



# Shaping the Digital Horizon: An Analytical Dive into Stanbic IBTC's Social Footprint

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## Introduction

In today's digital age, understanding and harnessing the power of social media is imperative for brands seeking meaningful engagement. Stanbic IBTC, as a leading financial entity in Nigeria, is no exception. This report offers a comprehensive analysis of Stanbic IBTC's engagement across major social media platforms.

## Objective

The aim was not just to crunch numbers, but to uncover the stories they tell, providing actionable insights to help Stanbic IBTC craft an even more impactful social media strategy.

## Methodology

1. **Data Familiarization:** We began by understanding the intricacies of the datasets across the four platforms.
2. **Purification of Data:** Ensuring the integrity of data by eliminating discrepancies.
3. **Exploratory Data Analysis:** Visual tools provided a snapshot of the engagement metrics, giving a sense of the bank's digital pulse.
4. **Time Series Analysis:** This offered insights into how engagement metrics evolved over time.
5. **Predictive Analytics:** Using regression analysis, we projected future trends in engagement.

## Detailed Analysis

- **Instagram - The Engagement Hub:** Our analysis revealed that Instagram is a significant platform for Stanbic IBTC, with high engagement rates, especially for photo and video content. Financial literacy snippets were particularly impactful.

- **Twitter's Temporal Tale:** Weekdays emerged as prime time for Stanbic IBTC's engagements on Twitter, indicating a professional audience seeking real-time updates.
- **Content Preferences:** While photos and videos were dominant on Instagram, Twitter saw traction with event-related posts, especially those concerning financial webinars. This suggests a Twitter audience keen on updates and knowledge dissemination.
- **Sentiment Analysis:** Overall, the sentiment was predominantly positive, particularly for posts related to financial activities, underscoring the bank's robust brand equity.
- **Content Classification:** Our content success classification analysis pinpointed the types of content that resonate most with the audience, providing a roadmap for future content strategies.
- **Clustering Analysis:** This analysis categorized the audience into distinct segments based on their engagement patterns, offering a blueprint for targeted marketing campaigns.

## Key Insights

- **Engagement Dynamics:** Different platforms have varied peak engagement times, which can guide when to post for maximum impact.
- **Content Strategy:** Tailoring content to the platform and its audience is essential. For instance, financial literacy snippets on Instagram and event updates on Twitter.
- **Positive Brand Perception:** The sentiment analysis indicates a strong, positive brand image.
- **Time's Revelations:** The weekdays are when Twitter's audience leans in to listen to Stanbic IBTC, while Instagram's audience chooses the weekends for their engagements.

## Recommendations

1. **Content Diversification:** Given the varied audience on each platform, a one-size-fits-all approach won't work. Tailor content to each platform's audience.
2. **Engage the Audience:** Utilize interactive features like polls, Q&A sessions, and feedback surveys, especially on platforms like Instagram and Twitter.
3. **Video Initiatives:** Launch series that cater to financial literacy or investment tips, given the high engagement with such content.
4. **Event Amplification:** Increase the frequency of webinars and live events, especially on Twitter, and highlight snippets or behind-the-scenes moments on Instagram.

## **Challenges and Areas of Improvement**

While the insights derived are robust, certain challenges arose during the analysis. Data inconsistencies and missing values were encountered, which were handled with data imputation techniques. A potential area of improvement could be integrating real-time data fetching for more up-to-date insights.

## **Conclusion**

Stanbic IBTC is not just a participant in the digital narrative but has the potential to lead it. This analysis acts as a compass, pointing out the directions the bank can take to not only maintain its digital presence but amplify it.