

OBA Social Media Report

OBA in comparison to a selection of
other major state banking associations

As of Oct. 17, 2024

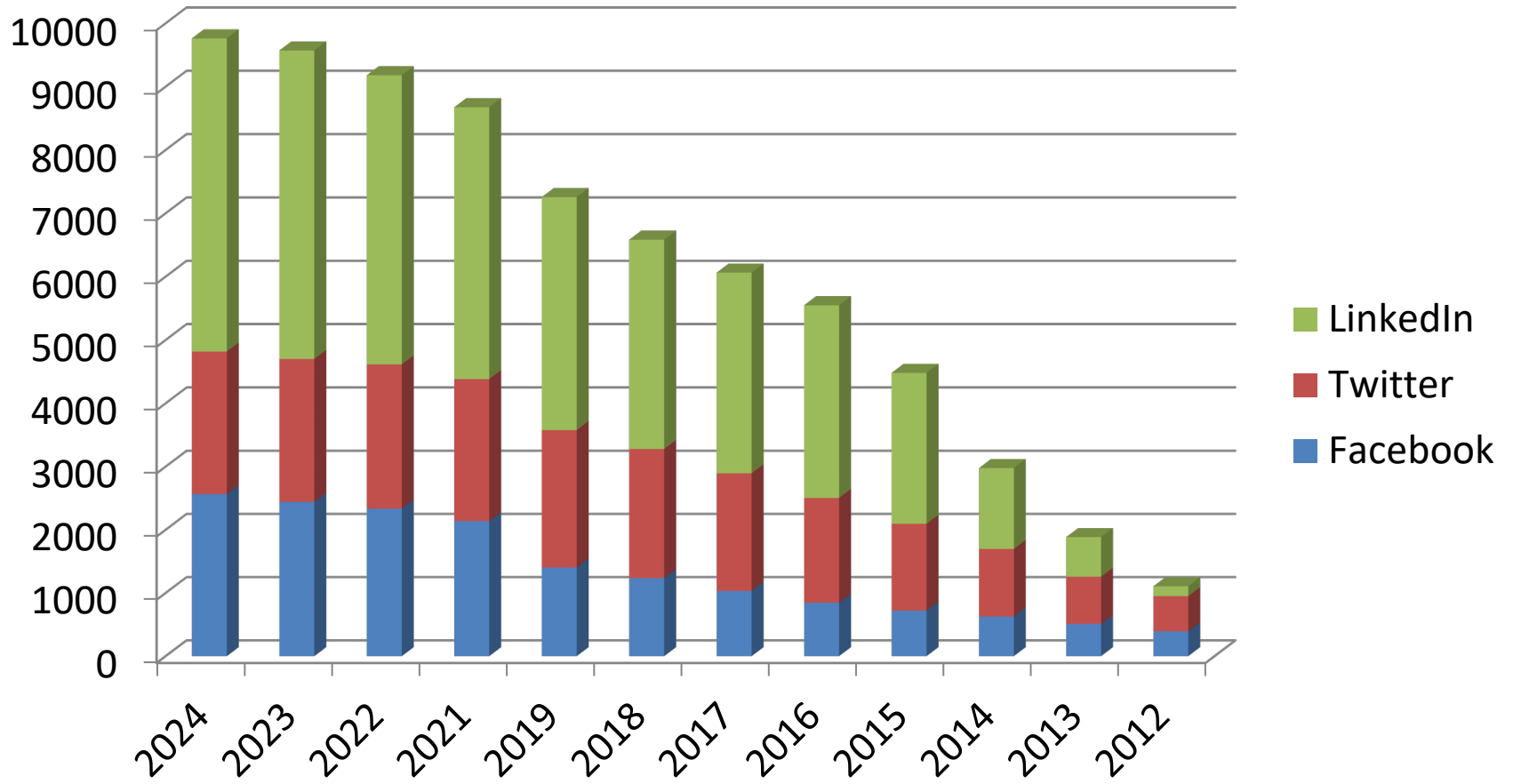


