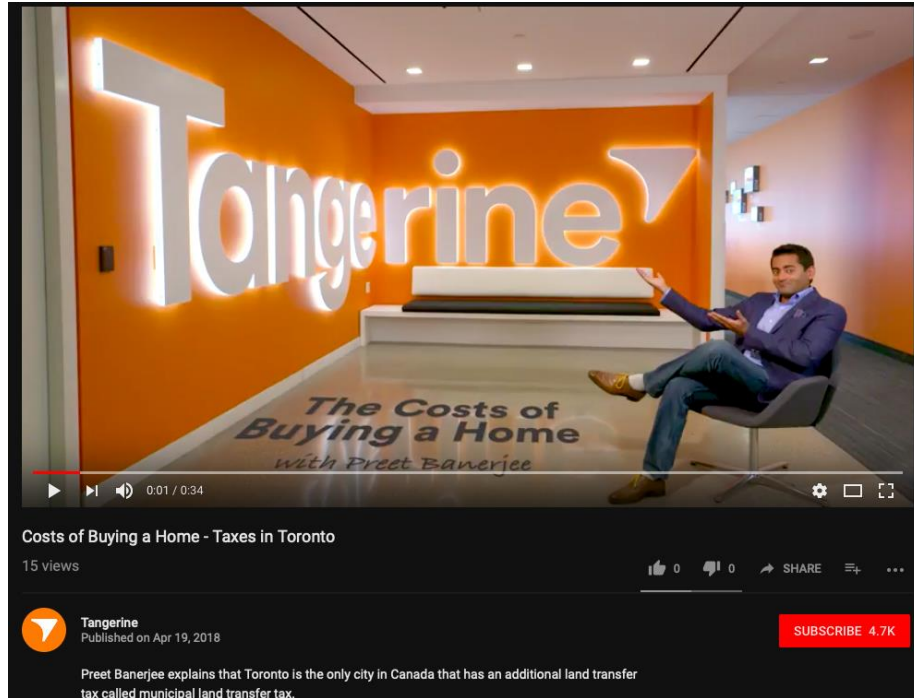
Engagement Improvement Opportunities

Other than possibly creating specific videos or portions of them addressing their followers on YouTube, (like segments at the end where someone can answer to comments and questions), the potential for Tangerine to engage with the audience is limited to replies to comments

Content Review

Tangerine has an excellent series of financial education videos - which get the more significant number in views. The educational videos get the biggest views, people like proper value content marketing, the regular promotional videos/client stories don’t seem to capture much interest.

Their YouTube videos also have high production value, with noticeable quality regarding the shooting, sound and post-production. They were either produced by a specialized media team or outsourced to professionals. On their instructional videos, some of the speakers are professionals and famous in their field, like Preet Banerjee, a known figure in the financial industry.



One of the videos with 15 views and 0 likes

One of the most viewed videos (600k views) is, as usual, mentioned directly in Tangerine's website as a part of an F.A.Q., which is safe to say that even this massive amount of views is traffic from the website/blog instead of organic visitors who searched for tax advice videos on YouTube.

