

The Digital Information Gap



Takeaway #1

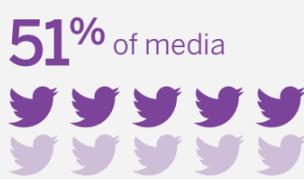
An organization's ability to narrowcast its communications is gone, and it is not coming back.

Corporate-Owned Platforms



Media find both webcasts and posing questions on social media channels as valuable resources.

Social Engagement: Media vs. Investors



Media looks to social media channels for corporate information three times more than investors.



Digital engagement is viewed as three times more valuable by media than investors.

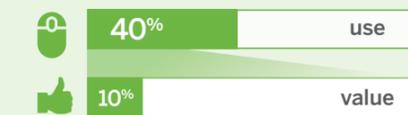
Third-Party Influencers

COMPANY GENERATED

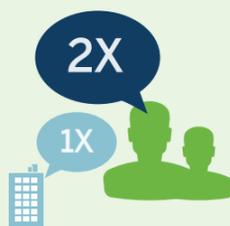


14% of investors access company-generated content directly on social media, and only 6% find that content valuable.

THIRD PARTY



40% of those same investors seek social content from third-party influencers, and 10% find such information valuable.



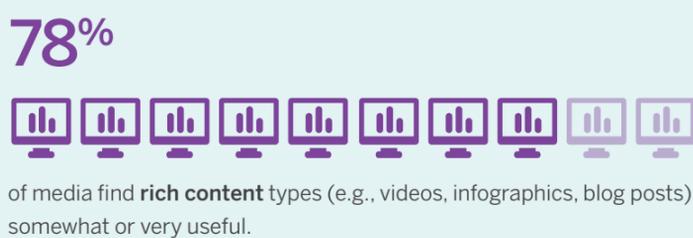
Third-party social content is deemed twice as valuable as company-generated social content by investors.

Takeaway #2

Key stakeholder groups value direct interaction from companies; however they no longer solely want traditional means of communications.

Companies must use emerging media to connect with these stakeholders in new and meaningful ways.

Traditional and Digital Communications



Although both audiences still deem traditional formats like press releases valuable, investors (vs. media) find these more credible than rich content vehicles.

Takeaway #3

Organizations must remain vigilant in executing both traditional and digital communications under a unified, corporate approach to resonate with its full network of stakeholders.

For more information, visit: <http://fticonsulting.com/digitalstudy>.

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Research Methodology:

The **Strategic Communications** segment at FTI Consulting conducted an online methodology among institutional investors, and financial and business media professionals between Oct. 3 and Oct. 24, 2013. The survey sample consisted of 201 global institutional investors (e.g., analysts, portfolio managers) and 41 global, financial and business media professionals (e.g., bloggers, editors, reporters).