

The logo consists of a blue rounded rectangle with a subtle drop shadow. Inside the rectangle, the text "WELLS FARGO" is centered in a white, serif, all-caps font. Below the name, the phrase "Addressing Social Issues on Social Media" is written in a smaller, white, sans-serif font, followed by "Financial Services" in an even smaller, white, sans-serif font.

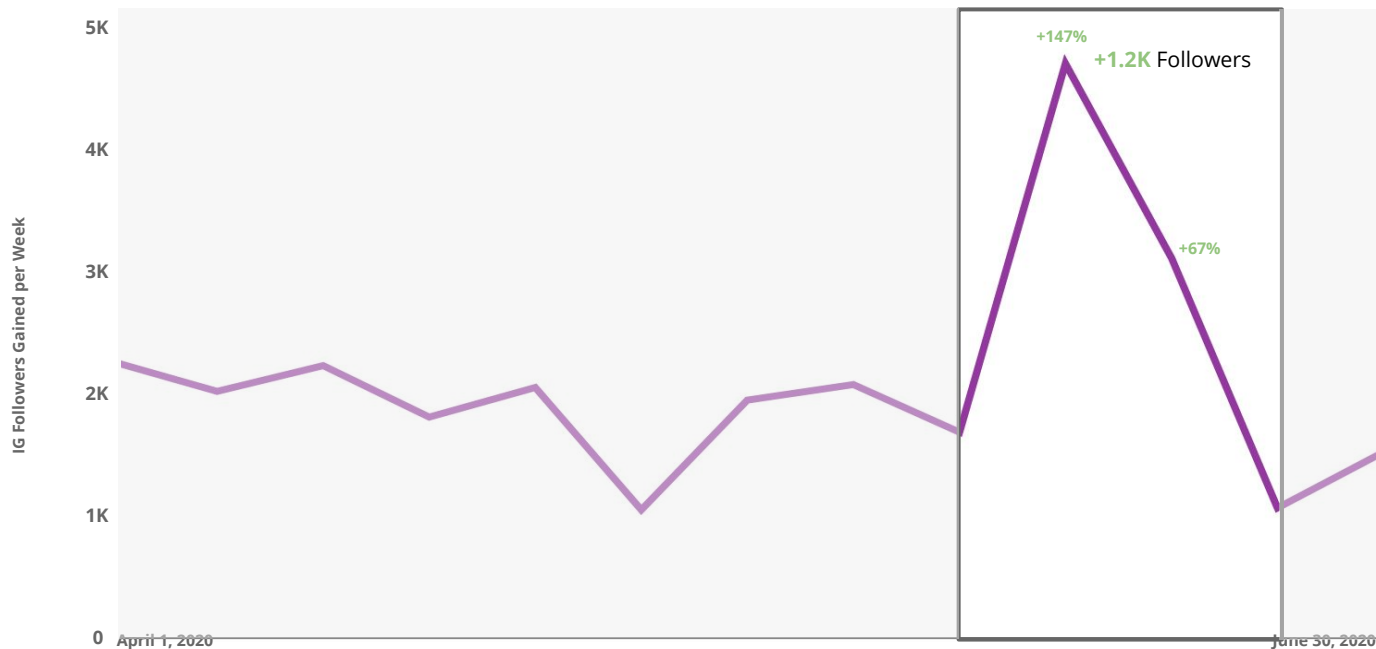
**WELLS
FARGO**

**Addressing Social Issues
on Social Media**

Financial Services

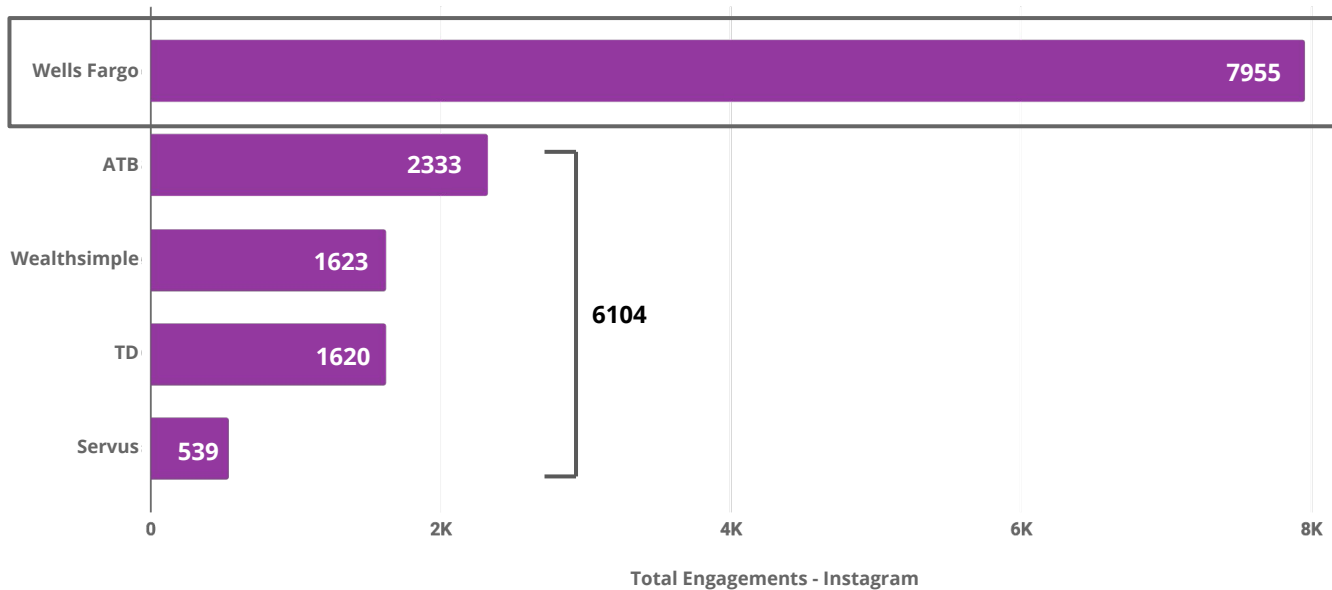


During the first week of June, Wells Fargo saw a **+147%** increase in average weekly new followers on **Instagram**, followed by a **+67%** increase the week after.





When comparing their total Instagram engagements in June with the competitive set, engagements on the Wells Fargo page are **30%** higher than all brands in the competitive set combined.





Zooming in on the first two weeks of June, the spikes in followers and engagement can primarily be attributed to two posts - both of which directly address current social issues: Racial Inequality and LGBTQ Discrimination.

Common Features of @WellsFargo's Top Performing June IG Posts:

Both posts clearly indicate Wells Fargo's stance on both matters, addressing the issue while pledging their commitment to change.

8 of the 9 IG posts made in June are focused on these issues (6 Pride, 2 Racism and Inequality). The other post was a Father's Day Post.