O K L A H O M A
B A N K E R S
A S S O C I A T I O N

Total Reach Across All Platforms

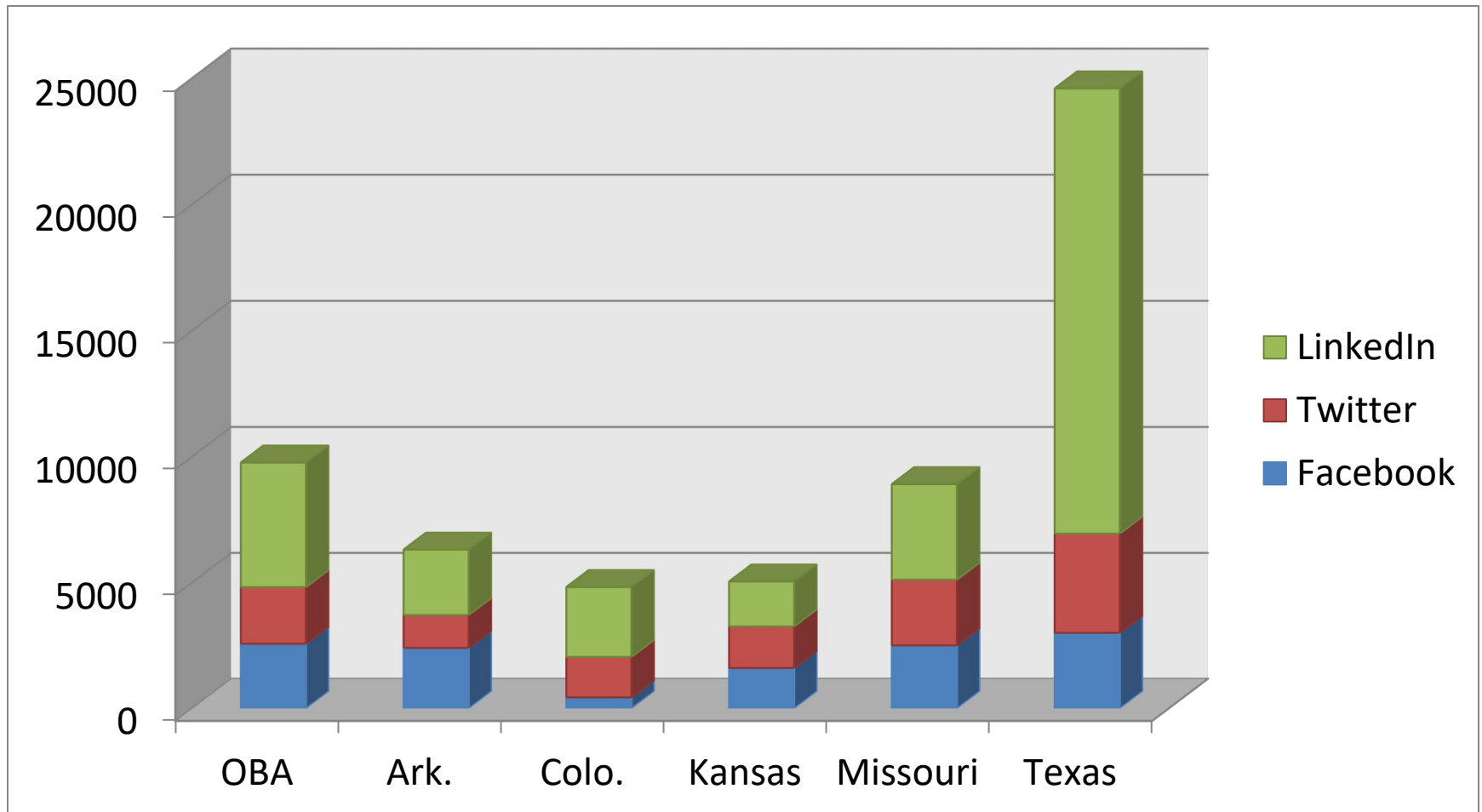
Twitter followers, Facebook likes, LinkedIn followers

