

A SOCIAL DIVIDE IN THE CITY

MINING FOR IMPACT

ANNUAL FTSE 100 SOCIAL MEDIA PERFORMANCE INDEX

SEVENTH EDITION



All FTSE 100 companies
reviewed



637 Posts analysed
across 4 platforms



2.04m Engagements
recorded

Executive Summary

The seventh edition of FTI's Social Divide in the City report reveals new insights relating to the social media performance of the UK's FTSE 100 companies, with paid-for activity on the rise, and the mining sector in particular coming to prominence with impactful content and a focus on engagement.

We were pleased to have been joined this year in assessing 2018's full- and half-year results reporting by Dr Pawel Bilinski of the Centre for Financial Analysis and Reporting at London's Cass Business School. Reviewing our performance data for each constituent of the FTSE 100 alongside the share price performance and analyst ratings pre- and post-results for the last five years, Dr Bilinski argues that social media communications around results can lead to a stronger price reaction, particularly for firms with high retail ownership, while Twitter plays a role in investors reacting more strongly to news content.

Our analysis leads us to suggest that, while positive news is more likely to be communicated on social media than negative news, where negative news exists, posting on Twitter can help to minimise the impact of a negative price reaction. We can therefore say that companies use social media in a strategic way to communicate with investors when they know there's a positive story to tell, but should also be making sure to create content when performance is worse than expected.

In a year when the overall number of results-related posts declined, engagement increased markedly as corporates deployed video, live streaming and more dynamic content to land their messages, making strategic choices about the volume and cadence of messaging. For every results-related post shared on Twitter, for example, the average engagement was 160 likes, re-tweets or comments.

There is no doubting the importance of social media in communicating results for some of the UK's largest companies – and given the prominence again of themes such as video and people-focused content, we can be reassured that the FTSE 100 continues to invest and grow confidence in social media as a major tool for reaching all corporate and financial stakeholders.

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RESEARCH OVERVIEW

In order to evaluate the performance of FTSE 100 companies, FTI analysed the social media activity of each FTSE 100 constituent on the four social media platforms most relevant, in our view, to corporate and financial communications – Twitter, LinkedIn, YouTube and Instagram – at the time of its latest full-year and half-year results announcement. The identified results-related activity was measured using three metrics: volume, quality and impact. Scores were given for each component, which in turn generated an aggregate score. More information on the methodology can be found on page 18.

INDEX RANKING METHODOLOGY



1. Volume

Number of results-related content:

- Tweets
- LinkedIn posts
- YouTube videos
- Instagram posts

2. Quality

Overall quality of all results-related content on Twitter, LinkedIn, YouTube and Instagram

3. Impact

Total number of interactions with results-related content, specifically:

- Twitter (re-tweets, likes, comments, video views)
- LinkedIn (comments, likes, shares)
- YouTube (likes, dislikes, comments, video views)
- Instagram (likes, comments)

FTSE 100 index: Top 20

1	BHP	
2	Diageo	
3	Aviva	
4	Anglo American	
5	BP	
6	Glencore	
7	Royal Dutch Shell	
8	GlaxoSmithKline	
9	Rio Tinto	
10	Lloyds Banking Group	
11	British Land Company	
12	Royal Bank of Scotland Group	
13	Sage Group	
14	HSBC Holdings	
15	Johnson Matthey	
16	RSA Insurance Group	
17	Tui	
18	Barclays	
19	Smurfit Kappa	
20	Landsec	

