













**15 Ways Banks Are Engaging with Canadian
Entrepreneurs on Social Media**

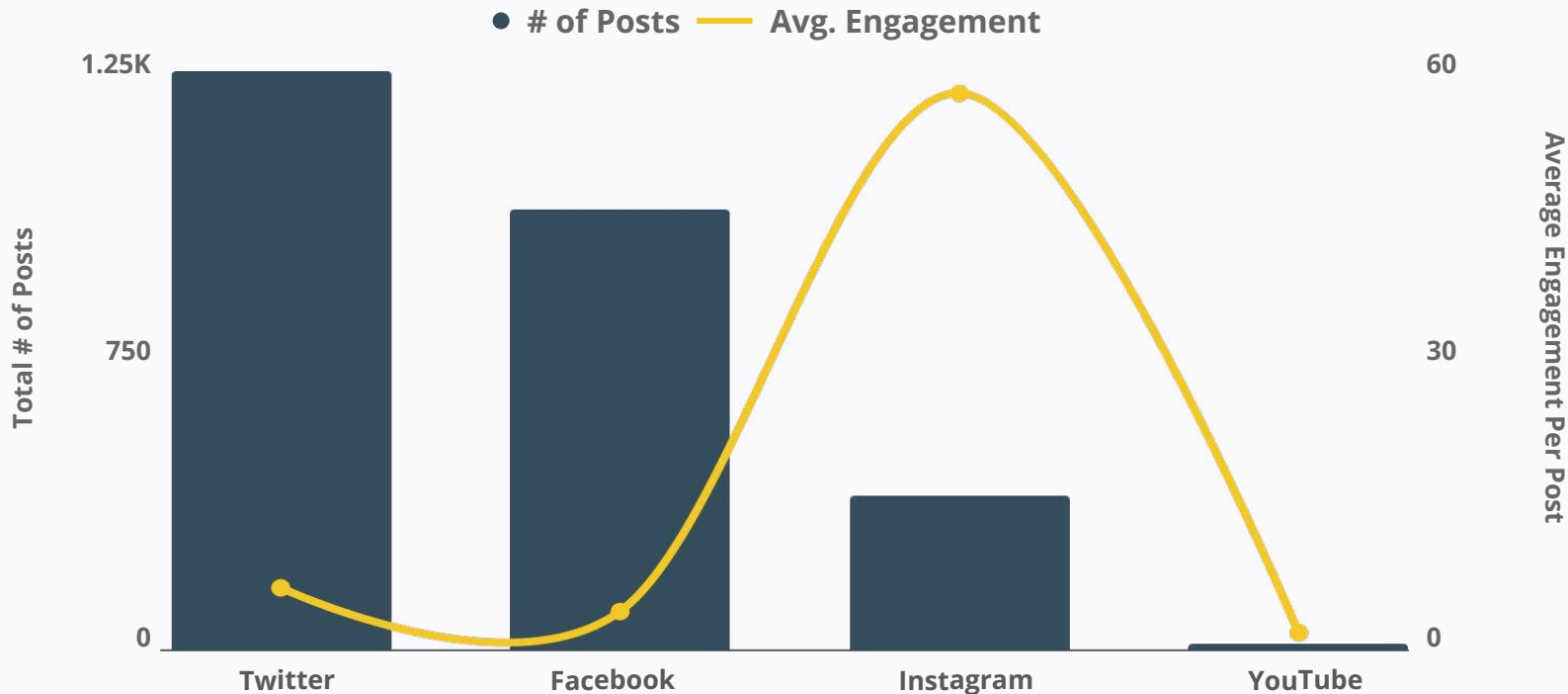
Financial Services

Twitter is the most popular social media platform for the banks targeting entrepreneurs, followed by LinkedIn and Facebook. Only Ownr (by RBC), Sustainable Future Lab and BDC have Instagram accounts and only Futurepreneur and BDC post videos on YouTube.











Number of Followers							
	RBCx	n/a	488	n/a	n/a	n/a	n/a
	RBC Owner	2K	481	5K	n/a	6K	n/a
	Insight Edge for SMB	n/a	n/a	n/a	n/a	n/a	n/a
	CIBC Biz Hub	n/a	n/a	n/a	n/a	n/a	n/a
	Smart Banking for Business	n/a	n/a	n/a	n/a	n/a	n/a
	Indigenous Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Black Owned Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Sustainable Future Lab	5K	13K	1K	n/a	2K	n/a
	futurepreneur	21K	21K	47K	2K	n/a	n/a
	Women Entrepreneurs	n/a	n/a	n/a	n/a	n/a	n/a
	TD Incubator	n/a	n/a	n/a	n/a	n/a	n/a
	BDC	4K	46K	58K	6K	9K	n/a

In 2021, banks targeting entrepreneurs shared the most content on Twitter and Facebook, yet Instagram generated the highest levels of engagement per post.











Posts on Instagram averaged 55 engagements per posts, whereas Twitter averaged 6 and Facebook 4.



