



tradesocio

Social Media Management



In 1 year we:

- ✓ **Developed a social media and content marketing strategy**
- ✓ **Relaunched dormant channels with new look branding and style**
- ✓ **Increased Facebook audience from 229 to 11,817 using a mix of organic & paid**
- ✓ **Increased Facebook reach from 0- 10,084**
- ✓ **Increased Twitter followers to 537**
- ✓ **Created a tailored list of fintech influencers**
- ✓ **Managed a thought leadership strategy on LinkedIn focusing on key company members**

LinkedIn Top Posts



We created content and updates to hit the key LinkedIn demographics

Update engagement ⓘ Viewing 11 - 20 of 133 Show: 10 ▼

Update name	Date	Impressions	Clicks	Video views	CTR	Social Actions	Engagement
By powering investments, we empower people.... 📷 All followers	9/12/2018	1,775	58	723	3.27%	11	3.89%
"Meaningful innovation does not need to be based on outright..." All followers	9/10/2018	141	4	0	2.84%	3	4.96%
TradeSocio is working within the world's leading finance sectors.... 📷 All followers	9/5/2018	643	20	209	3.11%	10	4.67%

Twitter Followers



We aimed our content and social media strategy at science, tech and government sectors on LinkedIn

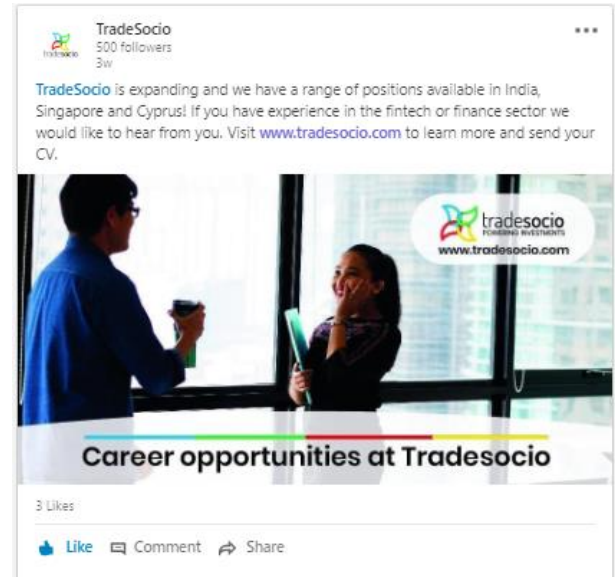
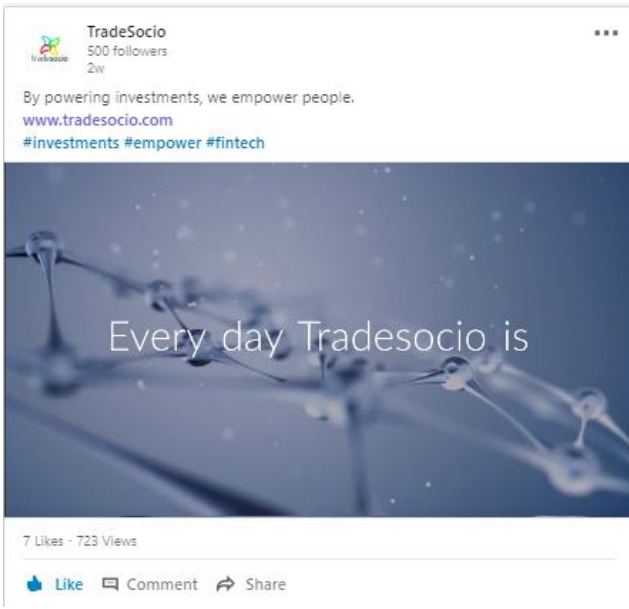
Interests

Interest name	% of audience
Science news	98%
Tech news	92%
Government	91%
Technology	90%
Weather	90%
Space and astronomy	89%
Financial news	77%
Business news and general info	71%
Leadership	71%
Politics	64%



LinkedIn Top Posts

We created slick, engaging posts to attract fintech professionals on LinkedIn



Twitter Highlights



And created relevant and engaging tweets to attract micro and macro fintech influencers.

Sep 2018 - 29 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 492 impressions

Bank Simpanan Nasional to complete move to ICBS core system dvr.it/QhfDjJ
pic.twitter.com/lWPKD91qO



1

View Tweet activity

View all Tweet activity

Top Follower followed by 2.08M people



Digital Trends

@DigitalTrends **FOLLOWS YOU**

Tech for the way we live. | Facebook & Instagram:
[@DigitalTrends](#)

View profile

View followers dashboard

Top mention earned 4 engagements

Did you know that 94% of Banking Firms Can't Deliver on 'Personalization Promise'?
 @tradesocio is disrupting the traditional finance landscape. Discover how at tradesocio.com

#fintech #banking

pic.twitter.com/SySyD2OjD1



1

View Tweet activity

View all Tweet activity

Top media Tweet earned 254 impressions

What do the ESMA regulations mean for self trading brokers? @Tradesocio takes a look: resources.tradesocio.com/company/what-d...