(OBA Compared to previous years)



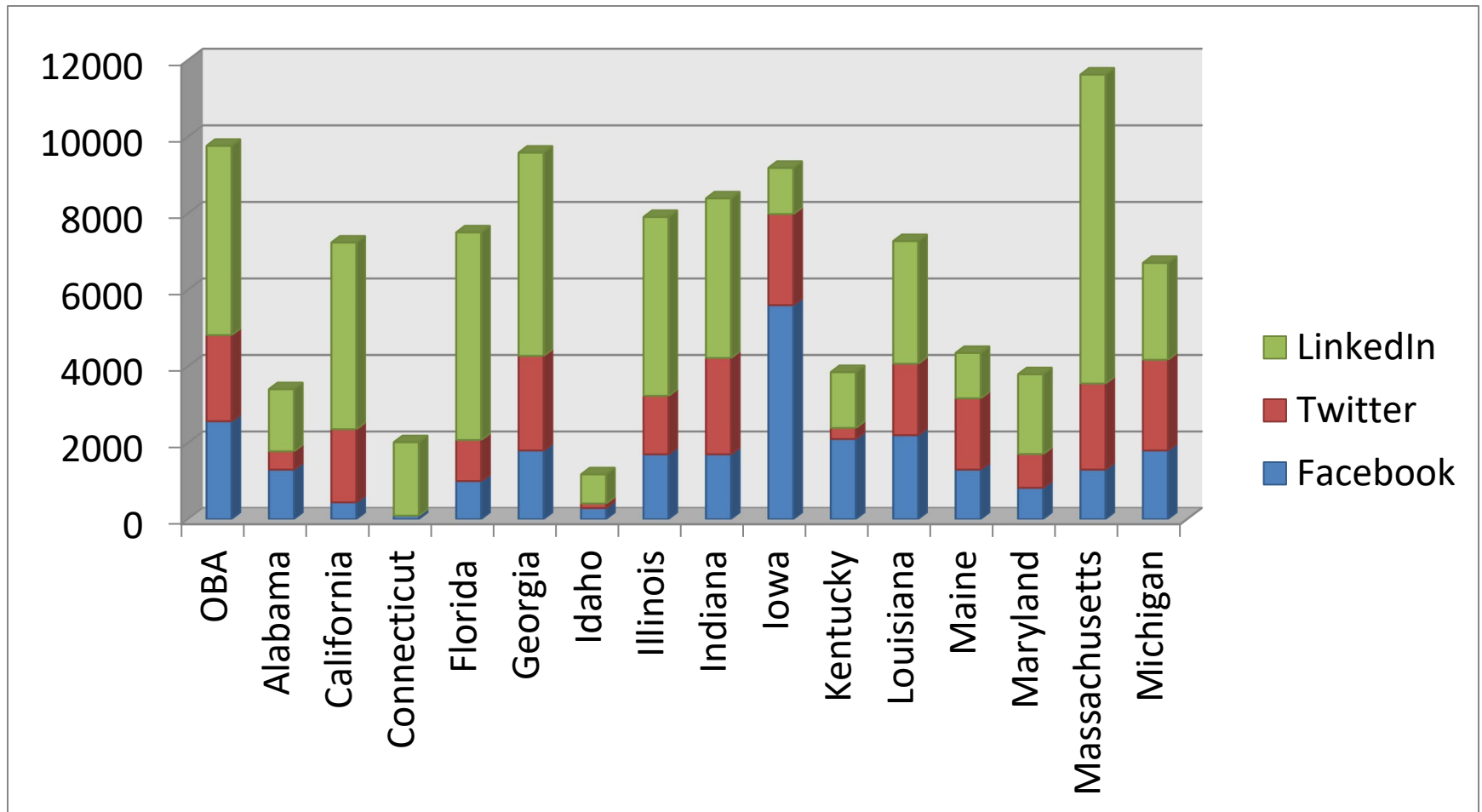
Total Reach Across All Platforms

Twitter followers, Facebook fans, LinkedIn followers
(Neighboring states)