Diving into specific companies, Futurpreneurs and DBC are the most active companies on social media both posting on Twitter daily.

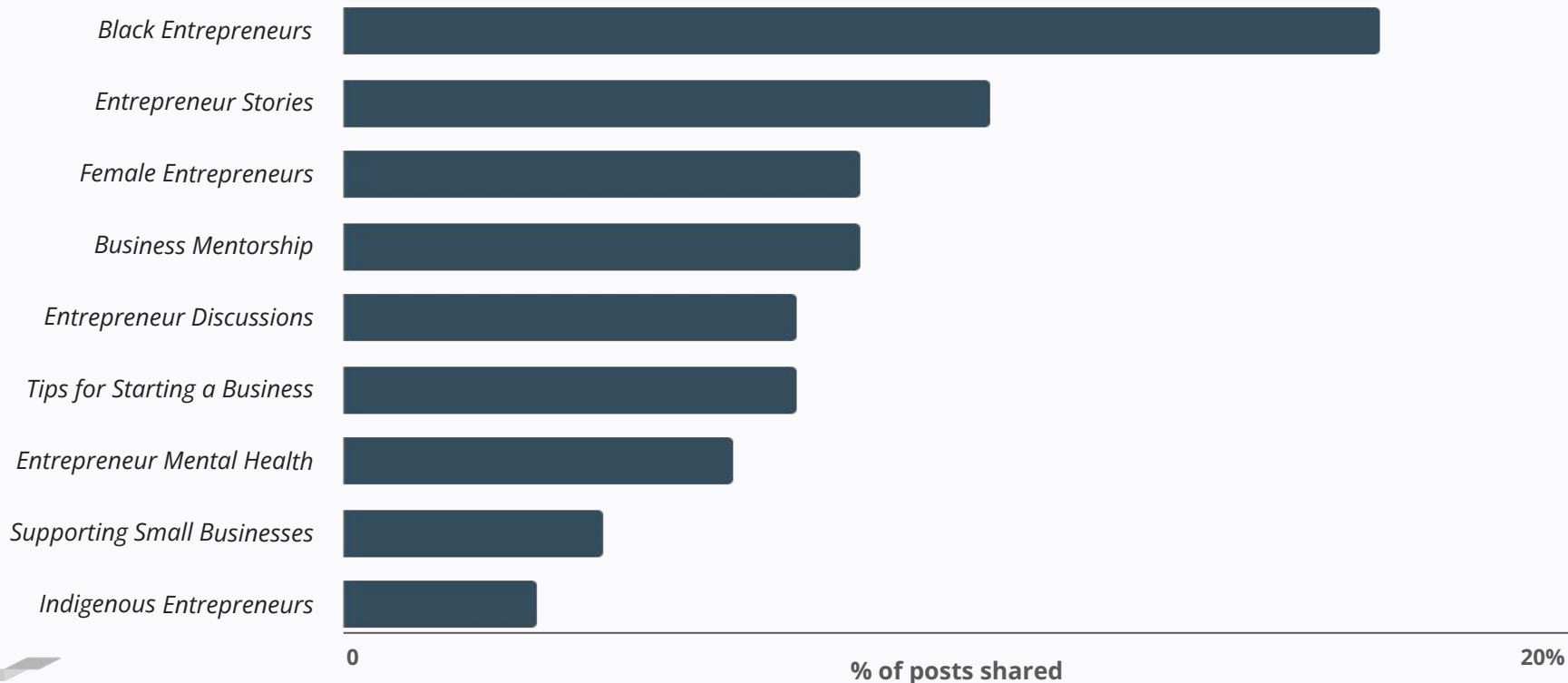
Posting Frequency, per week							
	RBCx	n/a	4	n/a	n/a	n/a	n/a
	RBC Owner	>1	1	>1	n/a	>1	n/a
	Insight Edge for SMB	n/a	n/a	n/a	n/a	n/a	n/a
	CIBC Biz Hub	n/a	n/a	n/a	n/a	n/a	n/a
	Smart Banking for Business	n/a	n/a	n/a	n/a	n/a	n/a
	Indigenous Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Black Owned Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Sustainable Future Lab	0	7	3	n/a	3	n/a
	futurpreneur	5	8	4	>1	n/a	n/a
	Women Entrepreneurs	n/a	n/a	n/a	n/a	n/a	n/a
	TD Incubator	n/a	n/a	n/a	n/a	n/a	n/a
	BDC	8	8	4	>1	3	n/a

RBCx and Owner have 2.8% engagement rate (ER) on Twitter, which is typical for the accounts with lower number of followers — 490 and 438 (as of December 2021) respectively. On average, Instagram yields the highest ER with an average of 0.45%.