#trading #forex #fintech

pic.twitter.com/myvsFAZwlc



28 day summary with change over previous period

Tweets

318 ↑1.9%

Tweet impressions

28.4K ↑41.6%

Profile visits

138 ↑0.7%



Scott E McKenna

@Scottemckenna Follow you
 Account Manager & Product Development for @AssetTVUS & @WatchFinTechTV

Tweets 805 Following 5,640 Followers 5,886 Likes 3,059 Moments 2

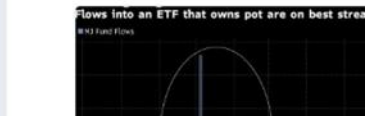
Tweets Tweets & replies Media

USCF @USCFInvestments - Sep 28 Thank you @assettv and @NYSE for the opportunity! #InvestInWhatReal

Tweets 4,946 Following 3,207 Followers 2,855 Likes 3,181

Tweets Tweets & replies Media

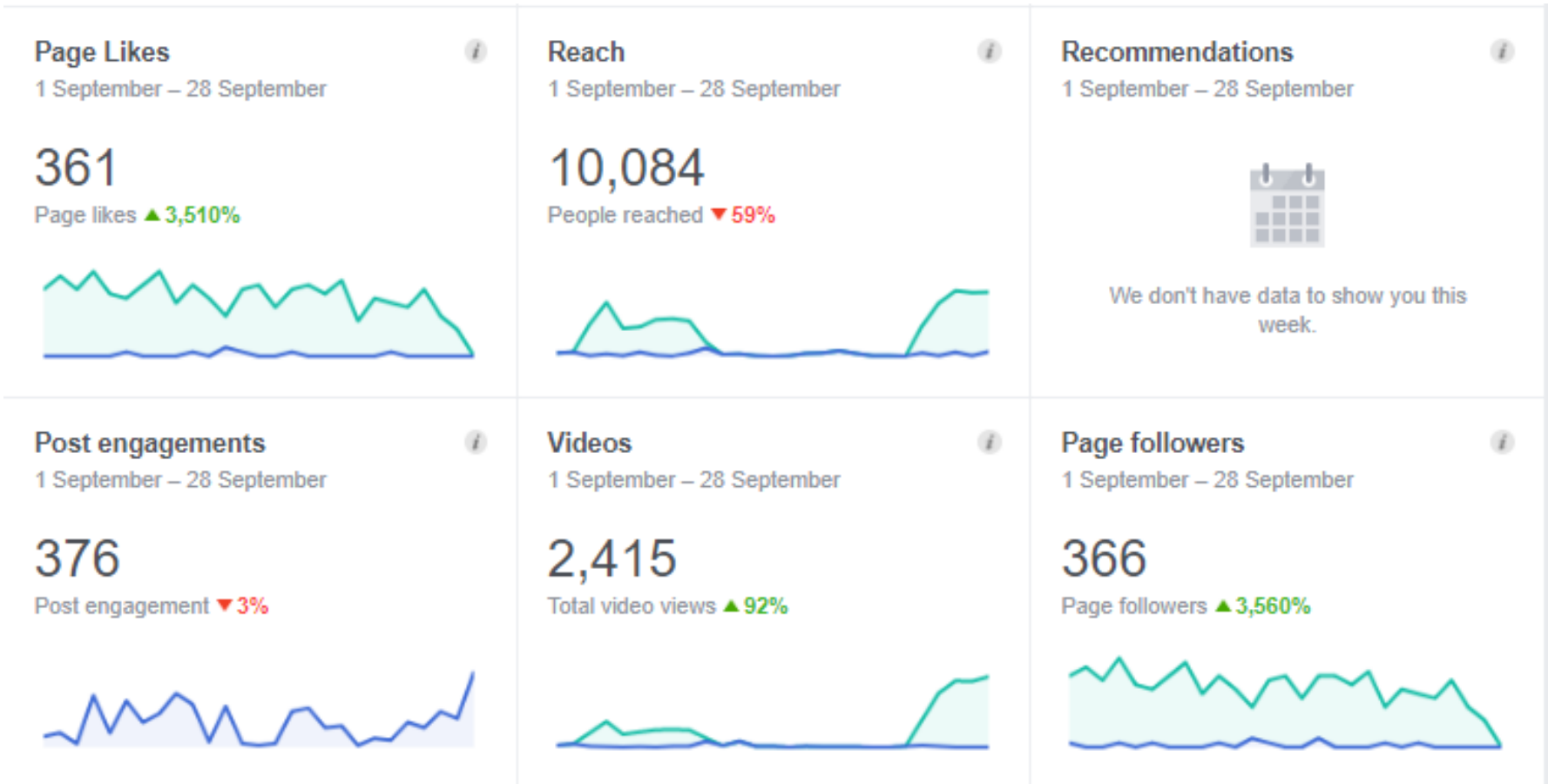
TheFutureOfAssetMgt @Future_Assetmgt · 12 Buying a Marijuana ETF Gets Harder as Custody bloomberg.com/news/articles/... #wealthtech #



Facebook Summary



We increased Facebook page followers by 3510% in one month.





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