



RESEARCH REPORT

10 Leading Australian Super Funds Most Active on Social Media

// Jan - Mar 2018

THEDUBS

FINANCIAL CONTENT MARKETING



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Never set and forget

A social media strategy needs to be reviewed and revisited regularly if it is to be effective in the long-term. Looking at the social media activity of the super funds compared to the previous six months, it's clear from the significant shift in rankings that many of the funds, QSuper in particular, have made changes to their strategy that have delivered tangible results.

Customers look to Facebook to connect with funds

Despite Twitter being the channel on which Australian super funds are most active, Facebook is where they have the greatest reach, indicating that customers see Facebook as the preferred channel to engage with these organisations. Given the emphasis on lifestyle and life stage content as a marketing tool, it makes sense that customers would look to Facebook to connect with these brands. With the most active super fund currently posting less than once per day, there's definitely an opportunity for all funds to ramp up their Facebook activity.

Time to rethink the emphasis on Twitter

Generally, Twitter is a channel best-suited to announcements, news and brand awareness efforts, rather than being the best tool to drive website traffic. This raises the question of why the super funds are placing so much emphasis on this channel, with QSuper posting four times per day on Twitter compared to less than once per day on Facebook. Our recommendation for the super funds is to invest more energy on Facebook, LinkedIn and YouTube as opposed to prioritising Twitter.

Large LinkedIn followings

Across the board, the super funds in this report have attracted large LinkedIn followings that they connect with on a reasonably consistent basis - on average once every two days. While lifestyle and life stage content ties in well to the objectives of super funds, so too is it relevant for these companies to speak to financial topics, which of course are well-suited to take place on LinkedIn.

YouTube left out in the cold

Once again, our report shows that YouTube is a hugely undervalued resource, with most of the super funds having practically no reach on this channel. While some funds have put paid amplification behind their TVC content, the results show that amplifying this type of content isn't the best way to attract a following on YouTube.



THE DUBS

Andrew Frith

// Social Media and Research Director



METHODOLOGY

#METHODOLOGY

The Dubs research examined the social media activity of 10 Australian super funds across the Q1 three-month period 1st January 2018 to 31st March 2018.

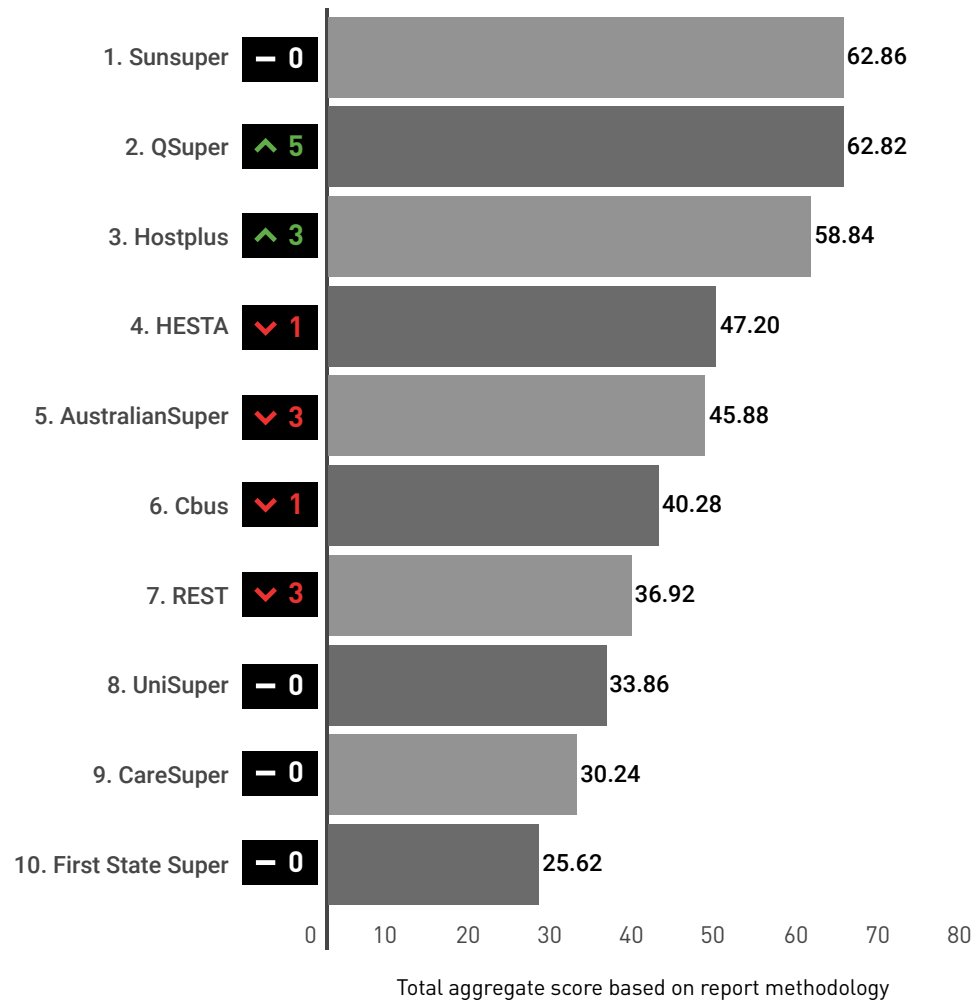
This report examines reach (number of followers and subscribers) and activity measures (number of posts, Tweets and videos) across the major social media platforms, Facebook, Twitter, LinkedIn and YouTube.