Engagement Rate							
	RBCx	n/a	2.8%	n/a	n/a	n/a	n/a
	RBC Owner	0.4%	2.8%	0.03%	n/a	0.5%	n/a
	Insight Edge for SMB	n/a	n/a	n/a	n/a	n/a	n/a
	CIBC Biz Hub	n/a	n/a	n/a	n/a	n/a	n/a
	Smart Banking for Business	n/a	n/a	n/a	n/a	n/a	n/a
	Indigenous Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Black Owned Banking	n/a	n/a	n/a	n/a	n/a	n/a
	Sustainable Future Lab	n/a	0.02%	0.12%	n/a	0.4%	n/a
	futurapreneur	0.1%	0.04%	0.02%	4K views	n/a	n/a
	Women Entrepreneurs	n/a	n/a	n/a	n/a	n/a	n/a
	TD Incubator	n/a	n/a	n/a	n/a	n/a	n/a
	BDC	0.01%	0.01%	0.01%	271	0.5%	n/a

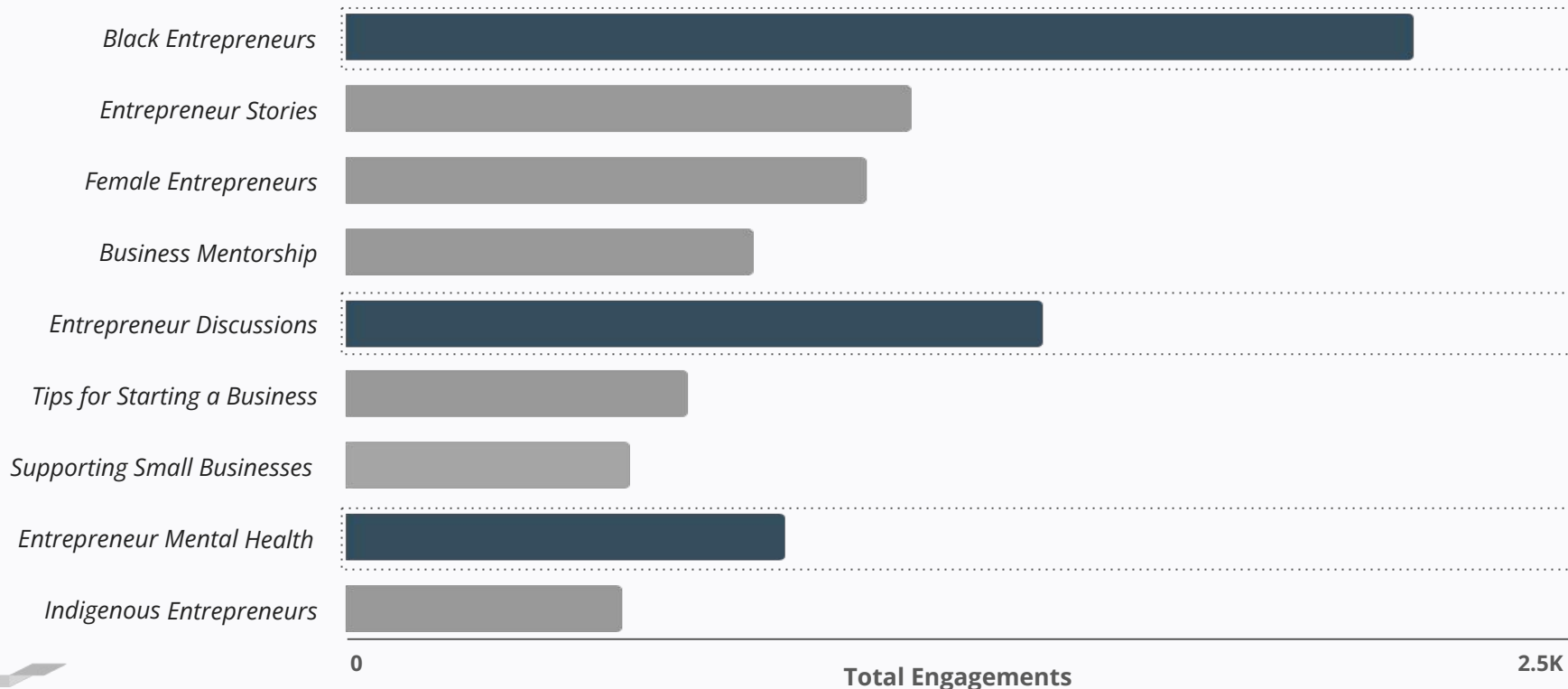
In 2021, posts celebrating or supporting black-owned businesses were the most popular type of business banking social media content. Other popular content topics included sharing entrepreneur stories, celebrating female entrepreneurs and providing business mentorship.

Most Popular Content Topics, 2021



The most engaging posts during this time period were posts that celebrated or supported Black-owned businesses, featured interviews with entrepreneurs, or shared tips for mental health for entrepreneurs.

Most Engaged Content Topics, 2021



1. Black Entrepreneurs

The aim of this content is to celebrate and support Black entrepreneurs and provide opportunities for Black voices in the business community to be heard.