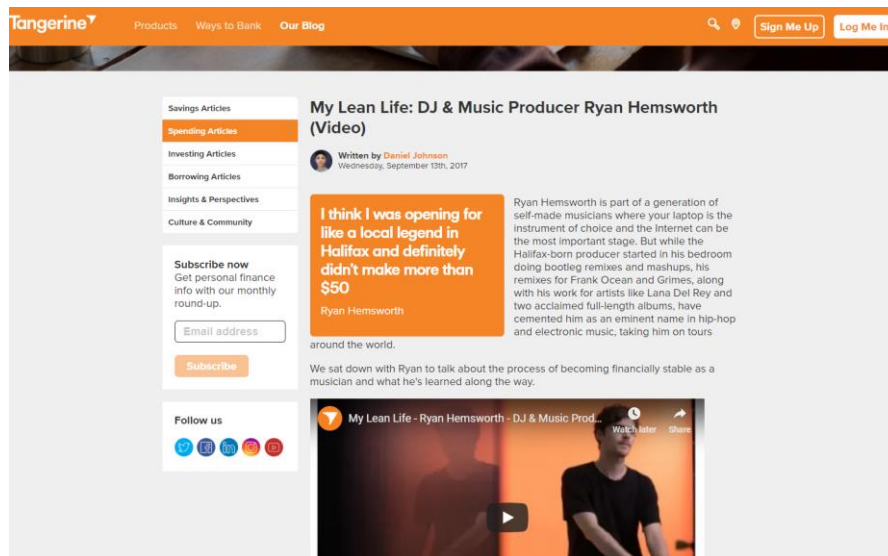
50 Latest Videos		50 Most Viewed Videos		50 Highest Rated		50 Most Relevant		
DATE	VIDEO TITLE	•VIEWS•	RATING	% Ⓢ	COMMENTS			
2016-03-01	Celebrating a #BrightWayForward	617.4K	13	69.2%	3			
2016-02-23	Understanding RSPs and TFSAs	325.8K	430	67.7%	8			
2015-03-11	How to get your financial house in order	114.9K	99	52.5%	6			
2015-12-18	Tax-Free Savings Account - The Basics	87.1K	137	67.2%	12			
2016-08-23	How to budget for your kids' school expenses	65.7K	161	64.0%	1			
2015-06-26	Understanding retirement income with Preet Banerjee	61.2K	43	58.1%	12			
2017-09-13	My Lean Life - Stephanie Harvey - Professional Gamer	54.9K	58	34.5%	1			
2016-05-27	Mortgage-free at 30 - Part 1	54.4K	103	66.0%	2			

The videos that are embedded on their website and hosted on YouTube get the most views

Most of the videos are educational or promotional regarding the bank itself, but they also post videos telling client stories.

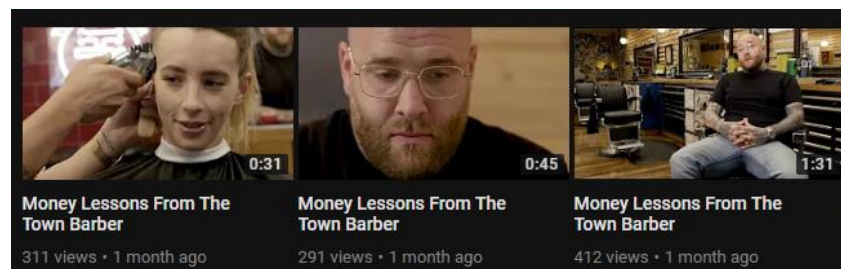


A series on client stories that got a high number of views as it was embedded in their blog series with the name “My Lean Life,” that had interviews with those clients.



The video's high view number was derived from the visitors of Tangerine's website itself, as it was embedded in their blog article.

A recent blog post series, dealing with the experience of a barber, did not get even close to the same amount of views, even though it was also part of the website post (which shows their blog can also use some improvement):



Tangerine has an inconsistent posting schedule on YouTube. Sometimes there are several videos posted in a single week, and sometimes there is a hiatus of 2 to 3 months until the next series. This is likely due to only investing in video content production for specific campaigns that it wants to run on their website/blog (besides the short videos for the other social media platforms, but not client testimonials or such) and not considering the platform worth to have its purposeful content.

Possible Changes

Tangerine could focus more on YouTube videos and produce more educational/helpful content for YouTube itself, instead of being just a repository for the videos they embed on their website's blog.

The brand is also missing the opportunity to generate better YouTube organic traffic by doing proper SEO/keyword optimization for their videos and descriptions and leverage the searches of people who seek financial and banking-related videos.

By taking advantage of the “YouTuber” phenomenon, they could leverage celebrities on the platform to tell their own experiences with Tangerine and create weekly content in a “financial channel” format.

As it is evident by the statistics, these are the types of videos users like the most. The engagement levels are low, but this could be addressed by analyzing the back-end statistics of the channel and researching the specific additional factors to improve.

It could also promote/repost YouTube videos of clients – not produced by Tangerine itself, but user-generated content and have them tell their own stories or share how the bank helps their lives. This would promote more engagement and show an appreciation for the audience, especially if part of events and contests.

SOURCES

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