The 10 super funds were ranked against each other for each criteria and a total ranking was based on an aggregate score of these criteria.



#THE TOP 10

10 leading Australian super funds



Leading Australian Health Insurers Key Findings

- Sunsuper retains its top place ranking from the previous report
- QSuper jumped from 7th to 2nd place
- Hostplus jumped from 6th to 3rd place
- REST dropped from 4th to 7th place
- HESTA dropped from 5th to 4th place
- Cbus dropped from 7th to 6th place
- CareSuper and First State Super continue to occupy the bottom 2 places
- QSuper led by a wide margin in Twitter activity in this report, a position that HESTA had held for the previous 2 reports
- First State Super was the only super fund that protects its Twitter account and requires permission to join
- First State Super posted no content over YouTube during the current report
- Cbus was the only super fund that posted no tweets over Twitter during the current report
- All super funds were active on LinkedIn during this period
- Twitter was the most active channel for 7 of the 10 super funds
- LinkedIn has the largest reach for UniSuper, First State Super and CareSuper
- Twitter is the most used social media platform by the Australian super funds in this report



615

combined tweets



277

combined posts



249

combined posts

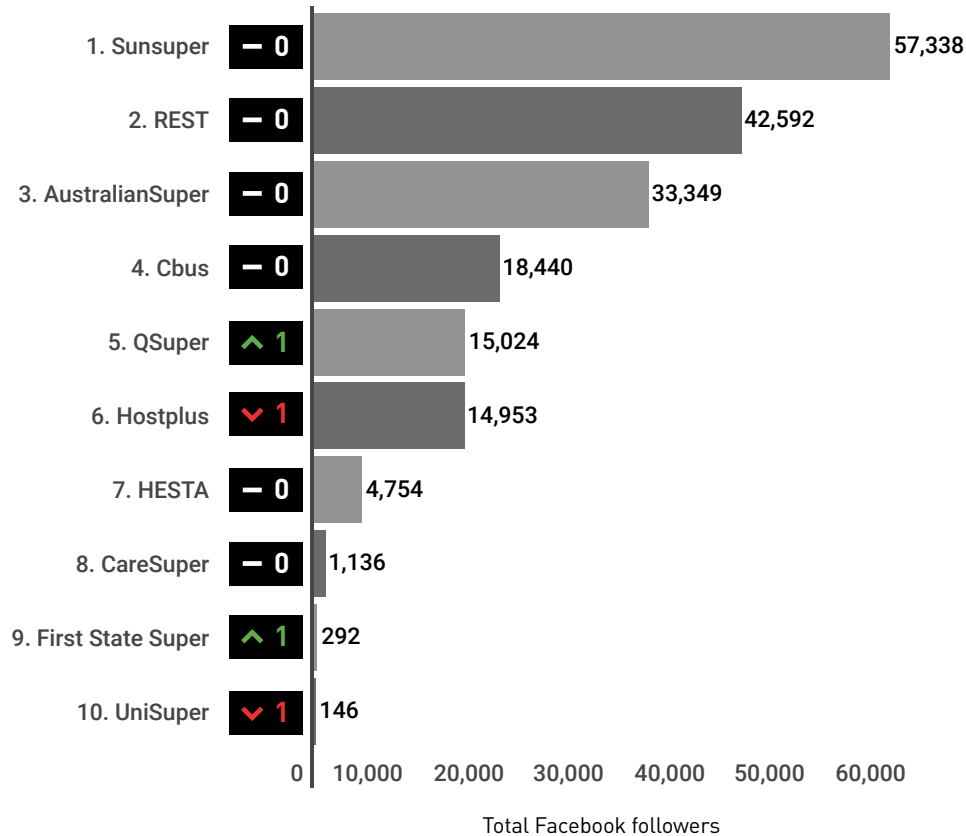


68

combined videos

#FACEBOOK

Australian super funds rankings by Facebook reach



14,988

Facebook likes median



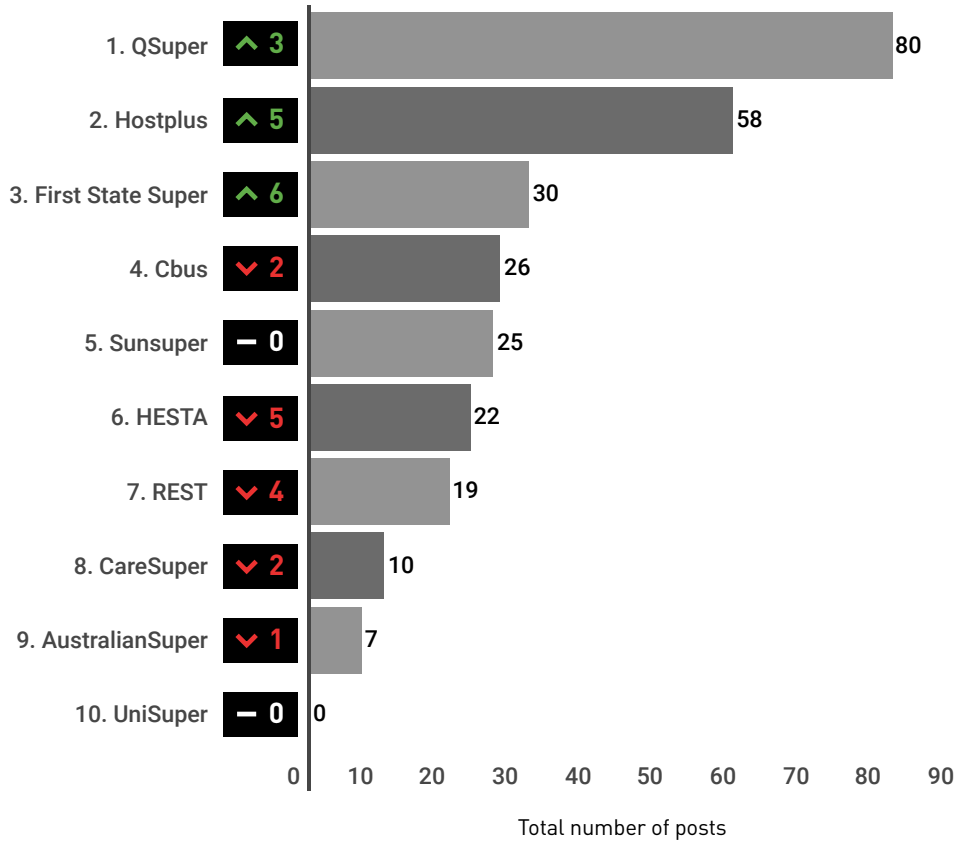
18,802

Facebook likes average

Facebook reach key findings

- Facebook represents the social channel with the best reach for the super funds in this report. The average Facebook following being 18,802 followers and the median following being 14,988.
- Little movement from the last report's rankings. Hostplus and UniSuper moved down 1 spot each and QSuper and First State Super moved up 1 spot each.
- Sunsuper retained its top ranking from the previous report.

