

# People's Bank Achieves 50,000 YouTube Subscribers



People's Bank has achieved a significant milestone by reaching 50,000 subscribers on their YouTube channel, making it the highest among financial institutions in the country. The bank has a track record of being a pioneer in the banking industry and has consistently adopted digital platforms such as Facebook, Instagram, TikTok, LinkedIn, and Twitter to connect with its audience. This achievement on YouTube is a testament to the bank's commitment to utilizing various social media channels for effective communication and customer outreach.

The bank's YouTube channel has become a valuable source of information for customers, providing insights into financial literacy and the bank's operations. The bank's strategic use of social media platforms reflects its proactive stance in adapting to the changing customer interaction and communication landscape. People's Bank's dedication to digital engagement continues to set a benchmark for the financial industry in Sri Lanka.