Ups and downs over the previous year

Places	Company
+41	Experian
+32	Taylor Wimpey
+27	Imperial Brands

Places	Company
-84	Fresnillo
-64	EVRAZ PLC
-49	GVC Holdings

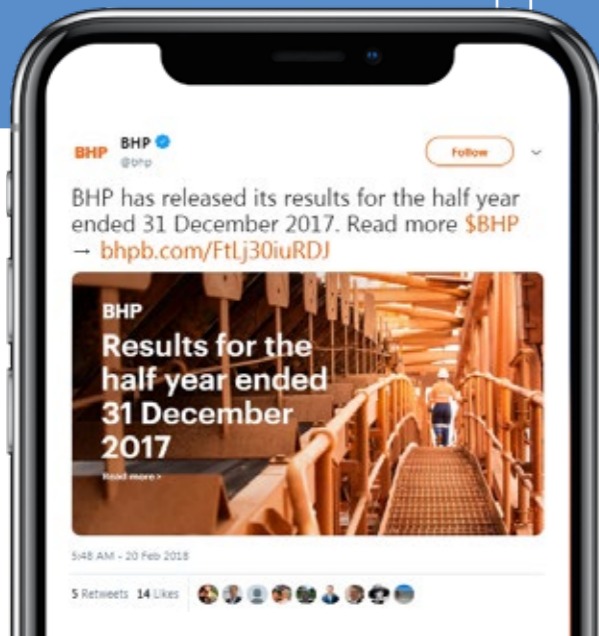
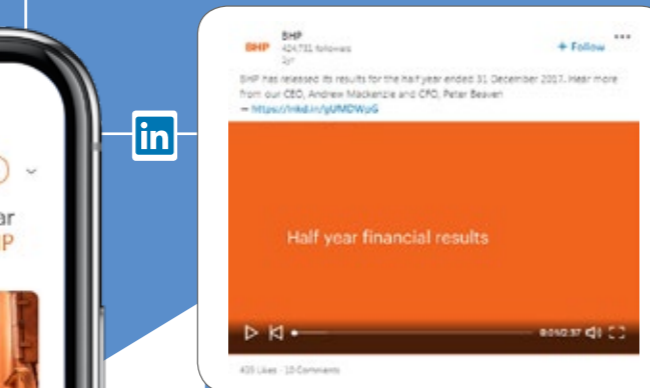
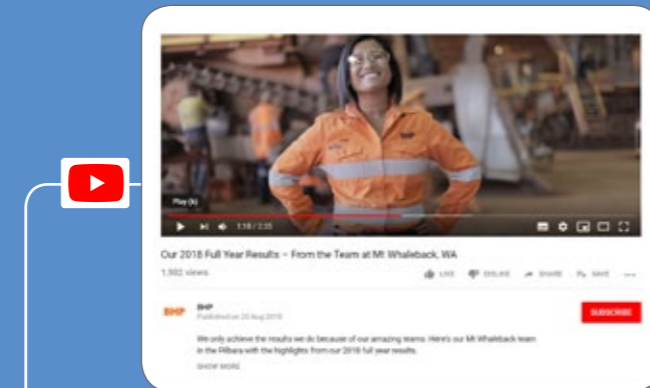
Highlights

Audience interaction with results content on Twitter increased substantially year-on-year, more than doubling to an average of 160 likes, re-tweets and comments per post, up from 72 the previous year. On LinkedIn, the number of engagements increased even more significantly, up from an average of 105 to 567 per post.

BHP

With Diageo taking the top spot in our performance review for the last two years, how did BHP deploy its resources so effectively to rank first in our assessment?

In addition to posting an innovative mix of visually synchronised and dynamic assets, BHP used video content to present diverse narratives – including highlighting spokespeople, employee voices and showcasing key results figures. Through this content strategy, BHP extended the moment of the announcement, avoided posting repetitive content and engaged multiple audiences. Employee-led content was the standout performer, with the highest performing video showing employees from various locations sharing the organisation's results.



The diamonds in the rough

Four of our top ten companies sit within the mining and commodities sector. Anglo American, Glencore and Rio Tinto all delivered strong performance, facilitated by strong engagement and a good mix of visual assets. Consistency and innovation worked in partnership here – while content formats and design varied for each set of results, an excellent quality of output was seen across the year.



Video killed the Twitter-card star...