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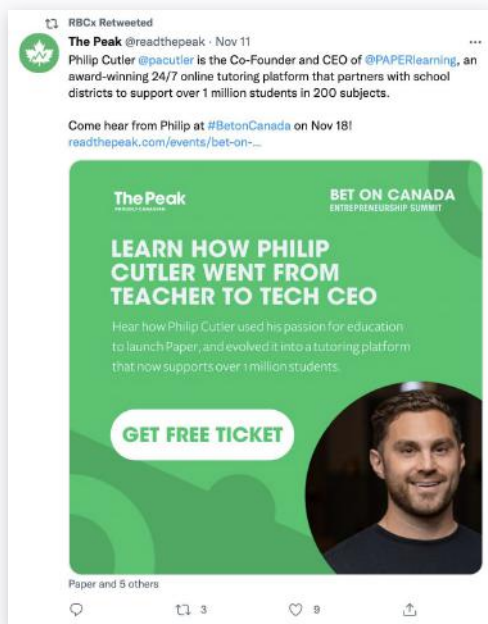
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2. Entrepreneur Stories

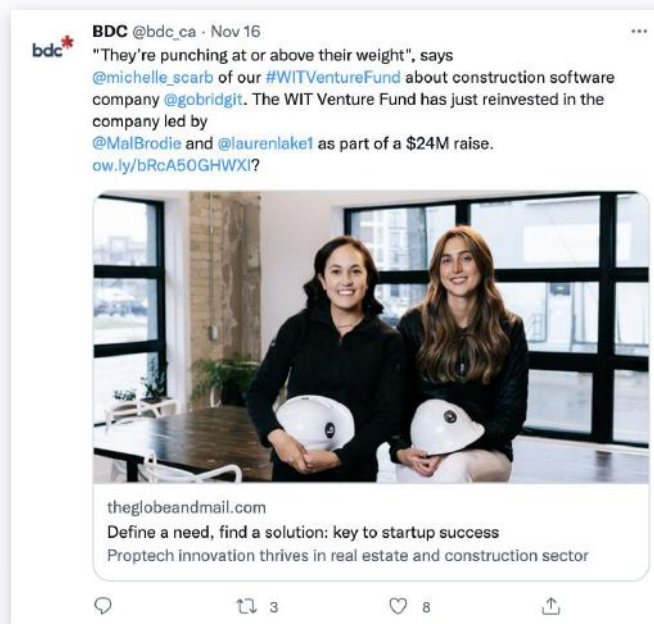
Content spotlights the stories of entrepreneurs, exploring their experiences and lessons learned through interviews, videos and webinars.



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3. Female Entrepreneurs

Content aims to empower and celebrate women entrepreneurship and provide resources for women's success in business.



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4. Business Mentorship

Business mentorship content educates entrepreneurs with valuable insights and equips them with resources to help grow their businesses, improve sales and plan for the future.

BDC
@bdc_ca

Looking to get more competitive and profitable? Learn how to implement tech solutions effectively.
ow.ly/Hhc250DjXhX

#BusinessTips #Technology



bdc.ca
Free webinar February 9 at 12:30 p.m. (EST) Register today!

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Pinned Tweet
BDC @bdc_ca · Dec 13

Check out our most popular articles of the year. This selection is full of valuable tips for #entrepreneurs.
#BusinessTips ow.ly/Acct50H8qc6




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Ownr
@OwnrCo

What is breakeven point? How do you conduct a breakeven analysis for your business?

Check out our latest blog for more on the importance of breakeven point for business owners, how to conduct analyses, and how these can inform your business decisions.



ownr.co
The Importance of Breakeven Point for Business Owners | Ownr
A comprehensive guide to conducting a breakeven analysis and applying the findings to ensure your business's profitability.

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5. Supporting Small Businesses

Content provides ways in which viewers can support local small businesses, and celebrate the achievements of small Canadian businesses.



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6. Entrepreneur Mental Health

Content aims to encourage more people in the entrepreneurial community to speak openly about their struggles with mental health and help destigmatize this topic. Top posts feature interviews with prominent entrepreneurs discussing their personal experiences and on how they prevent burnout.



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7. Indigenous Entrepreneurs

Banks support and celebrate Indigenous business owners by sharing Indigenous small-business spotlights, interviewing Indigenous entrepreneurs and sponsoring programs designed to help Indigenous entrepreneurs access funding and grants.



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8. Tips for Starting a Business

Content provides entrepreneurs and those aspiring to become entrepreneurs with insights on starting a business and whether or not they are suited to the lifestyle. Additionally, brands provide valuable templates, guides, and toolkits to help them successfully launch a business.



Owyr
@OwyrCo

Think you don't have enough time to start a business? With Owyr, you've got this.

Register or incorporate your business in minutes and keep your company compliant.

