

80%



of investors believe shareholder activists will increasingly leverage social media to target companies.

Takeaway #1

This is a wakeup call to companies that investor relations (IR) and corporate communications teams can no longer operate as independent silos — particularly in the case of social media, through which information and opinions are so rapidly generated.

11%



are confident companies are adequately prepared to defend themselves against dissident shareholder risk via digital platforms.



40%

of investors seek information from third-party influencers via social media.

Takeaway #2

To further protect against activism threats, a company needs to strengthen its relationships with proxy advisers, sell-side analysts and the often-overlooked media who are influencing and informing these investors.

? Who are influencers?

- Financial and business media
- Other institutional investors
- Proxy advisers
- Sells-side analysts

14%

of investors seek information directly from corporations via social media.



TRADITIONAL COMMUNICATIONS



vs.

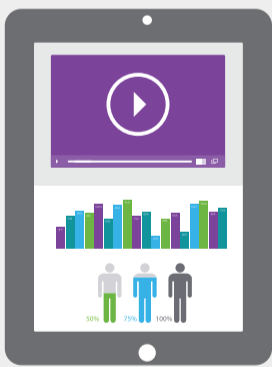


Traditional disclosure vehicles (e.g., press releases, SEC filings) are deemed 18% more credible by investors.

Takeaway #3

It is critical for companies to have a social-media presence; share information across a broad range of both traditional and digital channels; and use emerging media to connect with stakeholders — and influencers — in new and meaningful ways.

DIGITAL COMMUNICATIONS



13%
MORE
INSIGHTFUL

11%
MORE
MOTIVATING

However, the **digital iterations** (e.g., videos, infographics) are considered 13% more insightful and 11% more motivating.

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

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Survey Methodology:

The **Strategic Communications** segment at FTI Consulting conducted an online survey among institutional investors between Oct. 3 and Oct. 11, 2013. The survey sample consisted of 201 global, institutional investors (e.g., analysts, portfolio managers).