Previous Social Divide reports have identified the top spots held by organisations who excelled at creating engaging and attention-grabbing Twitter cards. In 2019, it was the use of video content that helped FTSE 100 companies crack the top ten. 12 of the 67 organisations active on Twitter used video content to showcase results. While BHP achieved the greatest engagement for video content, GSK highlighted its live results webcast across Twitter and LinkedIn, sharing dynamic and interesting video across both these channels and YouTube. Lloyds Banking Group highlighted in pre-results posts that it would be sharing a message from CEO António Horta-Osório, who was then featured in video content.



Why this matters: A view from Dr Pawel Bilinski, Cass Business School

Dr Bilinski of the Centre for Financial Analysis and Reporting Research at Cass Business School in London undertook research using the Social Divide data from the past five years to explore the connection between results communication on social media channels and the subsequent actions of investors and analysts. His findings reveal a correlation between the two, highlighting the importance of social media in results communication.



More information on this research is available on the *Cass Business School website*

Twitter communication increases price reaction to results announcements

Posts on Twitter increase price reaction to earnings news by 0.3% and the platform is a particularly useful for boosting the impact of small positive earnings news and reducing the negative price reaction to small negative earnings news.

Firms can increase impact by posting multiple times during the results period and stimulating engagement.

Twitter is key in influencing analysts

Analysts are more likely to upgrade a firm that communicates results on Twitter in a 30-day period after an earnings announcement has been made.

A strong presence on social media is particularly important for companies with retail investors

Where a company has a significant number of retail investors, just being present on social media increases price reaction to results announcements, with an average gain of 4.1% irrespective of the news content.

In addition, after the earnings announcement, retail investors are more likely to increase holdings in firms that communicate on social media. It seems retail investors perceive social media communication as a signal of a firm's commitment to higher transparency.

Strategies for impact

In this, our 7th edition of the Social Divide, we've seen various strategies for content year after year, including the strong performance of people-led content and video. This tells us that across social channels, these strategies are not a short-term trend or a fluke, but something larger. We've seen the consistent focus and performance of people-led content and video over the last few years. This tells us that, across social channels, these elements are not a short-term trend or a coincidence, but areas that should be considered as part of any strategy.



Investing in results

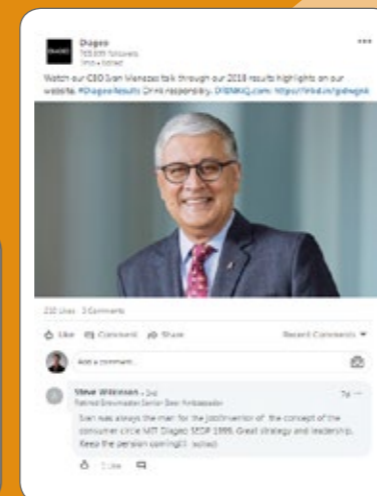
While we're unable to provide a definitive view on which companies deployed paid campaigning around results content, our experience tells us this is increasingly a part of strategic campaigns. Promoted results posts for Barclays, Aviva and Smurfit Kappa were spotted 'in the wild' and show that organisations are aware of the power of targeting key audiences with good news – and – based on these examples, stories of strong and steady leadership.



People-powered stories

Content that featured the human face of an organisation, both from leadership and from employees, performed strongly on LinkedIn and Twitter, with high impact videos used to explain results content and showcase good news.

In addition, content where employees engaged directly through shares and comments were recorded for several of our top ten, including Aviva, Lloyds Banking Group and Diageo. Engagement of this nature expands the reach of results content and aids positive perception.



Consistency of narrative

Standout content moved beyond figures to what results meant for the company, customers, and the world at large. Aviva used video to note how it had 'repaired enough cars to stretch from London to Newcastle', while other organisations used campaign and brand hashtags seen in other social media content to show how results linked to ongoing strategy.

Companies who performed in this year's Social Divide tend to make similar investments in both full and half-year results. This was seen throughout our top ten list. BP uses branded visuals that are refreshed each quarter but can be indexed through ongoing use of #BPResults while Diageo applies a consistent style to all results content across multiple channels, which dates back to 2016 and is easily identifiable within the channel feeds.



