

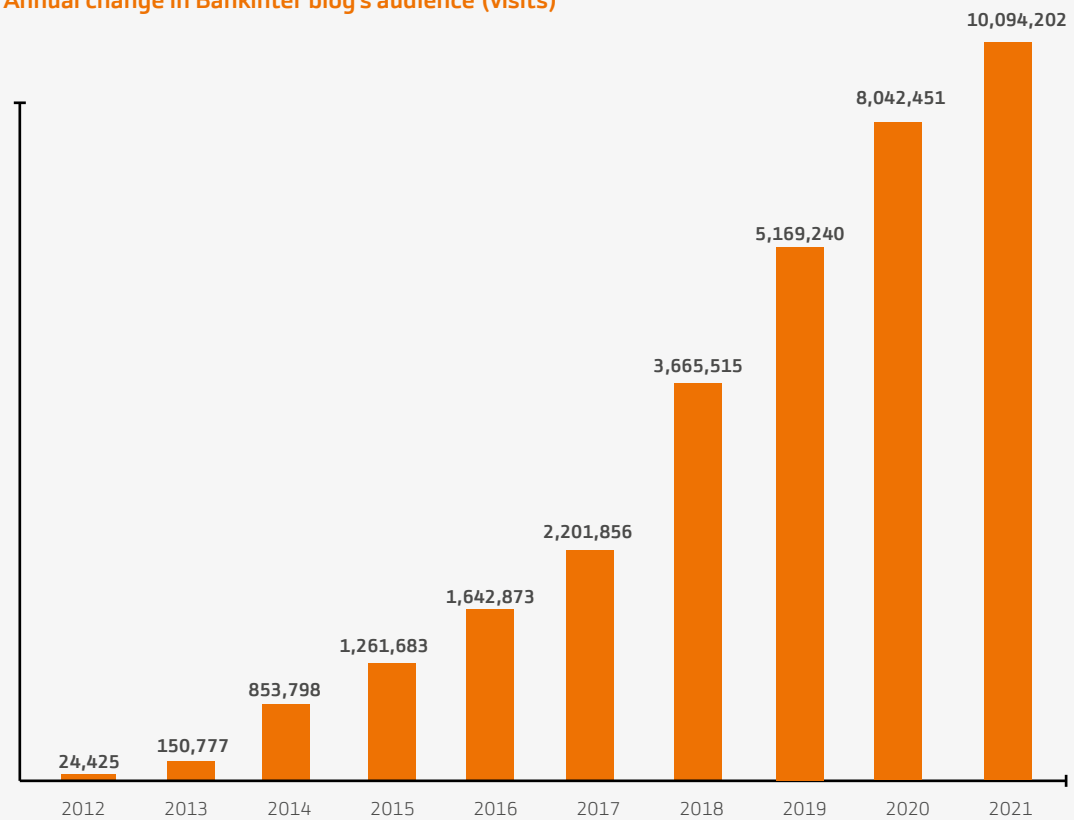
# Social media

From 'like' to sale

Last year marked the tenth anniversary of the launch of the Bankinter Blog, a space that started out as a small digital logbook and that has gradually become a portal with comprehensive financial content, with a large audience and at the heart of the bank's digital communication.

The Bankinter Blog had another record year in 2021, with over 10 million views, shattering the record of 2020. Indeed, it grew by more than 25% per year and almost doubled the figure recorded two years ago (see graph), according to data from Google Analytics.

Annual change in Bankinter blog's audience (visits)



In addition to the increase in views, which magnified Bankinter's presence on the devices of customers and potential customers, the Social Media/Digital Communication department sought to take advantage of this audience and the visibility of its social media to benefit the business. The department began to closely track sales and the economic value the Blog and social media bring to the bank, rather than tracking the numbers of likes and followers, as was the case in the past.

Collaboration with other areas of Bankinter, such as CRM, Corporate Banking and Commercial Retail Banking, became essential in order to achieve this objective of increasing business, which was achieved thanks to the Blog, but was also helped by the bank's social media presence on certain platforms (Facebook, Twitter, LinkedIn and Instagram).

This is a very important strategic step for the blog in particular, and for social media in general, which would thus go from being a communication tool to being a communication and business tool.