- 1 Find your business name
- 2 Fill out your business details
- 3 Pay and submit your registration online
- 4 Sign your business documents with our e-signature tool

0:04 | 27 views

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Owyr
@OwyrCo

If you're new to entrepreneurship, you will have to determine if you need a Master Business Licence. We cover everything you need to know about getting one in [#Ontario](#) in this helpful guide.



ownr.co

How to Get a Master Business Licence in Ontario | Owyr

When starting a business, it's important to meet the legal requirements to operate. Getting your master business licence is an easy and important step.

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Futurpreneur Canada
@Futurpreneur

Futurpreneur's Rock My Business series is back! Our **THREE** free digital workshops will walk you through refining your idea, developing a basic business plan and forecasting cash flow. Plus: You may be eligible to apply for 1 of 8 awards valued at \$10,000.

Rock My Business Series
La série Cap sur mes affaires



futurpreneur

Supported by 585 Small Business Loans
Financement par 585 Petites Entreprises

ROCK My Business
Fondation

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9. Conferences and Webinars

Many banks draw their followers' attention to various online conferences, forums, and webinars to help acquaint their followers with relevant knowledge and introduce them to online business communities.



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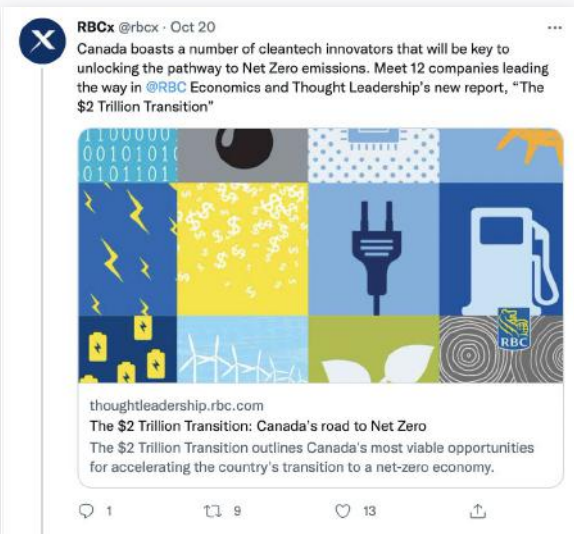
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10. Sustainability

Sustainability is a popular topic leveraged by many companies, which shines through the policy updates, educational webinars, or highlighting businesses helping to tackle environmental problems.



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11. Promos

Some companies support businesses they helped launch or consulted by sharing promos that drive sign-ups and purchases.

Ownr @OwnrCo · Nov 1

Vistaprint has everything you need to feel professional, prepared, and plugged-in. Now, Ownr users can access an exclusive 20% discount on Vistaprint's whole range of products.

Check out ownr.co/resources/perks to unlock this and other great offers for entrepreneurs.



20% OFF
Vistaprint's whole range of products

vistaprint ownr

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Ownr @OwnrCo · Nov 5

In the business of home renovations? Our friends over at [@SmartReno.com](https://SmartReno.com) are giving Ownr users an exclusive offer of 25% off their first year on the platform.

Check out ownr.co/resources/perks to unlock this and other great offers!



25% OFF*
Your first year on Smart Reno

Smart Reno ownr

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Accelerator Centre @AC.Waterloo · Dec 1

Take control of aging with comprehensive at-home testing and evidence-based recommendations for longevity. Gain early access to [@age_rate's](https://age-rate.com) Beta and get up to 50% off now!



age-rate.com
AgeRate | The Longevity Company
AgeRate offers at-home epigenetic testing so you can monitor your biological age, discover the root causes of aging and receive ...

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12. Achievements

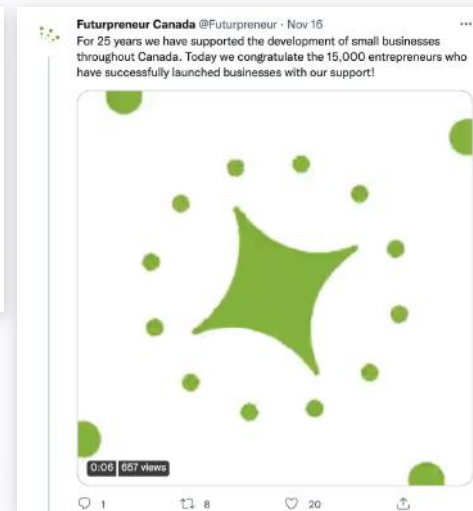
Companies share their milestones and achievements as well as numbers of businesses they helped to launch — it's a popular message leveraged in both organic and paid content.



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13. Market Trends and Outlooks

To build credibility, engage and educate their audiences, many companies share market trend reports and outlooks on their Twitter accounts.



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14. Policy Commentary

Some banks aim to engage Twitter users to participate in federal policy discussions and also share their opinion on the matter.



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15. Podcasts

Companies leverage their Twitter audiences to drive listeners to the podcasts they either create or attend as guest speakers.



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The following were the top performing competitor posts on **Twitter** in 2021:

Promoting Virtual Summit



RBCx sponsored The Peak's Virtual "[Bet on Canada](#)" virtual summit which was an event for entrepreneurs, innovators and decision makers from across Canada to tell their stories and "inspire the next generation of Canadian business leaders".

