



# A SOCIAL DIVIDE IN THE CITY #3

ONLINE FINANCIAL COMMUNICATIONS: BIENNIAL  
FTSE 100 PERFORMANCE INDEX

FEBRUARY 2015

100

FTSE 100 companies  
reviewed

413

Tweets and LinkedIn  
posts analysed

4,275

'Likes', 'Shares'  
and other digital  
interactions  
recorded

# Executive summary

In January 2015 FTI evaluated the performance of FTSE 100 companies on social media at the time of their latest financial results announcements. For the first time, our research covered company performance on the two social media networks most relevant to corporate communications – Twitter and LinkedIn. We also evaluated three components of results-related social media presence – volume, quality and impact.

We found that 38% of FTSE 100 companies did not share their latest full or half year financial results on social media. This is an improvement on six and twelve months ago, when 41% and 48% of companies did not share their results on Twitter.

Companies that are embracing social media are seeing good levels of engagement, with 95% of results-related posts receiving 'likes', 'favourites', 'retweets' or 'shares'. BP's posts were most effective, resulting in 532 interactions.

Despite this positive trend, our research suggests that most FTSE 100 companies use social media to broadcast pre-planned messages, not to engage with their audience in a live dialogue –the majority of companies didn't interact with stakeholders online, respond to questions, share coverage, or 'retweet' commentary.

Find out who crossed the 'Social Divide' and who missed the opportunity to connect with stakeholders at a critical time.

## INDEX RANKING



### 1. Volume

Number of tweets  
Number of LinkedIn posts



### 2. Quality

Overall quality of all results-related output  
(excellent, good, average, poor)



### 3. Impact

Number of Twitter interactions  
(retweets and favourites)  
Number of LinkedIn interactions  
(likes/ comments)

Our ranking is based on a review of every FTSE 100 company against the criteria of 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 9.

# FTSE 100 index, Top 20



1	BP
2	Anglo American
3	Tesco
4	SABMiller
5	Aviva
6	Rio Tinto
7	Lloyds Banking Group
8	Royal Dutch Shell
9	Standard Chartered
10	AstraZeneca
10	RSA Insurance
12	Pearson
13	Sage Group
14	easyJet
15	BHP Billiton
16	Royal Bank of Scotland Group
17	BAE Systems
17	GlaxoSmithKline
19	British Land
20	InterContinental Hotels Group

# Three things you need to know:

## More isn't better:

1

An increase in the number of posts doesn't guarantee an increase in engagement and impact.

This trend is reflected in the growing number of companies using Twitter for results announcements, yet the falling number of results-related tweets.

### January 2015 research

57 Companies tweeting

366 Tweets in total

6.4 Tweets per company

### July 2014 Research

52 Companies tweeting

521 Tweets in total

10 Tweets per company

## Content quality is key:

2

There is a positive relationship between content quality and user engagement: five of the six companies that came top of the overall ranking scored the maximum number of points for post quality.

The best performing companies include links, hashtags and multimedia content, e.g. infographics and videos, to make their posts informative, accessible and engaging.



## This isn't a popularity contest:

3

A large following doesn't automatically result in strong impact – the only companies with the more than 1 million followers, Shell and Unilever, (1.58m and 1.35m followers respectively) came 8th and 54th.

Despite this, companies that use social media channels throughout the year to build and maintain strong audience numbers generally experience stronger engagement.

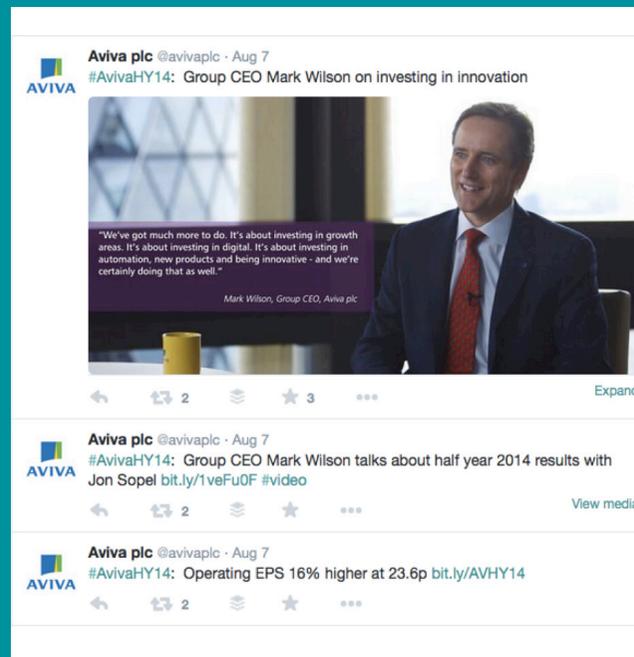
# Best practice examples



## SABMiller

Even though SABMiller has a relatively modest Twitter following of 10,700 users, the company has excelled at using social media for financial reporting by finding creative ways to tell the SABMiller results story.