## Consolidation and launch of new channels

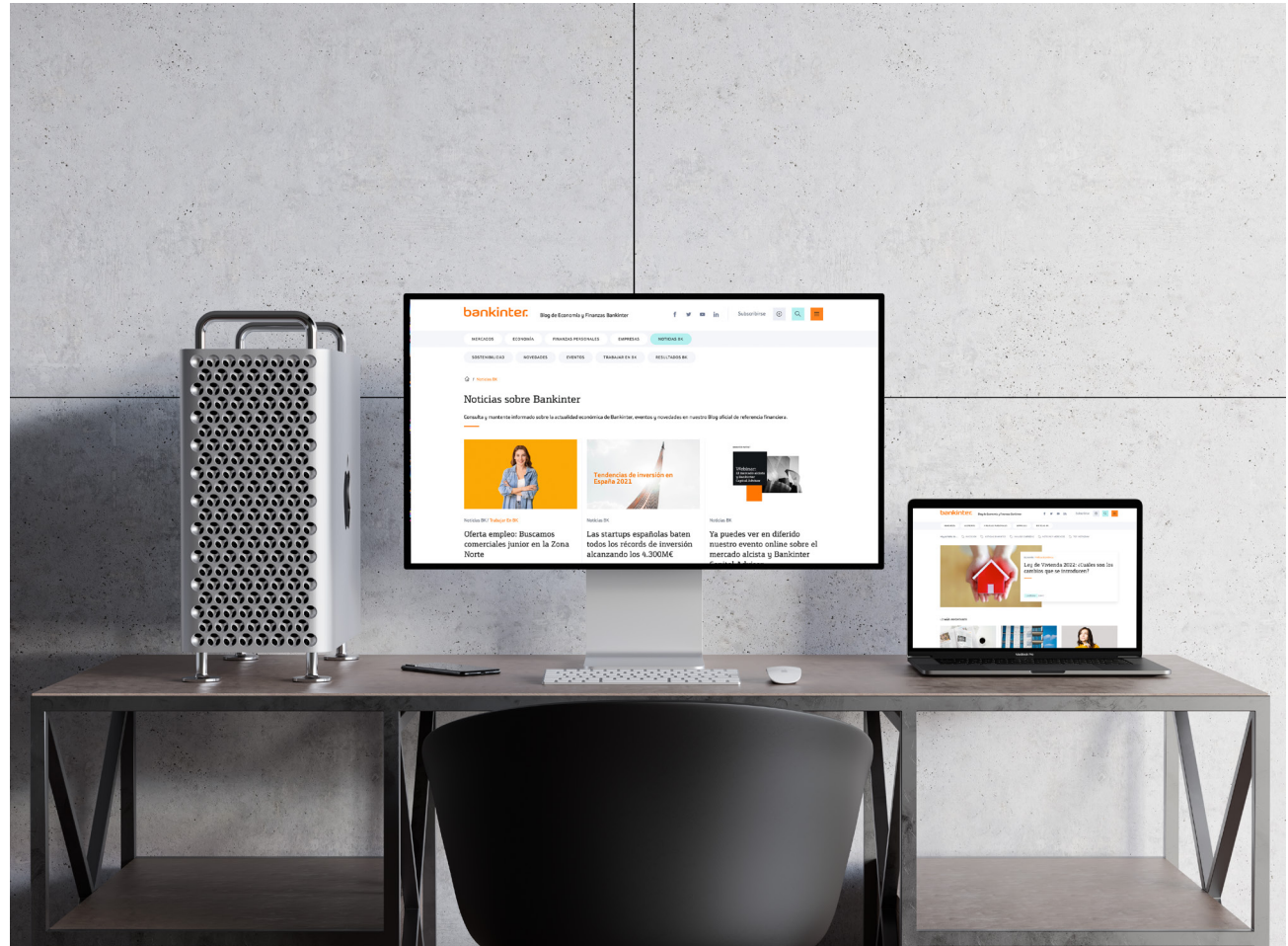
In its desire to always stay ahead and effectively balance the opportunities/risks that arise from the appearance of new digital content platforms, Bankinter's Social Media/Digital Communication department continued to make progress in consolidating some of its younger channels on Telegram (messaging) and iVoox (podcasts).

In addition, the bank launched its Spotify channel, where it saves the latest popular songs from its adverts for users to listen to.

The comments section on its social media in 2021 showed that Bankinter was again, for the eighth consecutive year, viewed positively as a leading Spanish bank, thanks to its high-quality content strategy, the successes of the bank reflected in the media and the good reception of some of its marketing campaigns. According to the external and independent firm Rebold, formerly Acceso, 61.7% of the mentions were positive.

## Employee training

In conjunction with People Management and its Bdigital programme, the Social Media/Digital Communication department trained dozens of Bankinter employees and interns in 2021 on issues such as digital personal branding or the importance of its social media presence. This training took the form of practical workshops, which had a great turnout and were enjoyed by employees.



2021 milestones

Interviews

Results

Businesses

Risks

Innovation

Governance

Sustainability

Individuals

Appendix