

Social Media Index (SMI)

Banking Sector

Data from 12 Nov to 12 Dec 18

SOCIAL VISIBILITY



NET SENTIMENT



GROWTH



ENGAGEMENT



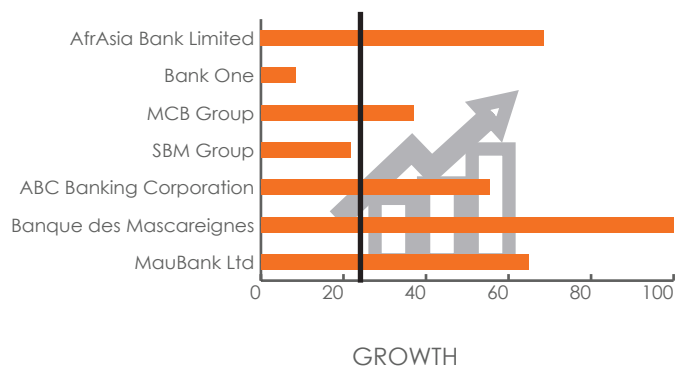
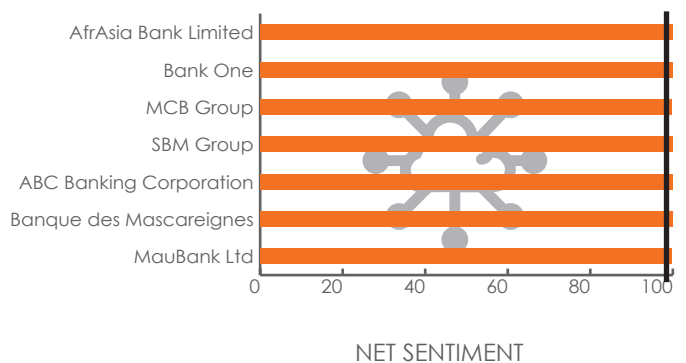
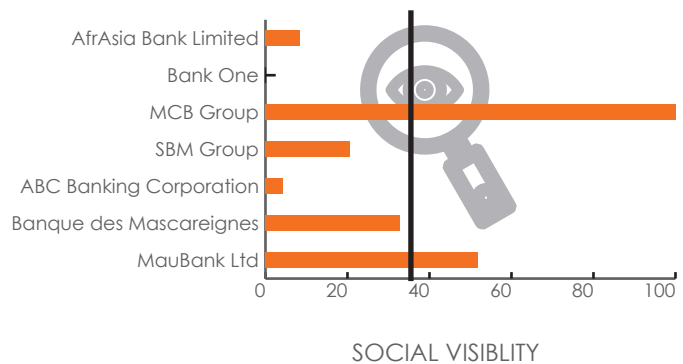
DIGITAL COMPATIBILITY



Venna Pavaday, MMRS

Founding Partner –
10+ years of industry
experience

■ Industry



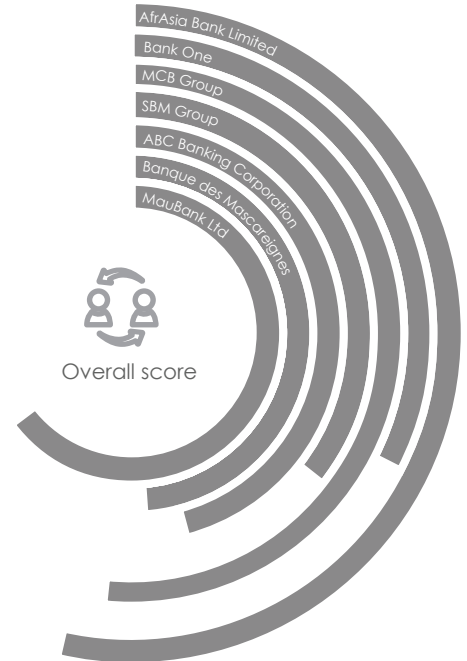
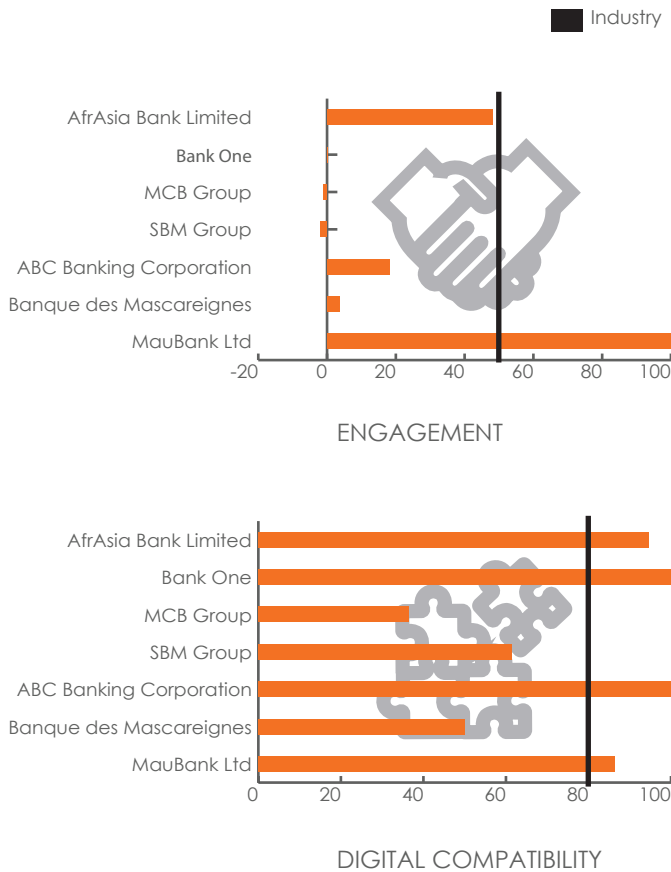
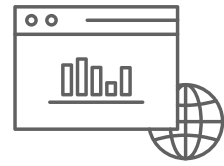
The unsolicited nature of social media makes platforms like Facebook and Twitter ideal sources to gauge public opinion. However, those platforms provide enormous amounts of unstructured data and the usual challenge with analysing those is how to organise them into valuable, focused insights. VERDE is able to overcome this challenge and achieve high levels of accuracy by combining machine-learning algorithms with human contributors. Unlike algorithm-only analysis, we send statistically significant samples of the data we analyse to our analysts.

We wanted our methodology to be innovative and original; tailored to the task in hand, as opposed to choosing an existing, off-the-shelf analytics tool. It was crucial, too, that our Index was a fair and representative snapshot of the banking sector landscape and that all companies (even those with greater resources and numbers of existing followers/fans) were not given an unfair advantage.

The Social Media Index methodology featured five key elements, with a maximum possible score of 100. The scoring included both quantitative and qualitative data from local banks over a one-month analysis period (12 November 2018 to 12 December 2018).

Social Media Index (SMI)

Banking Sector



330¹

Financial Sector
companies with a social media presence

715,000²

Number of people
with social media presence
(with 95% CL and 95% MOE)

638,000²

Number of people
with a Facebook account
(with 95% CL and 95% MOE)

430,000

Number of followers
of local banks on Facebook
(with 95% CL and 95% MOE)

653¹

Comments
generated over period

0.53¹

Average Interaction Rate
of sector over period

22,340¹

Total number
of interactions over period

MAUBANK¹

Top of VERDE SMI
for the period

¹ – Period refers to one month ended 12 December 2018

² - People living in Mauritius and aged 15+

The Index will be published every quarter as from 2019. The index will also be applied across other sectors in 2019. For more information, contact us on 454 9491 or by email us on info@verdefrontier.mu.