Entrepreneur Interview



RBCx shared a link to The Peak's Virtual "Bet on Canada" virtual summit live interview with Marie Chevy, the Founder & CEO of Sampler Business.

Tech Leader Panel Discussion

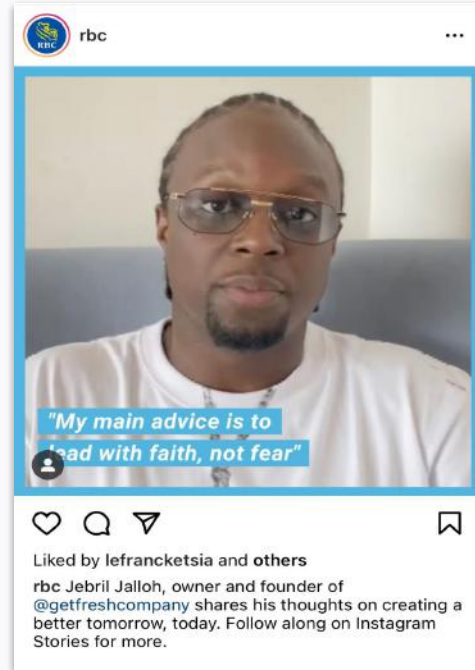


RBCx celebrated the launch of [Hub350](#) — "the Gateway to Canada's Largest Technology Park", and hosted a panel discussion with Canadian tech leaders.



The following were the top performing competitor posts on **Instagram** in 2021:

Black Entrepreneur Feature



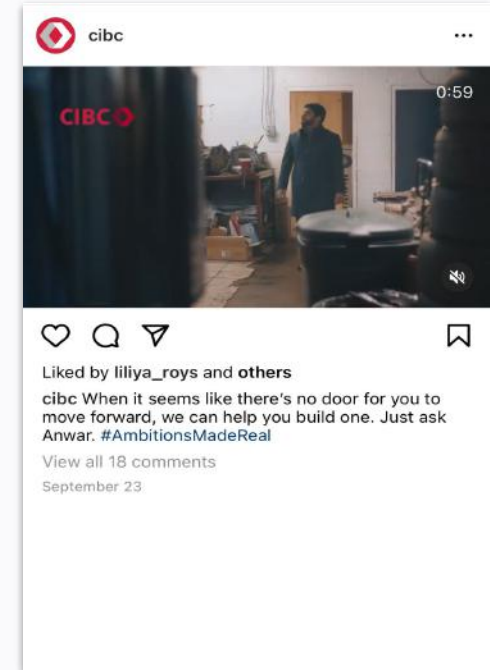
To celebrate Black History Month, RBC interviewed a series of successful Black entrepreneurs to discuss their hopes for creating a better tomorrow.

Indigenous Entrepreneur Grant



In honour of Indigenous Entrepreneurship, RBC was the co-presenting sponsor of the [Pow Wow Pitch](#)—a business competition for Indigenous entrepreneurs to pitch their businesses for a chance to win cash prizes.

Featuring an Entrepreneur's Story



The CIBC [Memento Project](#) features the stories from clients and entrepreneurs who CIBC has helped to make their ambitions real.



The following were the top performing competitor posts on **Facebook** in 2021:

Celebrating Female Entrepreneurs



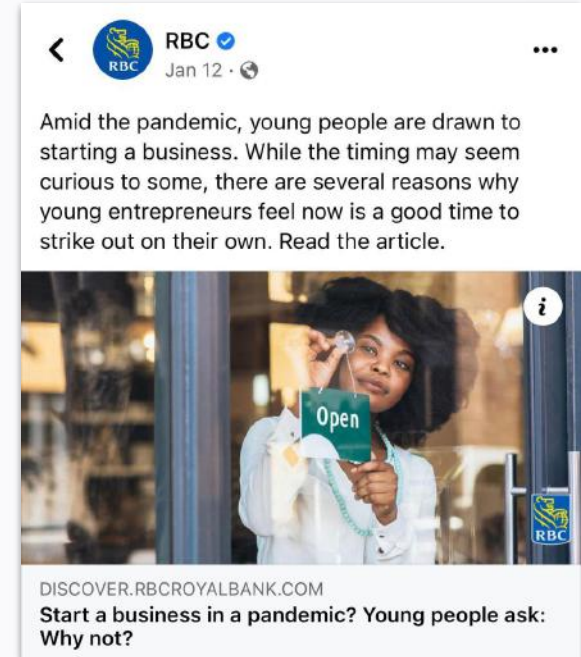
Futurpreneur shared an article that featured one of their board members and the founder of Knixwear, Joanna Griffiths, for successfully raising \$53M of funding while pregnant.

Indigenous Entrepreneur Grant



In honour of Indigenous Entrepreneurship, RBC was the co-presenting sponsor of the [Pow Wow Pitch](#)—a business competition for Indigenous entrepreneurs to pitch their businesses for a chance to win cash prizes.

