

THE SOCIAL DAX AT A GLANCE

How the DAX 30 companies communicate their annual results on social media

28 companies



510 posts

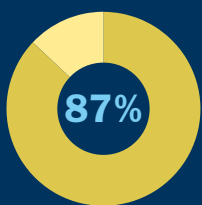


33,691 interactions

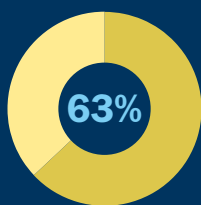


Most DAX 30 companies use Twitter to communicate their annual results

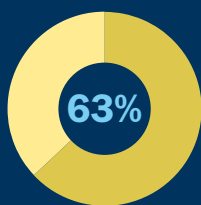
Twitter



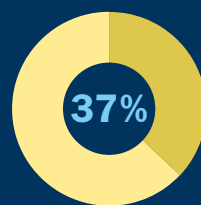
Facebook



LinkedIn



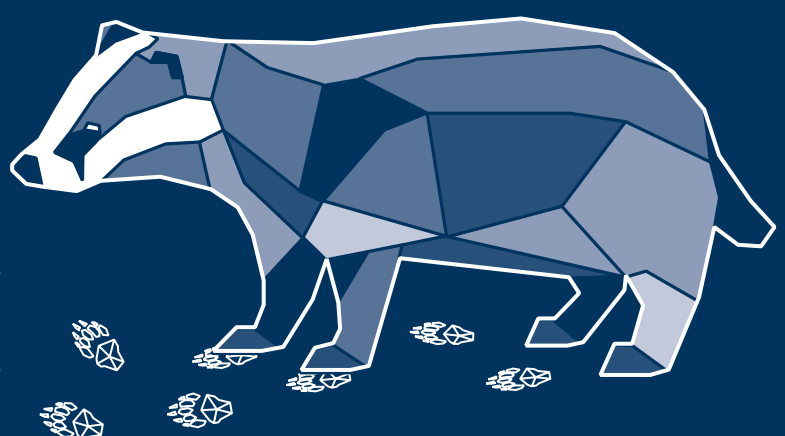
XING



The maximum number of tweets posted was 41

5 companies posted on their investor relations handles

In average companies posted 14 tweets on Twitter



Our Top 10

- ★ ★ ★ ★ ★
- 1. Allianz SE
- 2. adidas AG
- 3. Bayer AG
- 4. Continental AG
- 5. Siemens AG
- 6. BASF SE
- 7. Henkel AG & Co. KGaA
- 8. thyssenkrupp AG
- 9. Fresenius SE & Co. KGaA
- 10. Linde AG

Only 8 companies used all four social media channels (Twitter, Facebook, LinkedIn, XING) to communicate their annual results