Australian super funds rankings by Facebook activity



Facebook posts median



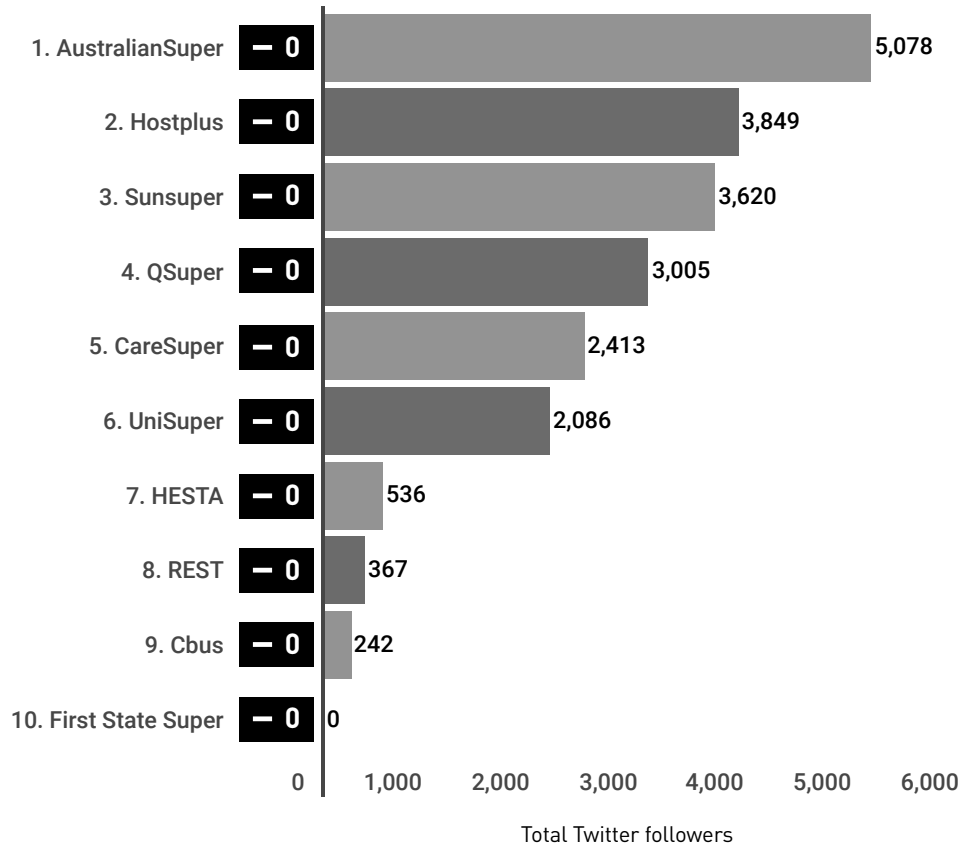
Facebook posts average

Facebook activity key findings

- HESTA, the leader in Facebook activity from the previous report fell 5 spots in the current report
- QSuper jumped 3 spots into 1st place
- HostPlus jumped 5 spots into 2nd place
- REST dropped 4 spots into 7th place
- Cbus and CareSuper both dropped 2 spots
- The average number of Facebook posts was 27.7 over the 3 month period of the report, or approximately one post every 3 days. This was up from 21.3 average Facebook posts in the previous report.
- UniSuper was the only super fund that had no Facebook activity over the period of the current report.

#TWITTER

Australian super funds rankings by Twitter reach



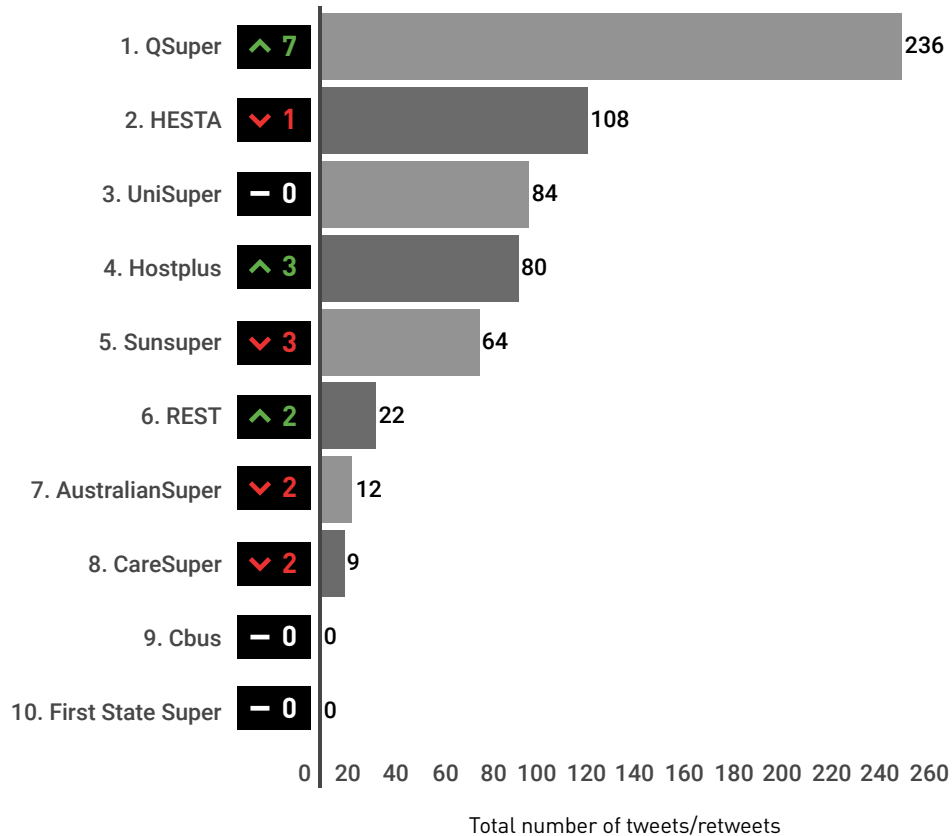

2,249
 Twitter followers median


2,199
 Twitter followers average

Twitter reach key findings

- In terms of post volumes, Twitter was the most used social channel for the super funds in this report.
- However, in terms of reach, the average Twitter following for the super funds in this report was only 2,199 compared to 18,802 for Facebook followings.
- Only AustralianSuper (5,078 Twitter followers) had more than 5,000 Twitter followers
- All super funds remained in the same ranking from the previous report.
- The dates that the super funds joined Twitter:
 - Sunsuper: May 2009
 - CareSuper: May 2009
 - Hostplus: May 2009
 - REST: Feb 2011
 - AustralianSuper: June 2011
 - QSuper: September 2011
 - UniSuper: Dec 2011
 - First State Super: July 2012
 - Cbus: Jan 2014
 - HESTA: Jan 2016

