2025 CONTENT BENCHMARKS REPORT

FINANCIAL SERVICES & INSURANCE

sproutsocial

Dear financial services brands, it's time to be *bold* on social media

Per The Sprout Social Index™, 86% of social users will maintain or increase their time spent on social platforms in 2025. As engagement surges, a bold social strategy will become an absolute necessity for financial services and insurance brands.

Social is where your customers are, where they seek out financial advice and where they want to connect with brands. Yet, platforms are reaching peak saturation, and treating social as a broadcast channel only creates more noise.

Consumers crave content that is relatable, authentic and entertaining. Financial services and insurance companies often struggle to develop this kind of content because of strict regulations and outdated industry norms. But not showing up the way consumers want is a long-term liability that limits customer acquisition, retention and business growth.

An original social strategy is key to staying top of mind for customers, expanding your audience and outperforming your competitors. The best financial brands craft truly original, social-first identities and prioritize engagement over talking at their audiences.

Our 2025 Content Benchmarks Report turns the spotlight on how financial services and insurance brand content performed in 2024 across networks, the types of content audiences want today and how to build a stronger social strategy for the year ahead.

2024 content benchmarks for financial services & insurance brands

Brands published an average of 9.5 social posts per day across networks in 2024—a slight dip from 2023. However, **financial services brands published less, with 7 posts per day. Insurance companies posted even fewer, with 5 posts per day.**

The average inbound engagements financial services and insurance brands receive also fall below average. It's much easier for media, leisure and retail brands to yield high engagement numbers. But financial services and insurance companies can channel the same relatability and humanity common in those industries to drum up best-in-class engagement metrics.

This isn't a signal for brands in the sector to publish *more*. According to the Index, social users factor in the originality of a brand's content before they decide to hit follow. Audience growth and engagement require delivering human-centric content that demonstrates you're paying attention to your community. Posting constantly won't endear people to you. It's more important to craft quality content that feels personal, relevant and thought-provoking—not corporate, salesy or stuffy.

Industry publishing & engagement benchmarks

	Avg. posts published per day	Avg. inbound engagements on content per day	Avg. outbound engagements per day	Avg. daily inbound engagements per post
All brands	9.5	83	2	14
Financial services	7	32	3	8
Insurance	5	11	2	5

The role of video content in the financial services & insurance sector

Network algorithms and social media users alike play favorites, with video continuing to be a top pick. But are brands in the finance industry delivering on expectations?

Across platforms, the percentage of video content is increasing overall—with a 10 percentage point increase on Instagram alone.

Facebook, X and Instagram remain the platforms most financial services and insurance brands have accounts on, but TikTok is gaining momentum in this new video age.

For many of these brands, the opportunity to pivot resources to video production—and capture audience attention—is still up for grabs.

Network accounts by industry

	Facebook	Instagram	TikTok	X
Financial services	81%	72%	24%	75%
Insurance	88%	77%	23%	74%

Video content across platforms

	Facebook	Instagram	X
Financial services	29%	32%	8%
Insurance	28%	32%	11%

Breaking down Instagram

Looking at Instagram specifically, video and carousel posts surged from 2023 while single image posts decreased by 4+ percentage points.

As we move into 2025, we anticipate Reels will account for an even larger share of Instagram posts, as consumers say they are most likely to interact with short-form video content on the platform, per **The Social Media Content Strategy Report**.

Meanwhile, multi-media and multi-video posts remain the least utilized formats across all industries, suggesting brands still favor other formats over mixed-media approaches.

Instagram content across financial services and insurance

	% multi-image posts	% multi-video posts	%multi-media posts	%single image posts	%single video posts
Financial services	21%	0.2%	0.4%	54%	25%
Insurance	26%	0%	0.4%	52%	22%

Meeting audiences where they want to engage

Overall engagement is the primary metric marketing leaders will use to measure social media success in 2025, per the Index. Financial services brands receive **32 engagements per day**, with average engagements per post reaching 8. In the insurance sector, brands receive **11 engagements per day**, with average engagements per post at 5.

But when it comes to interacting with brand content, not all networks are created equal. Financial services institutions receive 10 engagements per day on X, compared to 5 or less on the other networks. For insurance brands, they typically see 4 engagements per day on Facebook, 2 on Instagram and X, and 0.4 on TikTok.

Contrasts like this make it even more important for marketers to keep close watch on where their audiences spend their time, and where they don't. Making thoughtful decisions about where your brand shows up on social media can free up resources to dedicate to more original, compelling content.

Network engagement trends by industry

	Facebook total engagements per day	Instagram total engagements per day	TikTok total engagements per day	X total engagements per day
Financial services	5	4	0.5	10
Insurance	4	2	0.4	2

Across the board, the daily response rate to messages and comments is only 7% for both sectors. This could be because the volume of incoming message rates has increased, especially for financial services brands. The surge means these companies are at greater risk of reputation damage if they don't have a solid social customer engagement strategy in place. One negative comment could spiral into a full-blown brand crisis. While regulatory limitations mean financial brands must be more thoughtful of how they engage on social, the greatest risk is ignoring messages, comments and conversations about your brand.