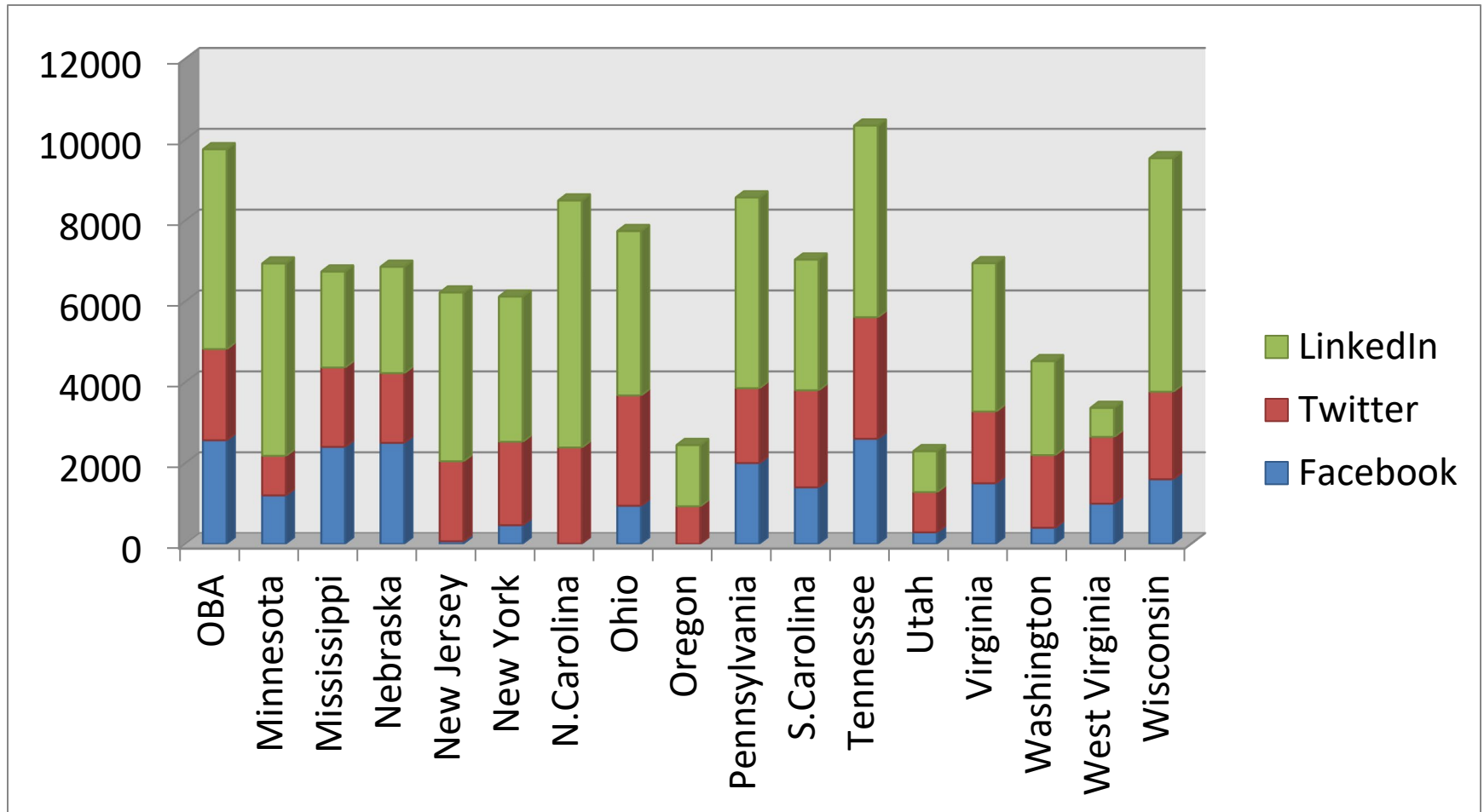
Total Reach Across All Platforms

Twitter followers, Facebook likes, LinkedIn followers
(Alphabetical)



