

# 3 things *people don't want from your brand on social*



Anyone who works in the financial services industry knows—you're in the relationship business. And modern relationships between brands and consumers are created, scaled, and realized on social media.

***But these relationships are on thin ice.***

How do we know? Well, we did a little survey. And of the people who follow brands on social media...

**63%**

***recognize that advertising is what keeps social media free, but 59% think there is too much of it***

**52%**

***are exhausted by self-promotional brand content***

**1 in 3**

***would prefer if there was no brand content at all***

***The brutal truth*** is that if people don't like the content your organization is putting out, they will take active steps to avoid it. Here's how to avoid the most common pitfalls.

# What has caused consumers to **unfollow** or **hide** a brand in the last 12 months?

## 68% said **boring content**

We get it—creating social content that isn't dry or dull can be... a struggle. With compliance officers sucking the life out of every fun idea you come up with, it's no wonder 58% of social marketers working in finance<sup>1</sup> say that content approval processes make it harder to do their job.

You're sick of those battles, but they're well worth having. Head into them armed with info about how [Hootsuite](#) can help you create and post winning content on social—while staying compliant and mitigating risk.

## 68% said **inauthentic content**

On social, being inauthentic is punished just as often as being boring—a major red flag considering our research indicates a whopping 640% increase<sup>2</sup> in financial services' planned use of AI and chatbots to respond to messages on social in 2024.

We're all for saving time and using bots to automate repetitive tasks, but striking the right balance of AI and the human touch is key to building genuine customer relationships (not to mention standing out from your dry, robotic competitors).

## 62% said **excessive self-promotion**

Nobody likes the person at the party who only talks about themselves. It's no different on social media. Despite being a huge turnoff for consumers, our research shows that 36% of financial services organizations publish product and brand updates or news *multiple* times a week.<sup>3</sup>

Make sure the majority of your content is valuable or entertaining to your audience (better yet: both). Then when it's time to push out a promotional message, it will be a much more welcome sight.

**The people have spoken—is your brand going to listen?**  
Get even more audience insights so you can unlock the full value of your social media relationships.

**Read the Social Media Consumer Report**