Australian super funds rankings by Twitter activity



Twitter tweets/retweets
median



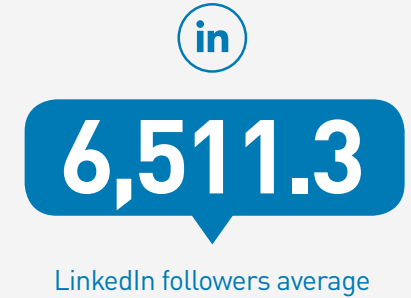
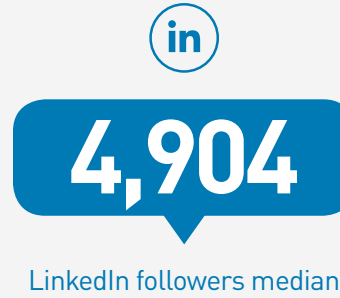
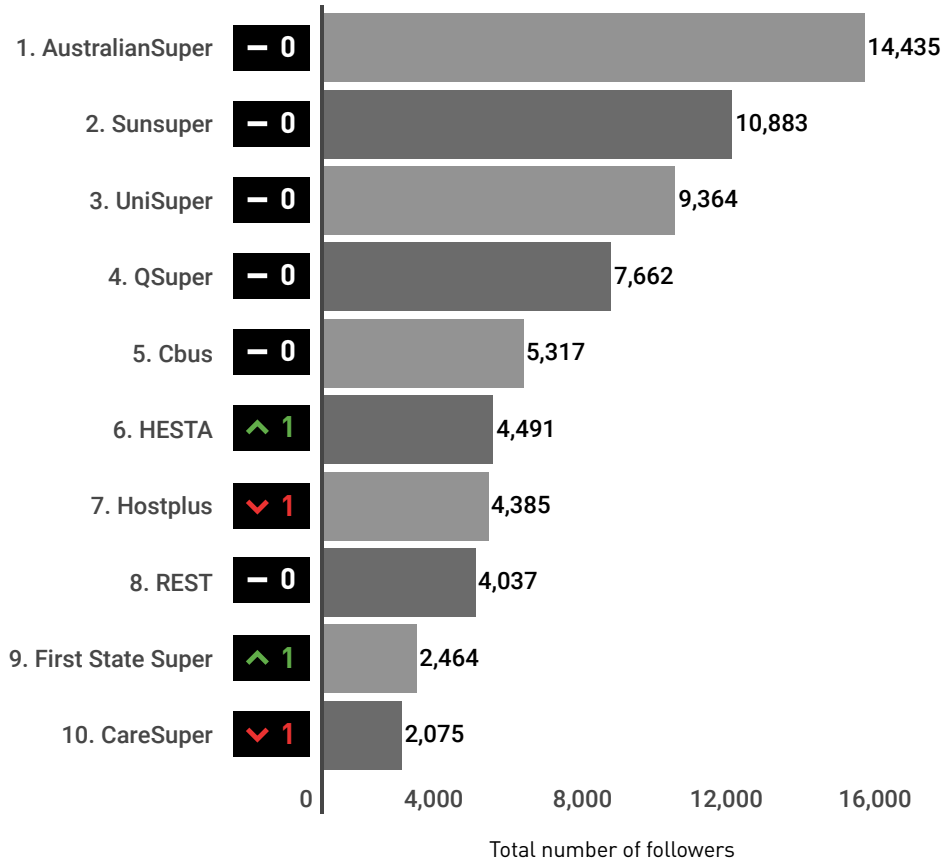
Twitter tweets/retweets
average

Twitter activity key findings

- QSuper made a very large jump into 1st place for Twitter activity, moving up 7 spots from the previous report
- HESTA moved down 1 spot into 2nd place
- Sunsuper moved down 3 spots into 5th place
- AustralianSuper moved down 2 spots into 7th place
- CareSuper moved down 2 spots into 8th place
- Hostplus moved up 3 spots into 4th place
- REST moved up 2 spots into 6th place
- The average number of Tweets posted over the 3 month period of the report was 61.5 which equals about 4 Tweets a week.
- Cbus was the only super fund that had no Twitter activity during the current report