Simple creative with meaningfully written copy - accepting that there is a problem, and providing action items to hold themselves accountable to create change.

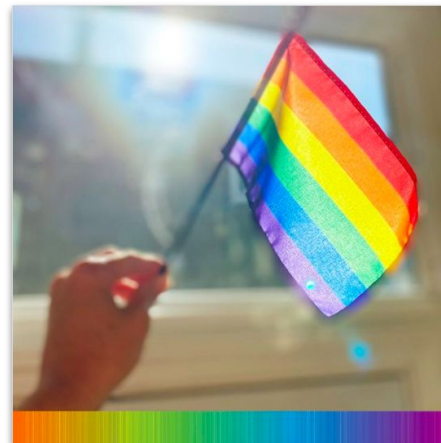
We join with our employees and our communities in a commitment to substantive change to address racial inequities and social justice.

[Click to View.](#)

Eng. Volume: **2.7K**
Eng. Rate: **3.7%**

Focus: **Racial Inequality**

Simple, clear dedication to social justice, with a quote directly from their CEO to indicate top-down commitment.



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Eng. Volume: **1.6K**
Eng. Rate: **2.1%**

Focus: **LGBTQ Discrimination**

Demonstrative support of the US Supreme Court's ruling protecting LGBTQ individuals from workplace discrimination.

Takeaways

Key Findings

As Racial And Lgbtq Equality Became Hot Button Topics In The US, Wells Fargo Directly Addressed Both On Instagram In June, Leading To Significant Spikes In Weekly Ig Followers And Total Engagement:

In June, almost all (89%) of Wells Fargo's efforts on Instagram were focused on their commitment to both fighting racial inequality and championing the rights of the LGBTQ community.

What Brands Should Be Thinking About

Don't Avoid The Conversation, Join It: As evidenced by the positive responses to Wells Fargo's posts, consumers appreciate when the brands that they're associated directly address major issues and maintain an open, transparent dialogue while outlining concrete steps they're taking to improve their commitment to a given issue.