For example, SABMiller embedded a short video into its corporate Twitter feed, 'F15 Half Year Results in 60 Seconds'. The video gave SABMiller followers an overview of the company's latest results in a dynamic format, and received over 1,150 views on YouTube.



## Aviva

Finding the perfect 'hashtag' can be daunting. It's important to ensure that the chosen word is concise and memorable, but not too generic, and isn't associated with an unrelated online conversation or brand.

Most of the companies in the Top 20 used a relevant hashtag, however Aviva stood out with #AvivaHY14. The insurer made the search for its half year 2014 results simple by using an original term, rather than a broad hashtag, for example #results.



## Anglo American

The aim of most tweets is two-fold – to inform readers and to engage them, for example by including a call to action or links to further information.

Anglo American is an example of a company that hit the right balance between these two elements. Their results-related tweets provide links to presentations and infographics, but also contain a good amount of detail within each tweet. This means that stakeholders who do not have the time to read further are still reasonably informed.

# FTI's guide to financial reporting on Twitter

## Results in 140 characters

### #Hashtag

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

### \$Cashtag

Use LSE code as cashtag; 4-5 characters

The screenshot shows a Twitter post from 'Company Name @TwitterHandle'. The profile picture is a modern glass-fronted building. The tweet text reads: '#CompanyResultsHY15: Production increased by 10%, driven by £50m R&D spending in 2014 [bit.ly/3xaMpl3](http://bit.ly/3xaMpl3) \$LSEcode'. Below the text is a financial area chart with a y-axis from 0 to 100. The chart shows three overlapping areas in dark blue, yellow, and orange. A callout box points to a peak in the yellow area labeled '32%'. Another callout box points to a peak in the dark blue area labeled '3rd qtr.'. At the bottom of the tweet are icons for reply, retweet, favorite, and more options.