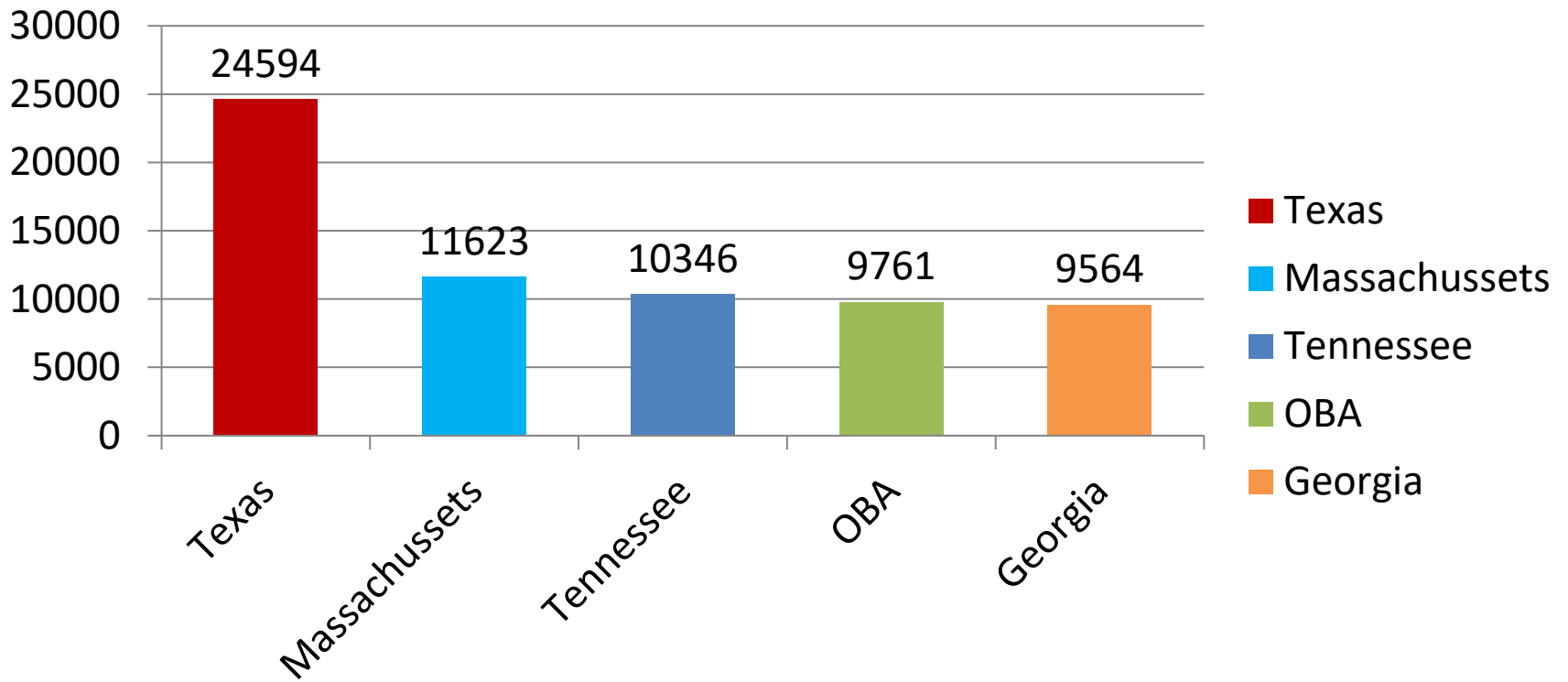
Total Reach Across All Platforms

Twitter followers, Facebook likes, LinkedIn followers
(Alphabetical)