Starting A Business Article

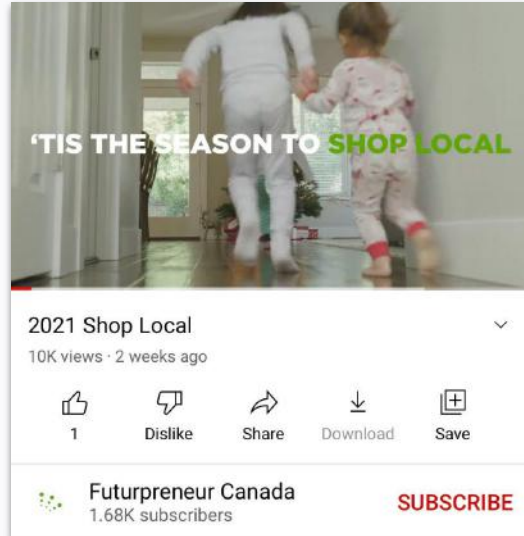


RBC shared a link to their [blog post](#) on Facebook about the rise in young entrepreneurs during the pandemic.



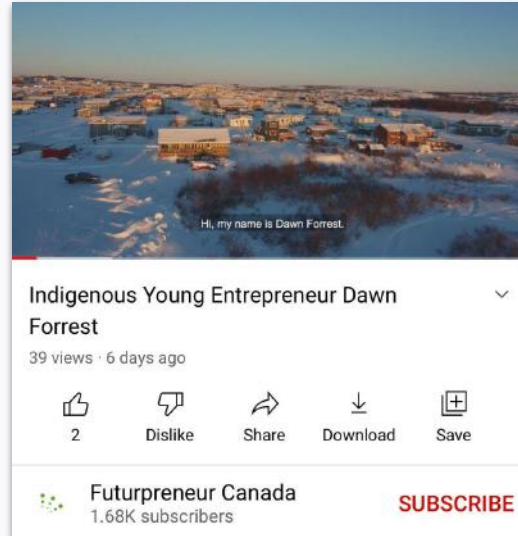
The following were the top performing competitor posts on **YouTube** in 2021:

Shop Local



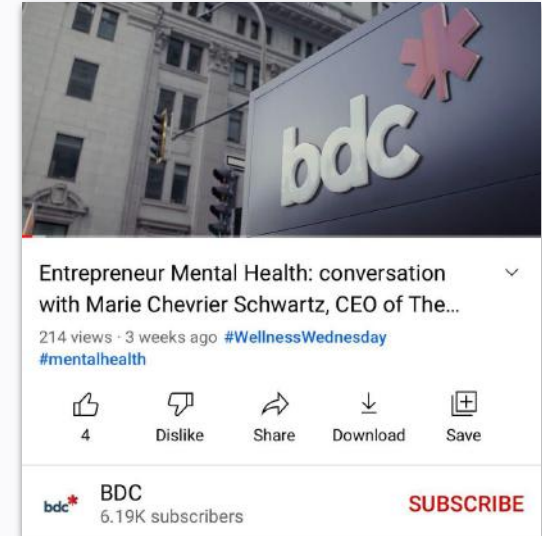
Futurpreneur's "2021 Shop Local" YouTube video celebrates small business owners in Canada, highlights how they have helped over 1,500 young entrepreneurs and encourages Canadians to shop local over the holiday.

Indigenous Entrepreneur Feature



Futurpreneur spotlights Indigenous Young Entrepreneur, Dawn Forrest and her story as a small business owner and her experience as an Indigenous entrepreneur.

Discussing Mental Health



BDC shares a series of YouTube videos on the mental health of entrepreneurs. In this video, Marie Chevrier Schwartz, the CEO of TheSamplerApp, discusses her experience with mental health and what it means to her.

From Jan. '21 to Nov. '21, Futurpreneur's website blogs and business resources traffic made up **42%** of its total web traffic.

Top evergreen content pieces include a business plan writer and education blog posts about taxes for independent contractors, explaining financial literacy, how to implement your products in retail stores and KPIs for growth.

19,226

Monthly Average Business
Blog & Resource Page Visits
from Jan. '21 - Nov. '21

Top Non-Branded Keywords:

independent contractor
taxes canada

financial literacy

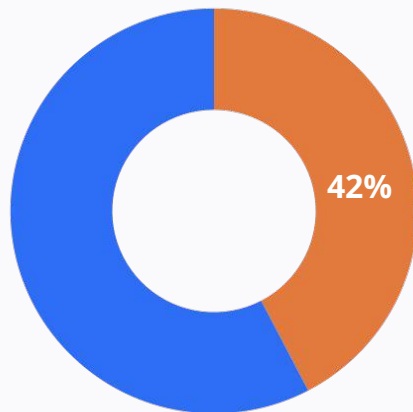
business plan template

growth kpis

business plan writer

Traffic Share Breakdown

Jan. '21 - Nov. '21



● Blogs & Business Resources

● Other

Top Business Blogs & Resource Pages % of Total Traffic Share

[Business Plan Writer](#) 6.02%

[Common Tax Mistakes](#) 5.60%

[The Meaning of
Financial Literacy](#) 3.14%

[How to Land Your
Product onto Retail
Shelves](#) 1.95%

[KPIs for Growth](#) 1.72%

These 5 pages account for 18% of
Futurpreneur's total web traffic.