### Tweet

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

### Link

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

### Image

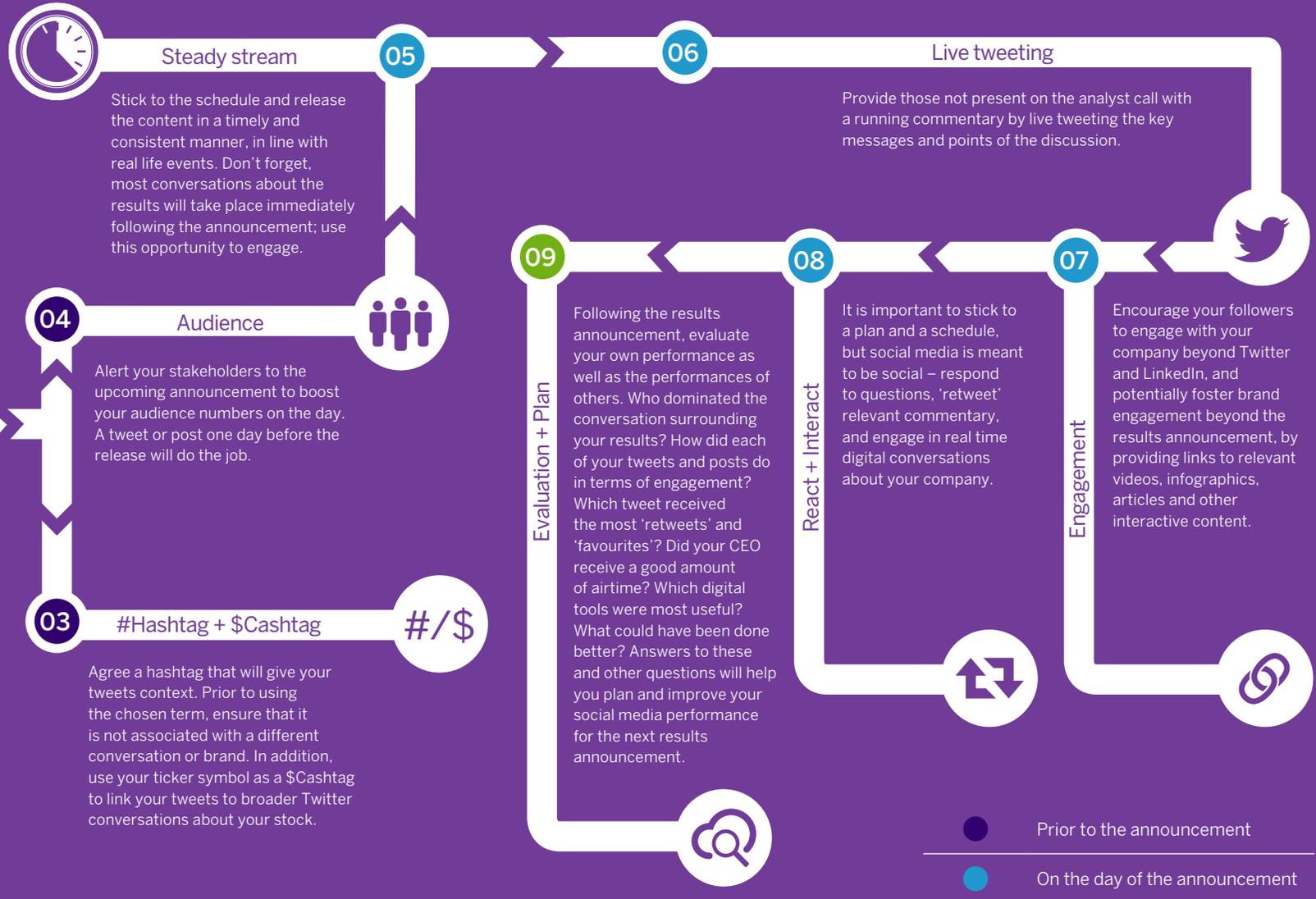
Include multimedia content, images, videos and graphics, to relay financial information in an engaging and accessible way; 22-23 characters

# FTI's guide to financial reporting on Twitter

 Ahead of the results day, distil the key messages into tweets and posts, compile and organise all relevant content, and sign-off everything that will be published online. In addition, prepare a schedule for content release.



A CEO message can take form of an article, blog post, video, or even an infographic, and can be a good way for a company to put a human face to a corporate announcement. Don't forget to link tweets mentioning the CEO to his/her Twitter account.



**05 Steady stream**  
Stick to the schedule and release the content in a timely and consistent manner, in line with real life events. Don't forget, most conversations about the results will take place immediately following the announcement; use this opportunity to engage.

**04 Audience**  
Alert your stakeholders to the upcoming announcement to boost your audience numbers on the day. A tweet or post one day before the release will do the job.

**03 #Hashtag + \$Cashtag**  
Agree a hashtag that will give your tweets context. Prior to using the chosen term, ensure that it is not associated with a different conversation or brand. In addition, use your ticker symbol as a \$Cashtag to link your tweets to broader Twitter conversations about your stock.

**06 Live tweeting**  
Provide those not present on the analyst call with a running commentary by live tweeting the key messages and points of the discussion.

**09 Evaluation + Plan**  
Following the results announcement, evaluate your own performance as well as the performances of others. Who dominated the conversation surrounding your results? How did each of your tweets and posts do in terms of engagement? Which tweet received the most 'retweets' and 'favourites'? Did your CEO receive a good amount of airtime? Which digital tools were most useful? What could have been done better? Answers to these and other questions will help you plan and improve your social media performance for the next results announcement.

**08 React + Interact**  
It is important to stick to a plan and a schedule, but social media is meant to be social – respond to questions, 'retweet' relevant commentary, and engage in real time digital conversations about your company.

**07 Engagement**  
Encourage your followers to engage with your company beyond Twitter and LinkedIn, and potentially foster brand engagement beyond the results announcement, by providing links to relevant videos, infographics, articles and other interactive content.

