



# Social Media 2022 Year Review

1/1/2022 - 11/15/2022





**f Top posts by engagement rate in 2021**



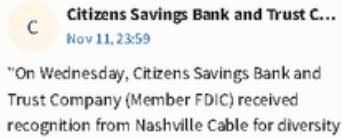
We're excited to announce the new "1st & Goal Small Business Support Program" with the Tennessee Titans! This new partnership

**20%** engagement rate



"I didn't really find financing; it found me... I ended up becoming the mail courier at the bank. That's how my career in finance began

**17.24%** engagement rate



"On Wednesday, Citizens Savings Bank and Trust Company (Member FDIC) received recognition from Nashville Cable for diversity and inclusion. Our board of directors is predominantly African American; women make up 40% of those positions. Big plans ahead for this team; thank you, Dr. Ladonna Boyd, Charles Sueing, Julie Lilliston, and Dr. Laquita Stribling, for your support. Let's keep

**12.82%** engagement rate

**f Post engagement % in 2021**



**@ Top posts by engagement rate in 2021**



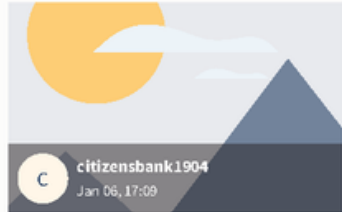
Charles Sueing has nearly 30 years of experience in the insurance and financial services industry as a full services

**18%** engagement rate



Martin Luther King Jr. Day is a time to reflect on the life and work of one of America's most influential civil rights leaders. Dr. King was a

**16.15%** engagement rate



Citizens will be closing it's doors at 12pm today due to inclement weather & our employee's safety. Friday operations will be

**15.79%** engagement rate

**@ Post engagement % in 2021**



**in Top posts by engagement rate in 2021**



Link in bio for more information about positions available. We are a community-minded bank that is loyal to our employees

**28.57%** engagement rate



Knowledge and services you can count on to fit your needs. Visit @jflaming45 #mortgage #realestate #realtor

**25.93%** engagement rate

**in Post engagement % in 2021**



**f Posts in 2021**



**f Engagement by type in 20...**

Reactions	<b>241</b>
Shares	<b>38</b>
Comments	<b>29</b>

**@ Post likes in 2021**



**f Post link clicks in 2021**



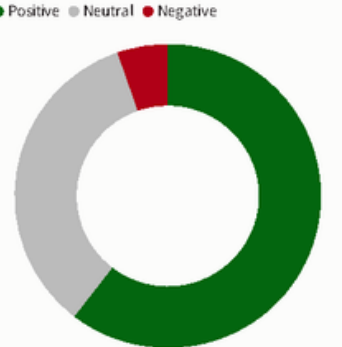
**@ Posts in 2021**



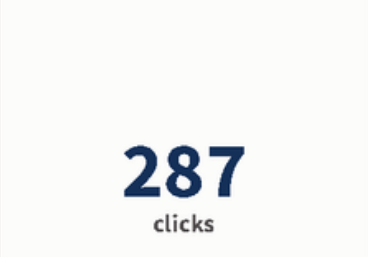
**@ Inbound sentiment in 2021**

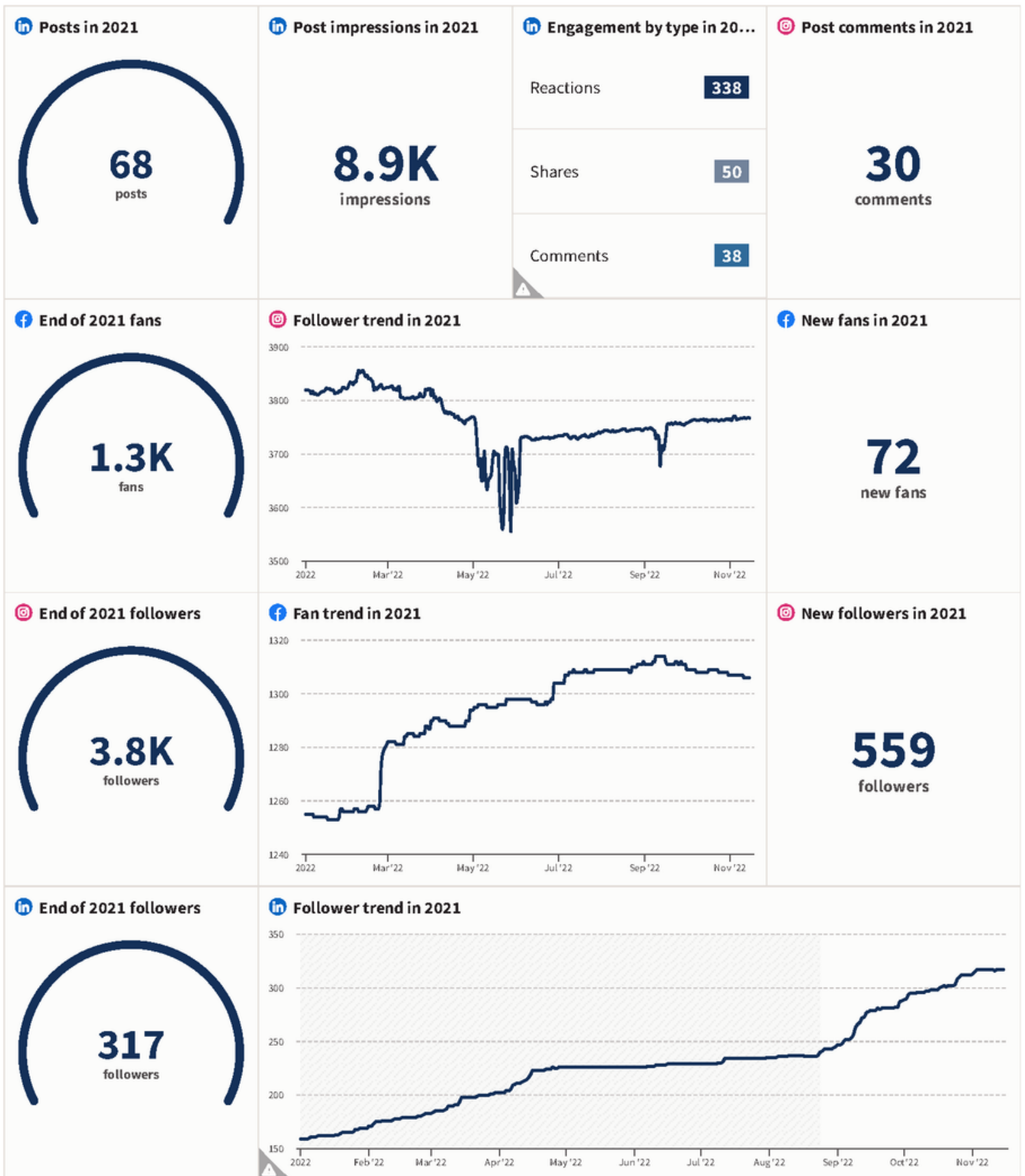


**f Inbound sentiment in 2021**



**in Post clicks in 2021**





Accounts reached

2,304  
+175%

Last 90 Days

Aug 18 - Nov 15

Accounts engaged

160  
+107%

## Overview

Total followers

3,767  
+0.6%

You reached +175% more accounts compared to May 20 - Aug 17