Top 10 by platform



- 1 Aviva
- 2 BHP
- 3 Diageo
- 4 BP
- 5 GlaxoSmithKline
- 6 Anglo American
- 7 Legal & General Group
- 8 RELX
- 9 British Land Company
- 10 Rightmove



- 1 Diageo
- 2 Anglo American
- 3 BP
- 4 Aviva
- 5 Kingfisher
- 6 ITV
- 7 Glencore
- 8 Informa
- 9 Next
- 10 GlaxoSmithKline



- 1 BP
- 2 Diageo
- 3 RELX
- 4 Anglo American
- 5 Aviva
- 6 GlaxoSmithKline
- 7 BHP
- 8 British Land Company
- 9 Barclays
- 10 G4S



- 1 BHP
- 2 Anglo American
- 3 Aviva
- 4 Rio Tinto
- 5 Diageo
- 6 British Land Company
- 7 Royal Bank of Scotland Group
- 8 Sainsbury's
- 9 ITV
- 10 Glencore

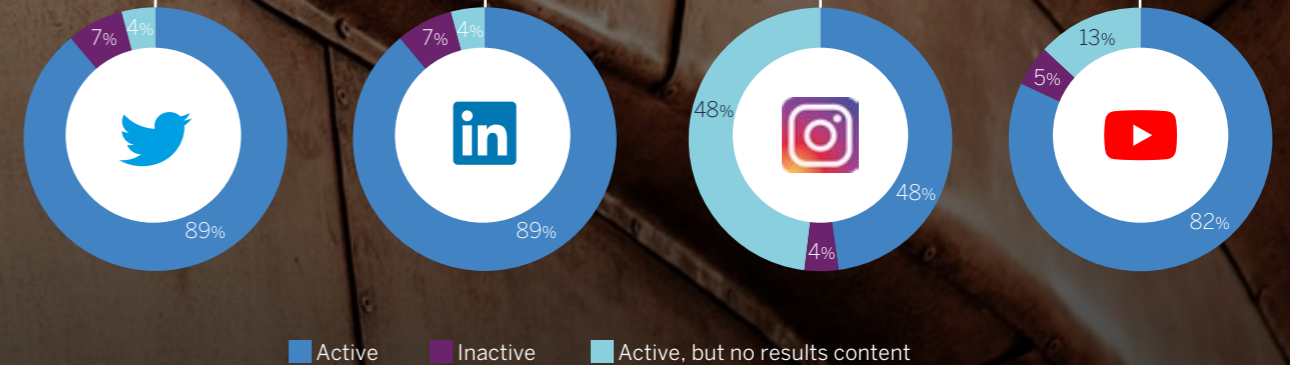
Utilising multiple platforms

Many of our top ten organisations utilised three or four of the tracked platforms to share results content.

Video and Gif content was most likely to be shared across multiple platforms, with top organisations also thinking about the different audiences for each channel – for example, Anglo American's visuals were seen on Instagram, and executive video on LinkedIn.

