



A SOCIAL DIVIDE IN THE CITY #2

TWITTER FOR FINANCIAL REPORTING: PERFORMANCE INDEX

AUGUST 2014

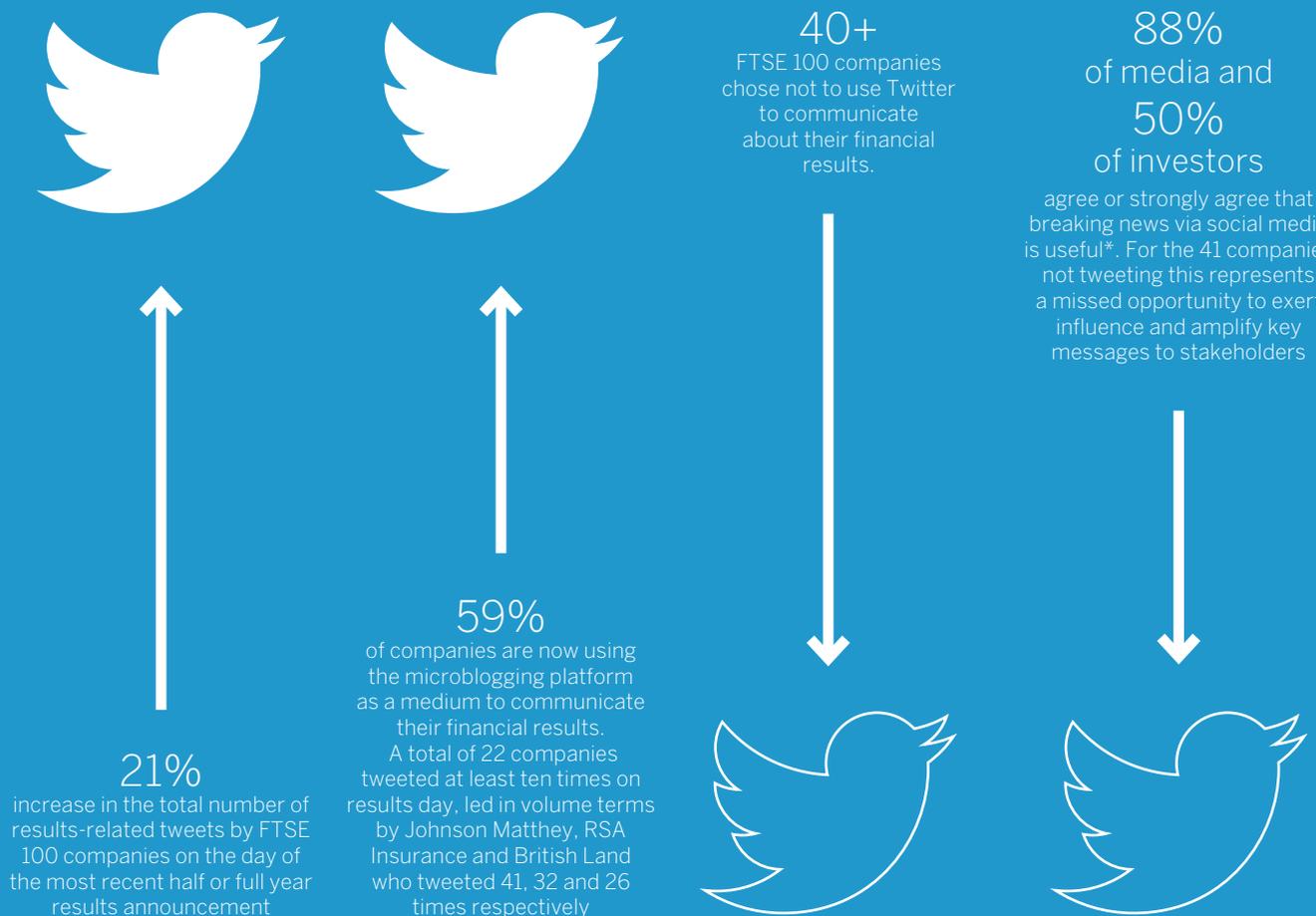
Investors and media say they find digital communications more insightful and more motivating than traditional communications such as press releases*.

Despite this, our initial Social Divide in the City (published in February 2014) highlighted that only a small number of the FTSE 100 were effectively using Twitter to support their financial communications and only just over half used Twitter to share their latest, half, or full year results in 2013.

Six months on and we've looked again at the performance of the FTSE 100.

Some companies have crossed the divide and joined the ranks of companies tweeting. The number of companies tweeting their financial results has risen to 59.

Whilst those at the top of our leaderboard (see next page) have pushed on and are telling their stories in more creative and engaging ways, the divide is still apparent with over 40 companies not tweeting their results at all.



*This research was conducted online by the Strategy Consulting & Research team at FTI Consulting from 3rd to 11th October 2013 with n=201 global institutional investors.

Top performers

Volume alone does not tell the whole story. Even among the 59 companies using Twitter to support their results day communications there are differences in approach and apparent effectiveness.

Most of the companies that actively use Twitter as a channel for financial communications share simple links to press releases or the corporate website. Others go further, embedding YouTube videos, infographics, retweeting positive commentary and engaging in conversations with stakeholders.