According to the Index, **consumers say their favorite brands on social are the ones with high quality products or services**—reinforcing the need for providing top-tier social customer experiences. Financial services and insurance companies already prioritize customer service and building long-term customer relationships. The key is building the infrastructure to support customer care and engagement on social, while maintaining compliance.

Inbound message & response rate by industry

	Total inbound messages per day (2023)	Total inbound messages per day (2024)	Response rate to messages and comments
Financial services	35	41	7%
Insurance	13	14	7%

Rethinking the role social media plays: Answering the call for community

Attention has never been harder to earn on social media, especially as the volume of financial conversations surges online. To avoid getting lost in the noise, financial services and insurance brands must move beyond using social as a one-sided channel, or fearing it altogether due to regulatory risks. Financial industry regulations can actually be a helpful constraint—helping marketers find the white space where brands can have fun, be more original and forge connections on social.

As financial services and insurance companies enter their bold, community-driven era, their content must be human-centric and genuine, rather than formal and dull. Equally important, these brands must provide thoughtful engagement to secure trust, improve the customer experience and position themselves as trusted advisors and partners.

But what does that actually mean for brands?

Originality

Second only to the quality of their product or service, consumers say original content is what makes brands stand out on social, according to our Index research.

While consumers agree brands should keep a pulse on online culture, following every trend or reposting every meme isn't what makes a financial brand memorable. But they should craft a unique brand voice that distinguishes them from others in the industry.

What consumers say makes their favorite brands stand out on social

1. **Quality of their product or service**
2. **Originality of their content**
3. **How they engage with their followers**
4. **How quickly they respond to customers**
5. **Content their employees post**

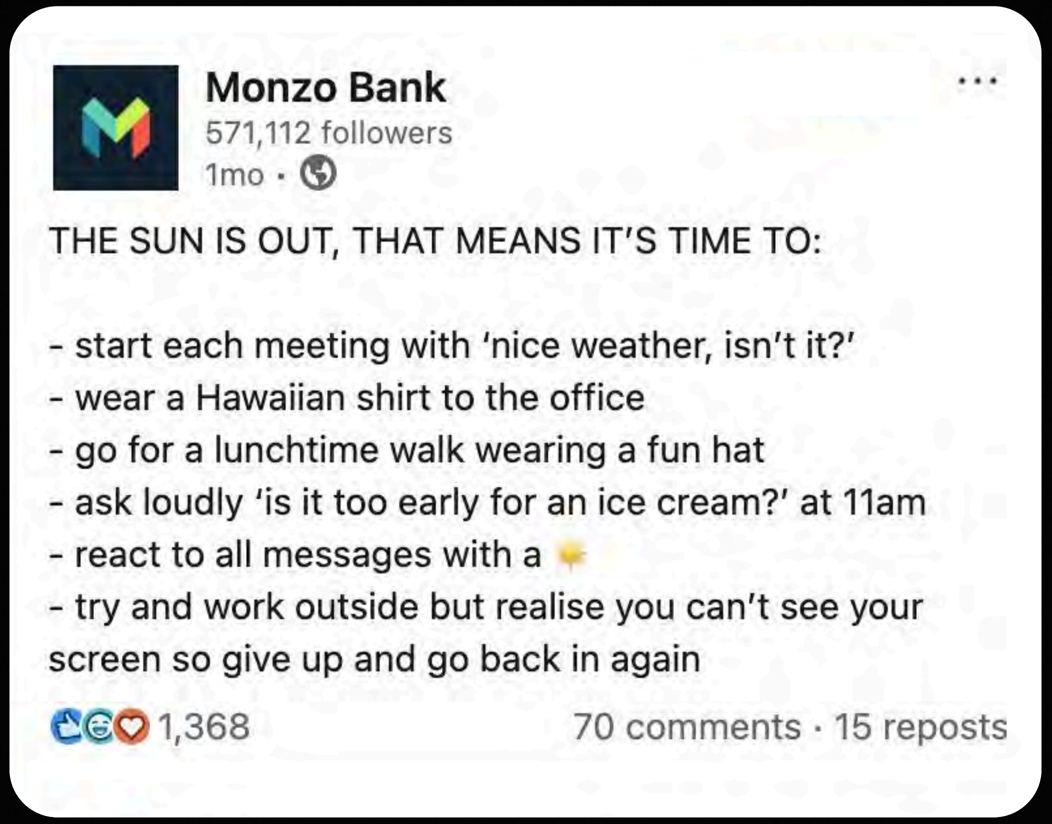
// BANK SPOTLIGHT

Monzo Bank

Take Monzo Bank. The UK-based challenger bank has built a brand rooted in transparency—a pillar of their marketing on social and beyond. Their tone is rooted in simple, clear and human language. As their Head of Social Richard Cook put it, **"We don't have to speak like robots when we talk about money."**

Cook also pointed out that the taboo surrounding financial conversations is upheld when brands stick to boring, confusing financial education in their social content. Instead, there's a massive opportunity for financial brands to talk about money in a way that makes people excited, entertained and delighted, as Monzo does.