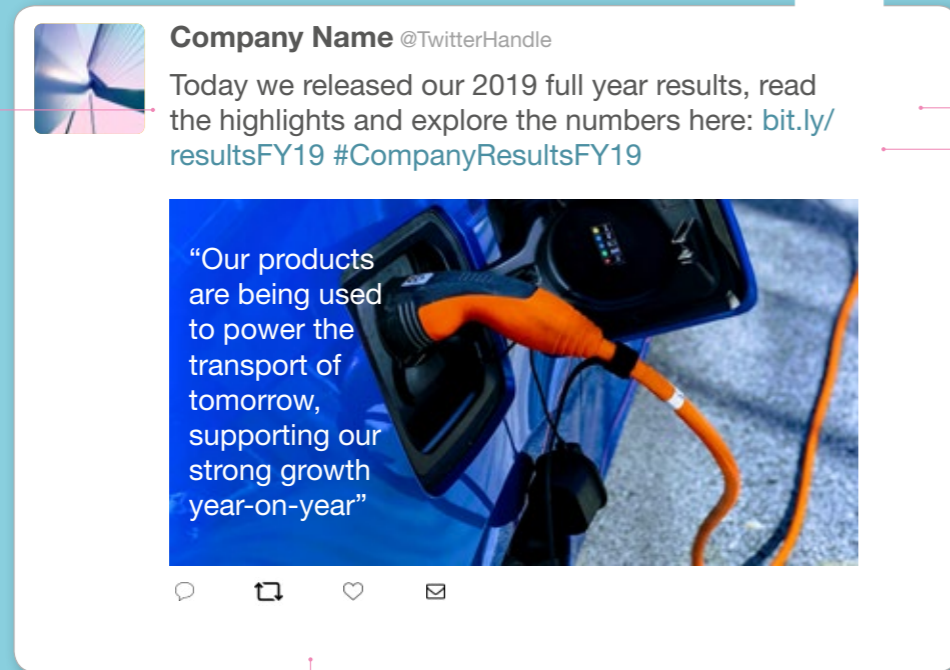


How active are the FTSE 100 on each platform?



FTI's guide to financial reporting on Twitter

Results in 280 characters



#Hashtag

Include an original and consistent hashtag for all tweets. This will provide context and make tweets easier to find; 8-20 characters

Rich media

Include multimedia content, images, videos and graphics, to relay financial information in an engaging and accessible way; 0 characters

Link

Include a shortened link to a report, video, article or other source of further info; 22 characters

Tweet

Ensure that the tweet is informative, concise, accessible and of use or interest to your audience

When announcing financial results in February 2018, Twitter's CEO Jack Dorsey revealed that users were still sharing short tweets and seeing higher engagement, suggesting that just because you can use up to 280 characters doesn't mean you should.

FTI's guide to financial reporting on social media



Sector leaders



AEROSPACE

Overall Ranking	Company
64	BAE Systems

CONSTRUCTION

Overall Ranking	Company
26	Taylor Wimpey
66	Barratt Developments

FMCG

Overall Ranking	Company
2	Diageo
25	Unilever
33	Imperial Brands
47	Coca Cola HBC
49	British American Tobacco
51	Burberry Group

FINANCIAL SERVICES

Overall Ranking	Company
10	Lloyds Banking Group
12	Royal Bank of Scotland Group
14	HSBC Holdings
18	Barclays
36	3i Group
37	Schroders
42	Standard Chartered
50	London Stock Exchange Group
67	Standard Life
68	Old Mutual
79	Scottish Mortgage Investment

FOOD & RETAIL

Overall Ranking	Company
22	Kingfisher
31	Tesco
38	Just Eat
41	Sainsbury's
55	Marks and Spencer Group
76	Ocado
99	Next

INDUSTRIALS

Overall Ranking	Company
19	Smurfit Kappa
29	Smith (DS)
57	Smiths Group

INSURANCE

Overall Ranking	Company
3	Aviva
16	RSA Insurance Group
24	Legal & General Group
43	Admiral Group
44	Direct Line Insurance Group
53	St James's Place
77	Prudential

MINING AND COMMODITIES

Overall Ranking	Company
1	BHP
4	Anglo American
6	Glencore
9	Rio Tinto
33	Antofagasta
78	Randgold Resources

PHARMACEUTICALS

Overall Ranking	Company
8	GlaxoSmithKline
23	AstraZeneca
59	Smith & Nephew
63	Shire
71	Mediclinic
74	NMC Health

REAL ESTATE

Overall Ranking	Company
11	British Land Company
20	Land Securities Group
21	Segro

SUPPORT SERVICES

Overall Ranking	Company
27	Experian
60	Ferguson
63	G4S
70	Intertek Group
72	Compass Group
75	DCC
86	Ashtead Group
89	Bunzl

TMT

Overall Ranking	Company
13	Sage Group
28	Informa
36	RELX
40	Halma
48	Vodafone Group
51	Pearson
58	BT Group
61	Sky
65	WPP PLC
83	ITV

TRAVEL & LEISURE

Overall Ranking	Company
17	Tui
30	InterContinental Hotels Group
39	Paddy Power Bet
73	International Consolidated Airlines Group
80	Carnival
82	GVC Holdings