Here is a full list of active companies and their respective tweet volumes.

	COMPANY	NO. OF TWEETS
1	Johnson Matthey	41
2	RSA Insurance Group	32
3	British Land	26
4	Kingfisher	25
5	BP	22
6	Unilever	20
7	Royal Bank of Scotland Group	17
=	Tesco	17
9	3i	15
=	Aviva	15
11	Anglo American	14
=	GSK	14
=	Standard Life	14
14	National Grid	13
=	Sainsbury's	13
=	Weir Group	13
17	HSBC	12
=	Reed Elsevier	12
=	SSE	11
20	BSkyB	10

	COMPANY	NO. OF TWEETS
=	Rio Tinto	10
=	WPP	10
23	Capita	9
=	Legal & General	9
25	AstraZeneca	8
=	Coca Cola HBC AG	8
=	Standard Chartered	8
28	Centrica	7
29	BAE Systems	6
=	BG Group	6
=	Imperial Tobacco	6
32	Smith & Nephew	5
=	Land Securities	5
=	SABMiller	5
=	TUI Travel	5
=	Tullow Oil	5
37	Friends Life Group	4
=	Hammerson	4
=	Intu Properties	4
=	London Stock Exchange Group	4

	COMPANY	NO. OF TWEETS
=	Old Mutual	4
=	Shell	4
=	Schroders	4
44	Whitbread	3
=	Wolseley	3
46	Admiral Group	2
=	Easyjet	2
=	InterContinental Hotels Group	2
=	Rexam	2
=	Sage	2
51	Barclays	1
=	Barratt Developments	1
=	British American Tobacco	1
=	Diageo	1
=	G4S	1
=	ITV	1
=	Pearson	1
=	Smiths Group	1
=	Vodafone	1

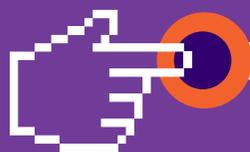
Our guide to tweeting on results day



It's important to remain flexible and reactive on the day, but there is still a great deal of

preparation you can do in advance. Key messages can be taken from the release and scripts and turned into tweets. Compiling the content ahead of time will help ensure your messages are consistent and will help your sign-off process.

Plan your content



Twitter is increasingly used as an alternative newswire. Let your company's followers know about the results timetable the day before the announcement. Tweet about the results immediately after the announcement has appeared on the stock exchange's regulatory news service (RNS) live feed. Most of the conversations about the results will happen in the hours immediately following the announcement — so to increase your share of voice and to wield influence, this is when your company should be tweeting too.

01

02

Timing matters



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Use a #hashtag

05

Hashtags are a useful way for your followers to track conversations about your company's results. Using a hashtag or dollar sign also provides context for the tweet without using up too many characters.

04

Provide links

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There is only so much information you can include in one tweet. Help your stakeholders find more context and materials by including links to more content in your tweets. Consider using a URL shortening service such as bitly which allows you to track traffic.

03

The CEO message

03

Just as you will be planning for key messages to be present in all results related materials, ensure that your CEO has adequate airtime on Twitter through the use of key quotes, facts and soundbites. One of the first three tweets around results should feature the overall key message in one go. You're likely to find this is the tweet many of your followers will want to share.

09

Beyond broadcast. Be social

Remember that for social media to be an effective medium for building relationships and communicating your messages, companies need to be engaging in two-way dialogue — being truly social. Make sure you're listening to the conversations about your company on results day so your communications stay relevant, you're able to join conversations in real time and correct any misinformation.

08

Be creative

Think a tweet can only contain 140 characters? Think again. Infographics are useful for telling complex number-led stories in an eye-catching and digestible way. When designing your infographics make sure they are the optimal size for Twitter timelines and that they are clear and simple to understand.

07

Live tweeting from the analyst call

Reinforce your company's key messages by live-tweeting through the analyst call. This provides those not present on the call with a glimpse into what has been discussed while further amplifying your communications.

06

Cross-pollinate across media channels

Retweeting commentary about financial results can help reinforce messaging and provide followers with useful context and analysis. Additionally, if management are making appearances on broadcast media, make sure you alert your followers on Twitter in advance so they can listen in or watch.

10

Evaluate and plan

As financial reporting on social media channels continues to gather steam it is important to evaluate the success of any results campaign. Consider the reach, impacts and engagement around your content. Look at your key stakeholders and how they have reacted. Consider how well your content supported the communications strategy, and feed back into the planning process for the next set of results.



Methodology

This research paper was completed by FTI Consulting in July 2014 and covers an analysis of tweets published by companies in the FTSE 100 on the day of their most recent annual or half-year results announcement. The research aims to balance the requirement for comparing like with like and the need for up-to-date data. In light of this, the authors acknowledge that comparing one company's full-year results announcement with another company's half-year results announcement is not a perfect comparison, but it does mean that no data is more than six months old.

The data covers the most recent set of annual or half-year results for each company prior to July 1, 2014. The companies included were the constituents of the FTSE 100 index on June 23, 2014. Only tweets on the day of the results announcement are included in the quantitative data, though we do note elsewhere in this research paper that some companies tweet about their results in the days preceding and following the actual announcement. Similarly, only tweets directly related to the results announcement have been included. The tweets analysed as part of this research are those by official company Twitter accounts.



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