#LINKEDIN

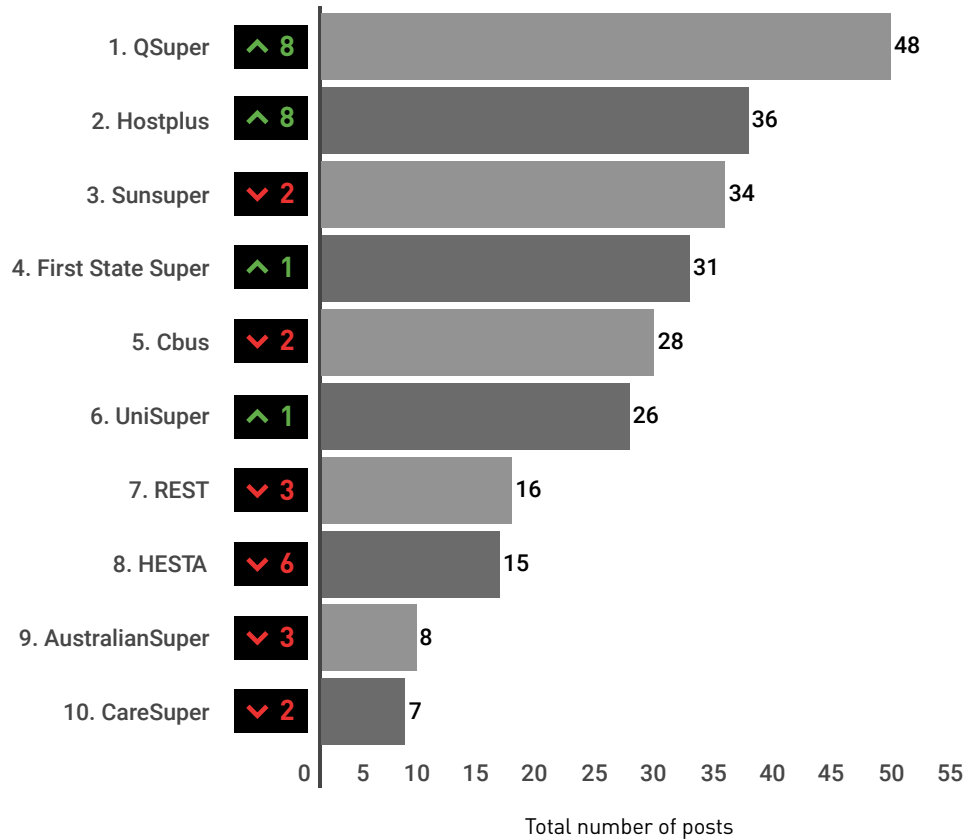
Australian super funds rankings by LinkedIn reach



LinkedIn reach key findings

- AustralianSuper retained its top rank from the previous report with 14,435 LinkedIn followers
- HESTA and First State Super each moved up 1 spot from the previous report
- Hostplus and CareSuper each moved down 1 spot from the previous report
- The average LinkedIn following for the retail banks in this report is 6,511.3 (with the median being 4,904)
- Only AustralianSuper and Sunsuper had more than 10,000 LinkedIn followers
- LinkedIn represented the best social channel for reach for Unisuper, First State Super and CareSuper