In the last few years, the Monzo social team has shifted to a community engagement model—marking a significant turning point in their strategy. Now the team looks to the comments section and social listening insights for content inspiration and brand world-building opportunities. That has led them to create more unhinged content, particularly on LinkedIn—an unexpected channel in the sector. From their "relatable office moments" series to their amorphous account for "Greg," a faceless Monzo team member, the social team has mastered the art of originality while staying clear of regulatory headwinds.



Influencer marketing strategy

Marketing teams agree: Influencer marketing isn't a passing fad, it's a proven strategy that unlocks sustainable growth. The Q1 2025 Sprout Pulse Survey found that teams say influencer marketing is essential for boosting brand awareness, building audience engagement and trust, and driving revenue.

"Fin-fluencers," influencers who share financial content, are the perceived experts many consumers turn to for advice. While developing an influencer strategy might seem risky in such a highly regulated sector, fin-fluencers' loyal followings make partnering together a strong long-term investment. The key is finding the right influencers who align with your brand, use your product or service, and are credentialed and highly knowledgeable.

59% of marketers plan to build out their roster and partner with more influencers in 2025.*

// CREDIT COUNSELING SPOTLIGHT

National Debt Relief

Debt counseling might not be the first industry that comes to mind when it comes to influencer marketing, but National Debt Relief proves that the right partnerships can build credibility, awareness and trust in the financial services sector. By collaborating with authentic, finance-focused creators, the brand meets audiences where they already seek financial education—on social media.

One standout partnership is with **Dasha Monique, better known as The Broke Black Girl**. With 339K Instagram followers, Dasha shares candid, educational content about budgeting and financial wellness. She seamlessly integrates National Debt Relief into her storytelling, offering her audience vulnerable, relatable advice on managing debt.

The brand also works with **Mark Russell, the financial coach behind Better Wallet.** Together, they create actionable content—like no-spend challenges and investment guides—to help his audience take control of their finances.

By partnering with trusted, values-aligned creators, National Debt Relief extends its reach while keeping financial empowerment at the heart of its message.

Customer engagement

Posting alone can't earn you brand loyalty—only genuine engagement can. In a crowded social space, community interactions are what set brands apart and create lasting connections.

Comments, @-mentions and DMs aren't just conversation starters—they're consumers' go-to channels for customer service. And brands that ignore them risk losing business. According to the Index, 73% of social users say they'll buy from a competitor if a brand doesn't respond on social.

Consumers say companies should make personalized customer service their #1 social media priority in 2025.^

Even the way you handle other customers' inquiries can influence lurking prospects. Every public interaction is an opportunity to build trust, showcase responsiveness and turn casual followers into loyal customers. In 2025, the brands that win won't just post more—they'll connect more.

// INSURANCE SPOTLIGHT

Progressive

Progressive is more than just an insurance provider—**it's a brand with personality.** With beloved mascots like Flo, Dr. Rick and an ever-expanding cast of sidekicks, Progressive has built a reputation for being approachable, upbeat and friendly. These characters have not only entertained audiences but also humanized the brand, making insurance feel more relatable.

That same warmth and accessibility extends to Progressive's social interactions. When policyholders reach out, it's often in moments of stress—whether they're navigating billing questions, encountering service challenges or dealing with the aftermath of an accident. In these high-stakes situations, the Progressive customer care team delivers with consistency, empathy and a reassuring brand voice. **They don't just resolve issues—they make customers feel heard, valued and supported.** They welcome all feedback—both praise and concerns—demonstrating a commitment to continuous improvement.

Progressive's customer-first approach is also evident in its content. By spotlighting policyholder stories, the brand amplifies authentic voices, showcasing how they step up in critical moments. This not only reinforces trust but also underscores their unwavering dedication to customer care.

Investing in social media gives your brand a competitive edge

Financial services and insurance social marketers, it's now or never. Brands that embrace originality, community-driven interactions and human-centric content on social media are the ones who will lead in the next generation of business.

Success requires moving beyond traditional, corporate messaging to create content that resonates, informs and entertains. Through bold storytelling, influencer partnerships and personalized customer engagement, the brands that adapt will cultivate deeper trust and long-term loyalty.

Now is the time for financial services and insurance brands to redefine their presence on social—meeting consumers where they are, and delivering the content and experiences they truly want.

About the data

The report analyzed nearly 3 billion messages from 1 million public social profiles that were active between Feb 1, 2024 and Jan 31, 2025. Data includes posts from Facebook, Google My Business, Instagram, LinkedIn company pages, Pinterest, TikTok, TripAdvisor and X.

Engagement activities include actions that generate a published message, such as reposting or commenting. Non-publishing activities such as likes and reactions are not included. The top 0.5% of data was winsorized to limit the impact of extreme outliers.

*The Q1 2025 Pulse Survey conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 650 marketers across the US, UK and Australia whose responsibilities include managing their organizations' social media presence and influencer marketing efforts. The survey was conducted from January 9 to January 27, 2025.

^The Q4 2024 Pulse Survey conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 2,068 social media users across the US and UK. The survey was conducted from September 25 to October 1, 2024.

For questions about the data, please contact **content@sproutsocial.com**.

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About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platforms.

Learn more at sproutsocial.com

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