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**Top Performing Content
Buckets Q3 2021
Financial Services**

The top content buckets for the Financial Services industry in Q3 2021 on LinkedIn are as follows:



01

Social Awareness



Financial services sharing ways they're supporting the community and beyond for special months throughout the year.

02

Introducing Interns



Financial services introducing their newest summer interns to show the range of their developmental programs for young people.

03

Embracing the Digital



Financial services producing a range of content themed around digital changes and the forefront of adapting to the new world.

Best Practices



Single Image Posts



Celebrate and honour special months throughout the year.



Include colours, logos and branding associated to the initiative.

Opportunities



Show your audience that you're invested in diversity and inclusion.



Talk to members of the community your supporting and make sure to elevate them through your channels.



Do your research to make sure you avoid [rainbow-washing](#) for Pride month and other initiatives.

AIG 710,094 followers 2w · 🌐 + Follow ...

AIG proudly supports #Pride Month and is committed to supporting #LGBTQ+ organizations where we live and work. AIG's Matching Grants Program contributes \$7 million to nonprofits, including [GMHC](#), [The Trevor Prc](#) ...see more



👍❤️🌱 225 · 1 comment

👍 Comment ↪️ Share 🗑️ Send

ENG: 225 | [Click to view](#)

Goldman Sachs 2,692,759 followers 1w · 🌐 + Follow ...

Chad Wallace · 3rd+ Global Head of Digital Product & Design, Transaction Banking 1w · Edited · 🌐 + Follow

Had a great time celebrating #PrideMonth with the Goldman Sachs LGBTQ+ Network last week. We met with leaders from local nonprofits to discuss ways to support the North Texas community. Thank you Jc ...see more

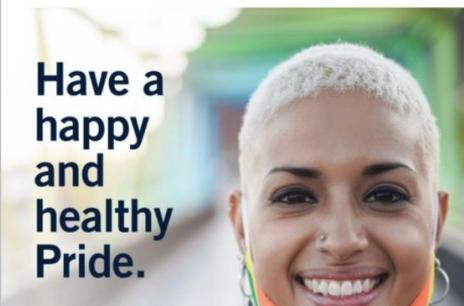


👍❤️🌱 193

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Prudential Financial 251,849 followers 2w · 🌐 + Follow ...

For #PrideMonth, visibility matters, but health issues are often overlooked. To address this, Prudential, the Salvation Army in Newark, and Rutgers are hosting a panel on health issues facing the LGBTQ+ community, intersectionali ...see more



Have a happy and healthy Pride.

ENG: 100 | [Click to view](#)



Best Practices



Single Image or Video Posts



Amplify your summer internship program to give visibility to your new recruits.



Create graphics or videos to demonstrate visibility for your new arrivals.

Opportunities



State what you're excited about from the variety of people joining your team.



Use hashtags that show your audience what life at the company is like such as [#LifeatAIG](#)



Try to use imagery or custom graphics where possible to create a more personal connection.



ENG: 1.6K | [Click to view](#)



ENG: 609 | [Click to view](#)



ENG: 455 | [Click to view](#)



Best Practices



Video or Link Posts



Talk about the shift to digital in the business landscape.



Tap into your storytelling to build informative content around changing industries.

Opportunities



Shed light on digital changes in relation to financial services.



Focus on the digital landscape and how you can provide value to your audience.



Update your audience on how you're adjusting to meet changing needs.



ENG: 175 | [Click to view](#)



ENG: 24 | [Click to view](#)



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