Australian super funds rankings by LinkedIn activity



LinkedIn posts median



LinkedIn posts average

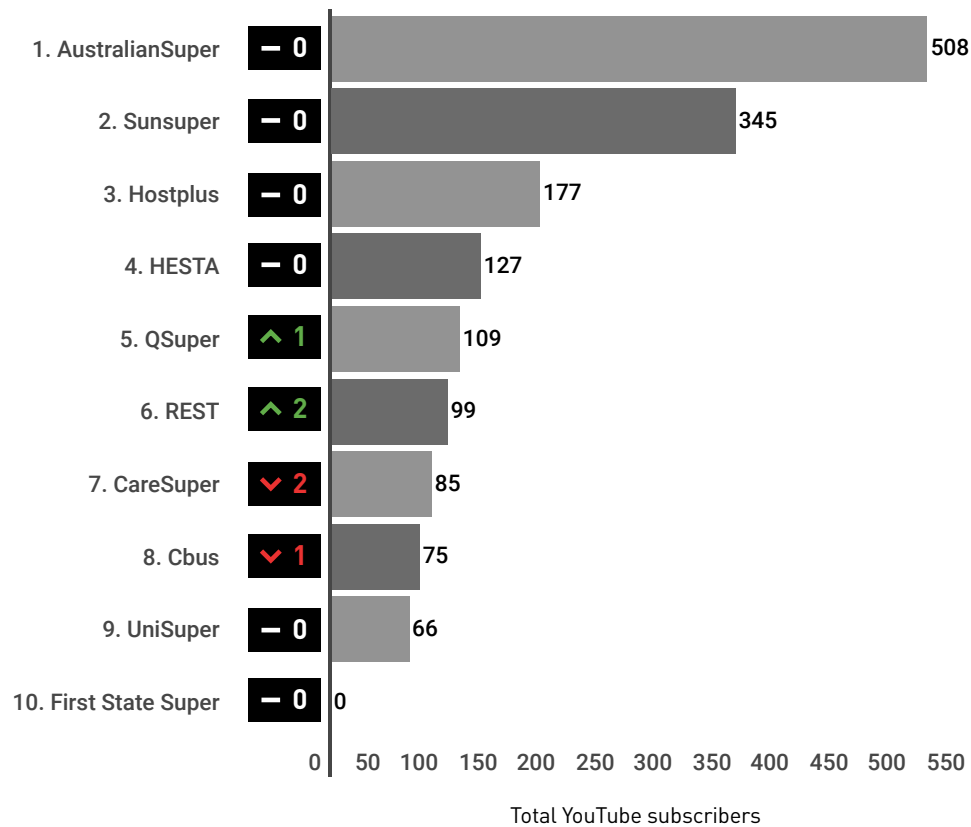
LinkedIn activity key findings

- LinkedIn was the 3rd most active social channel for the super funds in this report
- QSuper jumped a large 8 spots to take 1st place ranking for LinkedIn activity
- Hostplus also made a large 8 spot jump into 2nd place
- HESTA was down 6 spots into 8th place
- REST was down 3 spots into 7th place
- Sunsuper, Cbus and CareSuper were all down 2 spots
- The average LinkedIn activity for the super funds in this report was 24.9 posts or roughly 1 post every 4 days

#YOUTUBE


YOUTUBE REACH

Australian super funds rankings by YouTube reach




104

YouTube subscribers
median


159

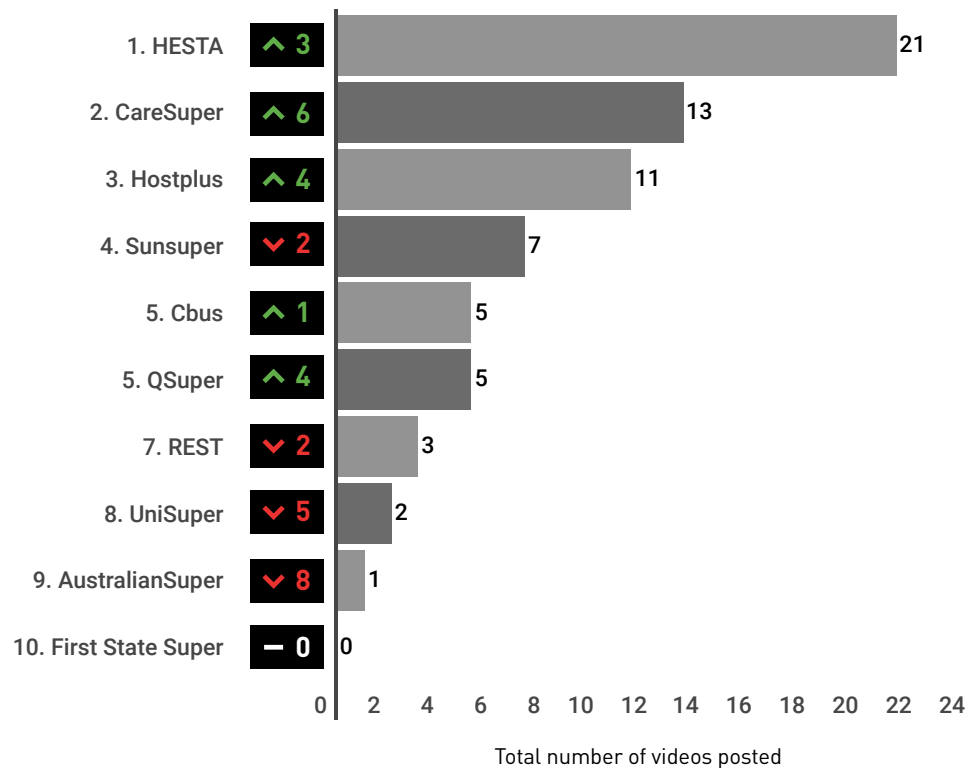
YouTube subscribers
average

YouTube reach key findings

- As a sector, the Australian super funds in this report continue to be very poorly subscribed to on YouTube. Only one of the super funds had more than a very modest 500 subscribers (AustralianSuper - 508 subscribers) and only 5 had more than 100 subscribers. The super funds continue to have work to do on achieving traction on YouTube.
- The average YouTube subscribership for the super funds in this report was a poor 159 subscribers
- AustralianSuper, Sunsuper, Hostplus and HESTA retained the top 4 spots from the previous report
- REST moved 2 spots up into 6th place whilst QSuper moved up 1 spot into 5th place
- CareSuper moved 2 spots down into 7th place whilst Cbus moved down 1 spot into 8th place.