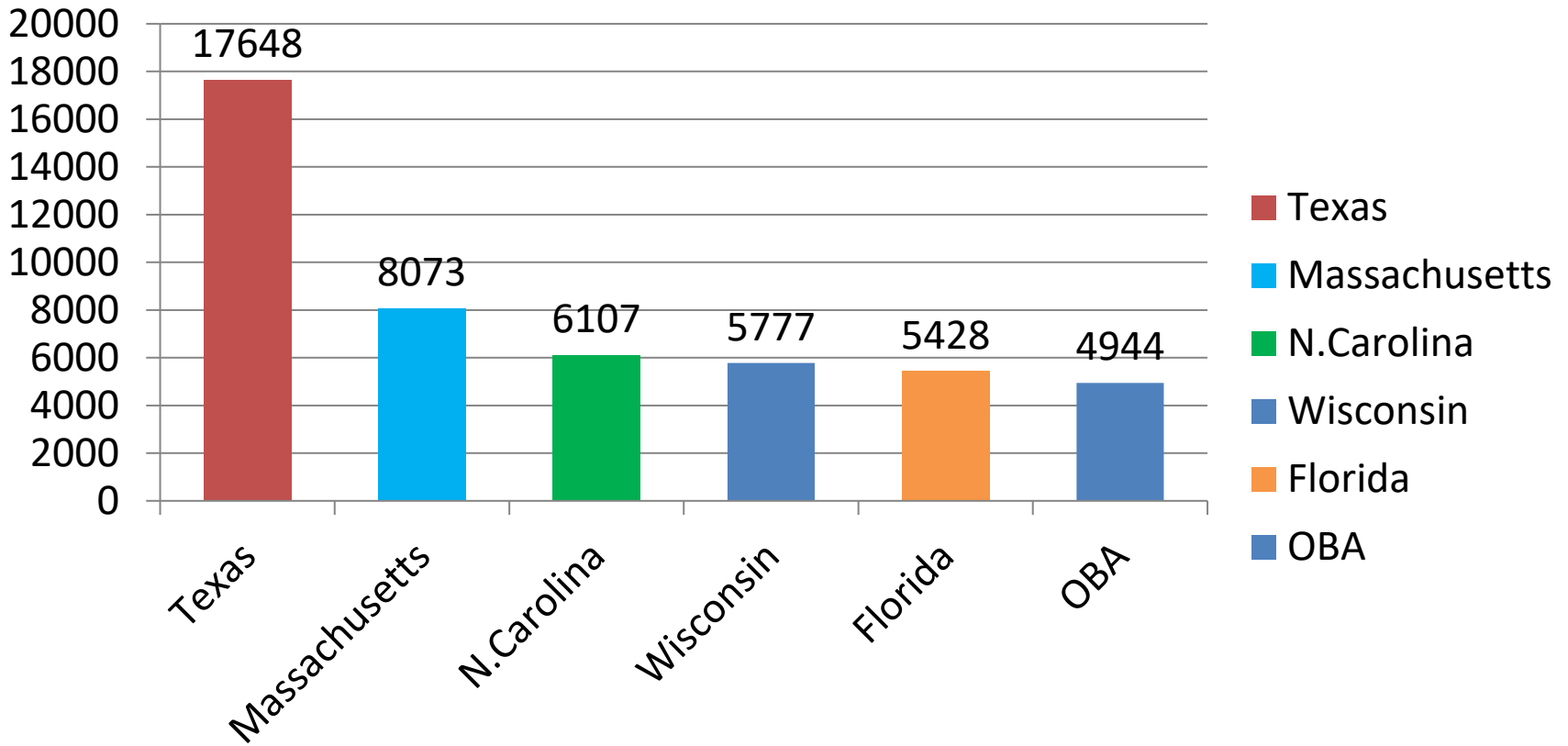
Top Associations in Social Media

Measured in Facebook likes, Twitter followers and LinkedIn followers