From Jan. '21 to Nov. '21, BDC's website blogs and business resources traffic made up **76%** of its total web traffic.

Top evergreen content pieces include business templates, tools and checklists and education blog posts about taxable expenses, hascap, and how to price your products.

326,738

Monthly Average Business
Blog & Resource Page Visits
from Jan. '21 - Nov. '21

Top Non-Branded Keywords:

pricing strategy

business plan template

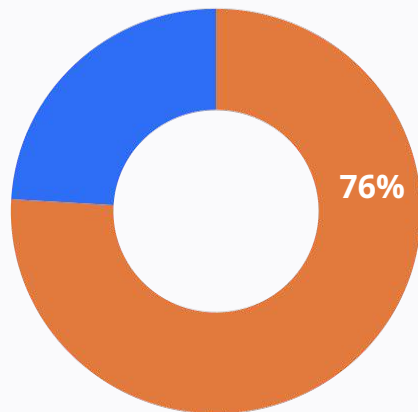
hascap

working capital ratio

hascap loan

Traffic Share Breakdown

Jan. '21 - Nov. '21



● Blogs & Business Resources

● Other

Top Business Blogs & Resource Pages

% of Total Traffic Share

[Templates and Business Guides](#) 3.62%

[Tax Deductible Expenses](#) 2.39%

[hascap](#) 2.24%

[How to Price your Product](#) 1.60%

[Business Loan Calculator](#) 1.14%

These 5 pages account for 11% of BDC's total web traffic.

From Jan. '21 to Nov. '21, Ownr's website blogs and business resources traffic made up **34%** of its total web traffic.

Top evergreen content pieces education blog posts about side hustles, small business grants by province, niche markets and business structure best practices.

25,720

Monthly Average Business
Blog & Resource Page Visits
from Jan. '21 - Nov. '21

Top Non-Branded Keywords:

side hustle ideas

how to make money online

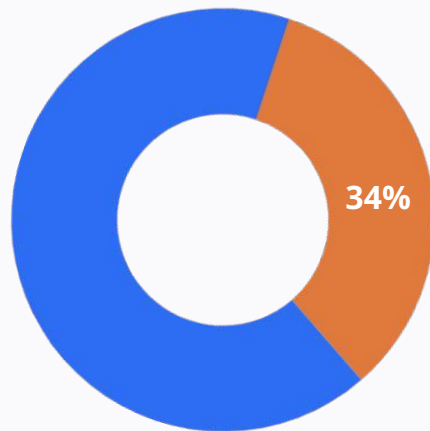
how to write a mission
statement

register a business in
ontario

sole proprietorship ontario

Traffic Share Breakdown

Jan. '21 - Nov. '21



● Blogs & Business Resources

● Other

Top Business Blogs & Resource Pages % of Total Traffic Share

[12 Ways to Make Money Online](#) 19.45%

[20 Side Hustle Ideas](#) 8.33%

[Small Business Grants](#) 3.90%

[What is a Niche Market?](#) 2.34%

[Sole Proprietorship vs Corporation](#) 1.84%

These 5 pages account for 36% of Ownr's total web traffic.

Key Takeaways

RBC, CIBC, TD, and BDC organically engage with entrepreneurs in Canada through the following ways:

- **Social Channels:** Twitter is the most popular social media platform for banks targeting entrepreneurs, followed by LinkedIn and Facebook. Only Ownr (by RBC), Sustainable Future Lab and BDC have Instagram accounts and only Futurepreneur and BDC post videos on YouTube. In 2021, banks targeting entrepreneurs shared the most content on Twitter and Facebook, yet Instagram generated the highest levels of engagement per post.
- **Content Messaging:** In 2021, posts celebrating or supporting black-owned businesses were the most popular type of business banking social media content. Other popular content topics included sharing entrepreneur stories, celebrating female entrepreneurs, providing business mentorship, interviews with entrepreneurs and panels featuring successful entrepreneurs, tips for starting a business, discussion of entrepreneur mental health, celebrating and supporting small business and Indigenous entrepreneurs.
- **Blog Content:** From Jan. '21 to Nov. '21, business blogs and business resources traffic made up 42%, 76%, 34% of Futurepreneur's, BDC's, and Ownr's total web traffic, respectively. Top performing content pieces focused on the following topics: taxes in Canada, financial literacy, business plan templates, identifying growth KPIs, pricing strategies, hascap loans, working capital ratio, side hustles, mission statements, and registering a business.