- Prior to the announcement
- On the day of the announcement
- After the announcement

# Top 20 by volume

1	Johnson Matthey	13	Standard Life
2	British Land	13	BP
3	Aviva	13	BG Group
3	GlaxoSmithKline	13	AstraZeneca
5	Anglo American	13	Capita
6	Weir Group	19	SSE
6	RSA Insurance Group	19	Standard Chartered
8	Dixons Carphone	19	3i
8	Rio Tinto	19	Land Securities
10	BAE Systems	20	Royal Bank of Scotland Group
10	Reed Elsevier	20	HSBC
10	National Grid	20	Sage Group
13	SABMiller	20	Vodafone

# Sector leaders

Lloyds Banking Group received the highest 'engagement per post', by producing only 1 post, yet receiving 187 'likes' and 'shares'



## FINANCIAL SERVICES

Overall Ranking	Company
7	Lloyds Banking Group
9	Standard Chartered
16	Royal Bank of Scotland Group
33	Barclays
35	HSBC
39	Schroders
49	London Stock Exchange Group

## OIL & GAS LEADERS

Overall Ranking	Company
1	BP
8	Royal Dutch Shell
27	Tullow Oil
40	BG Group

## FMCG LEADERS

Overall Ranking	Company
4	SABMiller
21	Imperial Tobacco
22	British American Tobacco
51	Diageo
54	Unilever
61	Reckitt Benckiser

## INSURANCE LEADERS

Overall Ranking	Company
5	Aviva
10	RSA Insurance Group
26	Standard Life
41	Legal & General
58	Admiral Group
61	Direct Line

# FTSE 100 – complete ranking of active tweeters:

Rank	Name
1	BP
2	Anglo American
3	Tesco
4	SABMiller
5	Aviva
6	Rio Tinto
7	Lloyds Banking Group
8	Royal Dutch Shell
9	Standard Chartered
10	RSA Insurance Group
10	AstraZeneca
12	Pearson
13	Sage Group
14	easyJet
15	BHP Billiton
16	Royal Bank of Scotland Group
17	GlaxoSmithKline
17	BAE Systems
19	British Land
20	InterContinental Hotels Group

Rank	Name
21	Imperial Tobacco
22	British American Tobacco
23	Johnson Matthey
23	Dixons Carphone
25	WPP
26	Standard Life
27	Tullow Oil
28	Weir Group
29	Travis Perkins
30	TUI
31	Land Securities
32	Reed Elsevier
33	Whitbread
33	Barclays
35	HSBC
36	Capita
37	National Grid
37	SSE
39	Schroders
40	BG Group

Rank	Name
41	3i
41	Legal & General
41	ARM Holdings
44	Smiths Group
45	Vodafone
46	Hammerson
47	Centrica
48	Barratt Developments
49	London Stock Exchange Group
50	Taylor Wimpey
51	Burberry Group
51	Diageo
51	Royal Mail
54	Unilever
55	Kingfisher
56	G4S
56	Wolseley
58	Admiral Group
59	Smith & Nephew
60	GKN
61	Reckitt Benckiser
61	Direct Line

# Methodology

Research was completed by FTI Consulting in January 2015.

The team analysed the Twitter and LinkedIn feeds of all FTSE 100 constituents, focusing on the tweets and posts that are directly related to their most recent annual or half-year results announcements. In total, 413 posts and tweets were analysed, all of which were published the day before, on the day, or the day after the announcements.

We recognise that an announcement of one set of results might be different to an announcement of another set of results, or that a company's performance online in one month might be different to its performance ten months later. Therefore this study compared results that are most similar and close to each other in time – annual and half year results.

The data covered the most recent set of annual or half-year results for each company prior to Wednesday 31 December 2014. The companies included were the constituents of the FTSE 100 index prior to this date.

The research evaluated three components of results-related social media presence –

1. Volume: number of tweets and LinkedIn posts
2. Quality: overall quality of all results-related tweets and posts (10 - excellent, 5 - good, 3 - average, 0 - poor)
3. Impact: number of 'retweets', 'favourites', 'likes', and comments received by the recorded tweets and posts.

Every FTSE 100 company was attributed three scores, one for each of the components above, which in turn generated an aggregate score.

The feeds of official corporate Twitter and LinkedIn accounts were analysed for this research. If a company did not have a corporate Twitter or LinkedIn account, or if it did not publish any results-related posts from it, general company accounts were identified and used.

The research is based solely on publicly available online information and not on any interviews with any of the FTSE 100 companies.

## About Us:

FTI Digital operates as a centre of excellence for digital communications within our firm and is staffed by a team of practitioners with industry experience of consumer, corporate and financial communications. The team runs an active portfolio of multi-sector brands and partners with FTI's teams and clients to provide all forms of online reputation management.

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