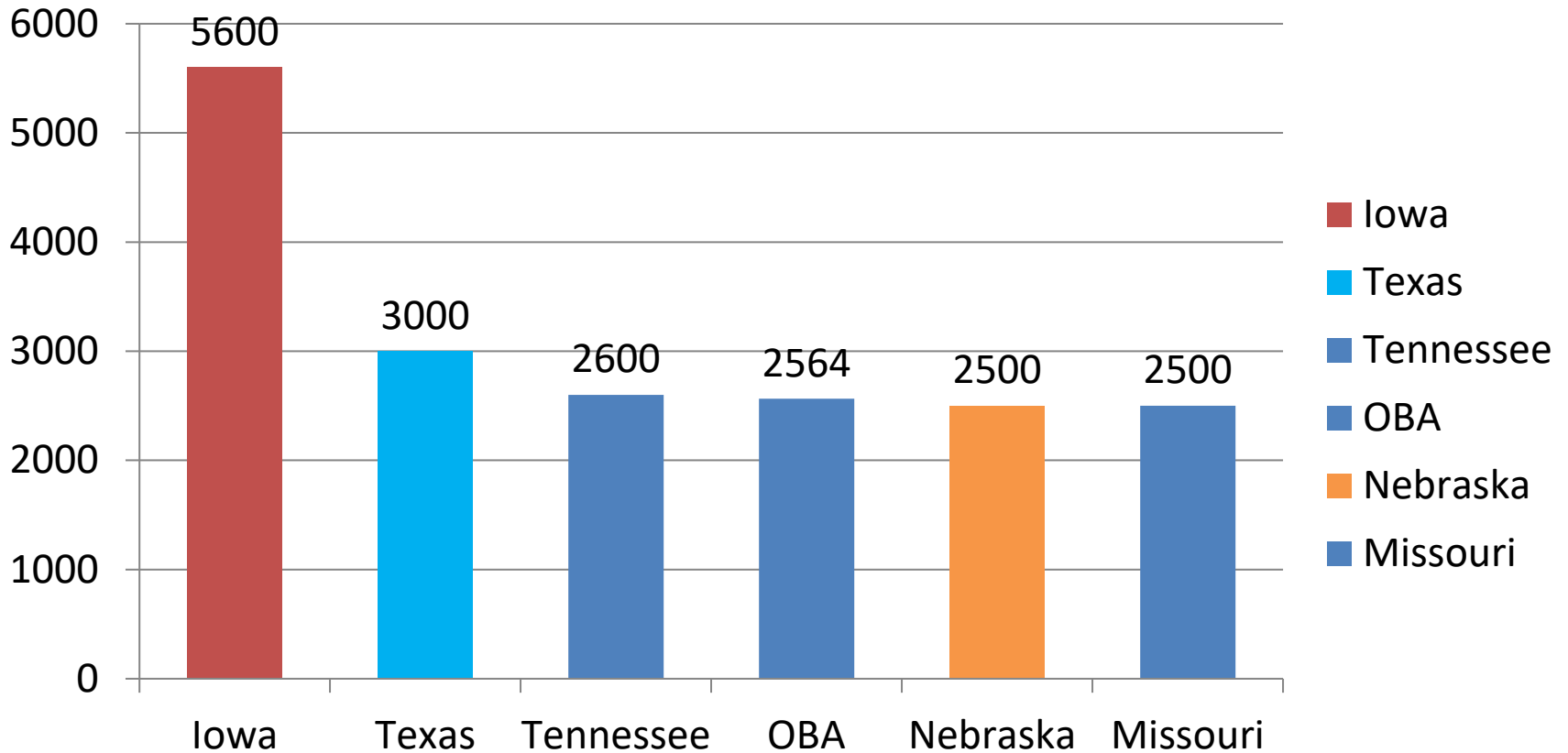
Top Associations on LinkedIn

Measured by LinkedIn Followers



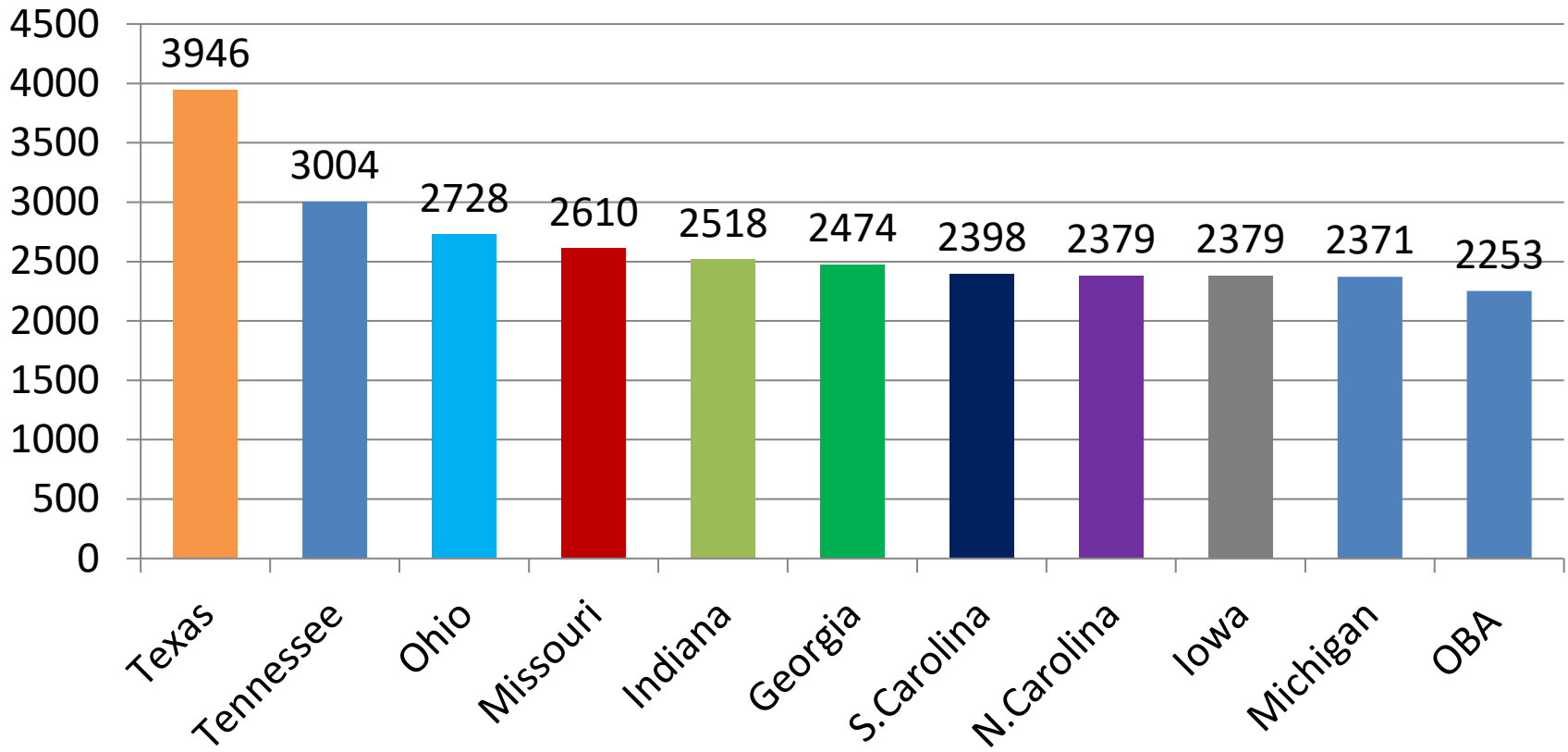
Top Associations on Facebook

Measured by Facebook Likes



Top Associations in X

Measured by X followers



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