



How to better understand your audience - social media and the psychology behind it

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SUMMARY

Survey on Romanian bank clients

Psychological facts used by social media and not only

What to do with those facts

3 sensitive situations

SURVEY

FGDB worked with a market research agency to complete a study on a representative pool for bank clients in 2014

DEPOSIT GUARANTEE

- 79% of the people with savings know that the deposits are guaranteed
- 64% of the people with savings know that their money is recovered integrally or partially in case of bankruptcy

Who's giving the money back to the depositor in case of bankruptcy?

- 20% : the bank
- 20% : the Central Bank
- 17% : the Government/ public funds
- 13% : the FGDB
- 23% : don't know

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31% of the pool have trust in the banks in Romania
and

41% of the pool consider the banking system stable or very stable



INFORMATION

48% of the pool never look for information about banks

50% of the pool search information about the banks when they need a service from the bank or when they hear worrying news/ bad rumors

Sources of information

50% of the pool get their information from the media

43% of the pool get their information directly from banks, either from the clerk, or from contracts

15% of the pool get their information from the internet

Two groups have tendencies to look on the internet:

- The young ones (46% of the respondents between 18 and 24 years old)
- The people with savings

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Psychological facts used by social media and not only

What to do with those facts



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The endowment effect

*When we own something, we tend to value it more highly.
If we have to sell it, we want more than it is really worth.*



Our public is already very involved with their savings.

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BANK DEPOSIT GUARANTEE FUND



We tell: *Your money is protected.*

We know that *We guarantee more than the 100 000 euro ceiling.*

The effort you put to get the money
The plans you made with that money
The security you have by owing that money

A large, vibrant green cloud-like graphic with a scalloped, bubbly edge. It is positioned on the right side of the slide, partially overlapping the text 'The security you have by owing that money'.

ARE PROTECTED



TO DO:

Confidently spread
the protection message.



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Reciprocity

We feel obliged to give back to people who have given to us.

Bank customers put their money into the banks, we are obliged to keep their trust.

Customers feel secure and choose to work further with banks.

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TO DO:

Availability of information, also on social media:

- Email and chatting;
- A short synthesis of the information regarding the evolution of the events impacting the depositors;
- Links to banks pages and vice versa;
- Online advertising.



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We react to a situation differently depending on whether we perceive the situation to be a loss or a gain.

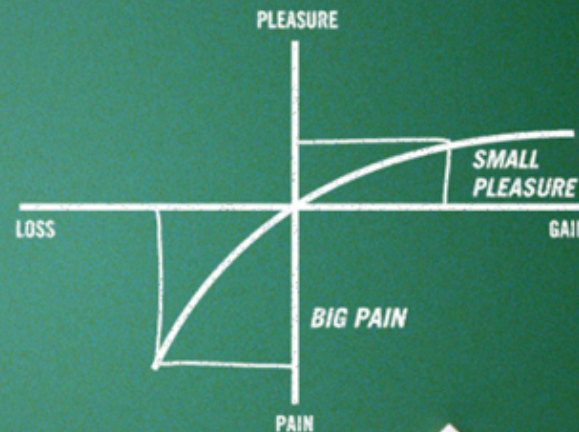
TO DO:

Phrase the sentence positively for the customer to understand immediately their benefit. **WHAT IS YOUR GAIN?**

Don't name the crisis. **THE DEPOSITS ARE GUARANTEE ON ANY WEATHER.**

Loss Aversion

Studies have shown that the pain of a loss is almost twice as strong as the reward felt from a gain.



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TO DO:

Remove the fear of loss from the equation

Give relevant information:

- **Stable and solid institution.**
- **Contribute to the stability of the banking system, which didn't have any bankruptcies for the last 15 years.**
- **FGDB paid compensation for 7 institutions between 1999 – 2006.**
- **Current resources: 1 billion euro.**



**KEEP
CALM
and
CARRY
ON**

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Buffer Effect of Social Support

People who feel supported by others feel less stress. If you know your friends will support you and there is someone with whom you can talk things through, somehow stressful situations are more tolerable.



TO DO

Help the public feel more supported and less stressed;

Site for mobile and tablets to be close and available to the public;

Chat, email and telephone with the public.



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Mere Exposure Theory

The more we're exposed to something, the more we like it.



Don't be afraid to repeat your message.

This can work well for social media sharing, as reposting helpful content can have a direct impact on your audience.

3 sensitive situations in the banking system





Bankers' octopus

March 2012: several million euro fraud; bankers and collaborators obtained credits using false documents.

Another insurance credit organization bearing “the guarantee fund” in their name was suspected to have contributed to the fraud.

The problems were first observed by the internal audit of the involved bank and they reported the to the Central Bank and the police.

=> Statement from FGDB

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March 2013 - troubles in Cyprus

Bank of Cyprus closed the branches to the public to prevent people from withdrawing their money; the ATMs were not giving money; at European level there were discussions to take the money over 100.000 euro and change it in bank shares.



In Bucharest some branches posted on their door erroneous **bankruptcy signs**. Bank of Cyprus is not guaranteed by the FGDB, however we did communicate, even if not very vocal, regarding the events.

Other banks linked to Cyprus operating in Romania:

Marfin Bank is a Romanian legal person guaranteed by the FGDB; the investors are banks from Cyprus.

Romanian Banca Transilvania has branches in Cyprus; their deposits are protected by the FGDB.



Je Swiss highly indebted

The Swiss equity had a 20% increase in a week.

In Romania:
around 75.000 clients with Swiss franc credit = 1,4% of GDP



The clients organized and started suing the banks pretending to have their credits converted to RON at the lowest exchange rate.

Central Bank's answer: the negotiations shall be conducted between the client and the bank since the contract has been signed between the two.
Central Bank can not intervene in these contracts.



Points to be considered:

Information on social media is transmitted instantly, without second thought or verification.

Thus, an unrest climate could be fast installed departing from opinions, rumors or isolate cases.

The information proved untrue is never denied!



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Thank you!

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