YOUTUBE ACTIVITY

Australian super funds rankings by YouTube activity



YouTube posts median



YouTube post average

YouTube activity key findings

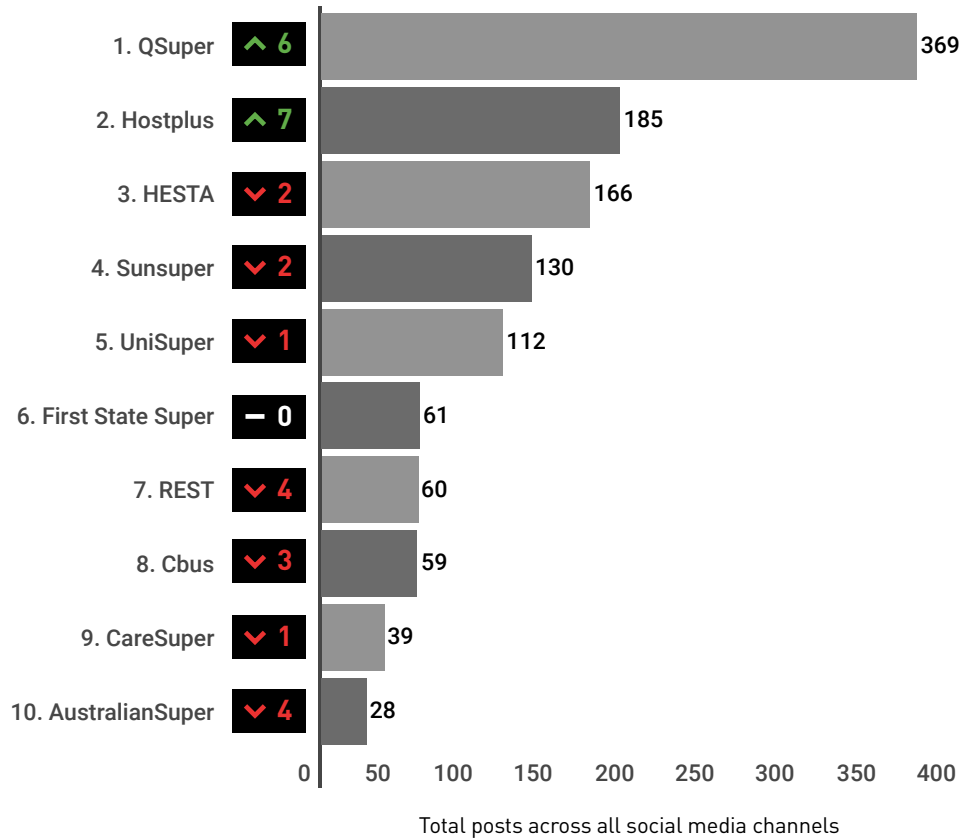
- CareSuper made the biggest jump in terms of YouTube activity, moving 6 spots up from 8th place in the previous report to 2nd place in the current report. CareSuper posted 13 videos during the period of this report.
- Only First State Super posted no videos during the period of the report
- Even though the YouTube channels are poorly subscribed to, 3 of the super funds had more than 200,000 video views during the period of the current report, suggesting that these 3 super funds are putting budget into paid amplification of specific videos:
 - QSuper: 332,119 video views
 - Hostplus: 258,522 video views
 - HESTA: 204,837 video views

#TOTAL SOCIAL MEDIA POSTS

TOTAL SOCIAL MEDIA POSTS

#TOTALSOCIALMEDIAPOSTS

Australian super funds rankings by Total social media posts



Total posts median



Total posts average

Key findings

- The average number of posts for the Australian super funds in this report across Facebook, Twitter, LinkedIn and YouTube was 120.9, which equals approximately 1.5 social media posts per day over the three-month period.
- QSuper jumped a large 6 spots to move into 1st place, whilst Hostplus jumped 7 spots into 2nd place.
- QSuper was the clear leader in terms of social post volumes, posting 369 social posts during the period of the report which was double the volume of 2nd placed Hostplus.
- REST and AustralianSuper moved down 4 spots each overall
- Sunsuper and HESTA moved down 2 spots each overall

#THE DUBS

ABOUT THE DUBS

// Research is what we do

The Dubs specialise in content marketing for finance brands.

By partnering with experts and delivering engaging content programs for our clients, we enable people across the globe to connect to the things they need, and to the businesses that provide them. We have the expertise to understand your business and work with you to deliver results.

The Dubs also works with Google across the UK and Europe to provide strategic and creative consultancy. We create innovative conceptual advertising and branded content to showcase the combined potential of Search, YouTube, google+, APIs, Maps, Streetview, Google Display Network, and Mobile.

The Dubs is backed by Australian media mogul Kerry Stokes via his investment group Australian Capital Equity.



If you are interested in a custom report that benchmarks your organisation against your competitors, [contact us](#) to learn more.



PROFILE

About Andrew Frith

// Social Media and Research Director

Andrew Frith is The Dubs Research and Social Media Director. Andrew's career in digital media spans 5 continents and more than 20 years. He has been involved in demographic and UX research used in major global projects and campaigns for finance and media brands in Australia, UK and USA including Citibank, ING Direct, ANZ, AMP Capital, UBS, BBC and Sony.

CONTACT



PRIMARY CONTACT

Jo Hurl

// Commercial Director

✉ jo.hurl@thedubs.com

📞 +61 (0) 2 8247 8700 / +61 (0) 478 075 006