UTILITIES

Overall Ranking	Company
34	National Grid
45	Centrica
46	SSE
52	Severn Trent
85	United Utilities Group

FTSE 100 – Complete ranking

Rank	Name
1	BHP Billiton
2	Diageo
3	Aviva
4	Anglo American
5	BP
6	Glencore
7	Royal Dutch Shell
8	GlaxoSmithKline
9	Rio Tinto
10	Lloyds Banking Group
11	British Land Company
12	Royal Bank of Scotland Group
13	Sage Group
14	HSBC Holdings
15	Johnson Matthey
16	RSA Insurance Group
17	Tui
18	Barclays
19	Smurfit Kappa
20	Landsec
21	Segro
22	Kingfisher
23	AstraZeneca
24	Legal & General Group
25	Unilever
26	Taylor Wimpey
27	Experian
28	Informa
29	Smith (DS)

Rank	Name
30	InterContinental Hotels Group
31	Tesco
32	Imperial Brands
33	Antofagasta
34	National Grid
35	3i Group
36	RELX
37	Schroders
38	Just Eat
39	Paddy Power Bet
40	Halma
41	Sainsbury's
42	Standard Chartered
43	Admiral Group
44	Direct Line Insurance Group
45	Centrica
46	SSE
47	Coca Cola HBC
48	Vodafone Group
49	British American Tobacco
50	London Stock Exchange Group
51	Burberry Group
52	Severn Trent
53	St James's Place
54	Pearson
55	Marks and Spencer Group
56	Whitbread
57	Smiths Group
58	BT Group

Rank	Name
59	Smith & Nephew
60	Ferguson
61	Sky
62	Shire
63	G4S
64	BAE Systems
65	WPP PLC
66	Barratt Developments
67	Standard Life
68	Old Mutual
69	Royal Mail
70	Intertek Group
71	Mediclinic
72	Compass Group
73	International Consolidated Airlines Group
74	NMC Health
75	DCC
76	Ocado
77	Prudential
78	Randgold Resources
79	Scottish Mortgage Investment
80	Carnival
81	Micro focus
82	GVC Holdings
83	ITV
84	Rolls-Royce Holdings
85	United Utilities Group

Methodology

FTI Consulting completed the research between August 2018 and January 2019. The team analysed the channels and feeds of all FTSE 100 constituents on four social media platforms most relevant to corporate communications and financial results reporting:

1. Twitter
2. LinkedIn
3. YouTube
4. Instagram

We recognise that FTSE 100 companies' digital performance is influenced by spikes in corporate activity as well as broader global agenda, and that no month is equally significant for all 100 companies. Therefore we analysed corporate feeds at a universally critical time – during the full and half year results announcements. FTI's analysis focused on three components of results-related social media content published by FTSE 100 companies seven days before, on the day, and seven days after their results announcements:

1. Volume: the number of tweets, LinkedIn posts, YouTube videos and Instagram posts
2. Quality: overall quality of all results-related content
3. Impact: the number of retweets, likes, shares, comments and other interactions with the recorded tweets and posts.

Every company was attributed three scores, one for each of the components above. Each of the three scores were then ranked, to provide a score between 100-1 for each organisation. These scores were then indexed which in turn generated an aggregate score.

The companies included were the constituents of the FTSE 100 index in August 2018.

The feeds of official corporate Twitter, LinkedIn, YouTube and Instagram accounts were analysed for this research. If a company did not have a corporate account, general company accounts were identified and analysed.

The research is based solely on publicly available online information; no interviews were conducted for this report.

About Us:

FTI's London-based Digital practice partners with FTSE 100 and other large corporate brands to design effective online reputation management strategies, covering issues and crisis communications, influencer identification and outreach, content and channel strategy, paid and creative campaigning. We work with clients at all stages of digital maturity, from early-stage set-up, requiring governance, social media architecture and content planning, to expert in-house digital teams requiring contingency or specialist support.

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