



SOCIALISING FINANCIAL RESULTS #1

TWITTER FOR FINANCIAL REPORTING: PERFORMANCE INDEX

SEPTEMBER 2014

Methodology

ABOUT FTI CONSULTING

FTI Consulting is a global business advisory firm dedicated to helping organisations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. FTI Consulting professionals, who are located in all major business centres throughout the world work closely with clients to anticipate, illuminate and overcome complex business challenges.

This research paper was completed by FTI Consulting Strategic Communications in August 2014. It analyses tweets published by companies in the ASX 100 on the day of their most recent annual or half year results announcement.

Only tweets on the day of the results announcements are included in the quantitative data, although it is noted in the research paper that some companies tweet about their results in the days preceding and following the actual announcements. Similarly, only tweets directly related to the results announcements have been included.

Tweets analysed as part of this research are those by official company Twitter accounts. The research is based solely on publicly available online information and not on any interviews with any of the ASX 100 companies.

This research does not include those ASX 100 companies reporting outside of core results season.

Our findings

Research conducted by FTI Consulting Strategic Communications shows that less than half of ASX 100 companies, that just reported in results season, are using the social media platform Twitter to communicate financial results. This indicates a missed opportunity for many companies.

Of the 91 companies that recently reported full year or half year results, 58 have a Twitter account but only 35 tweeted on results day.

FTI found that 146 results related tweets were posted over the results season. These tweets provided an additional channel to amplify the company narrative with some helping to defend results that failed to meet expectations.

The content, techniques and the number of tweets that companies shared on results day varied greatly.

Companies were live tweeting, retweeting positive commentary and posting infographics, photos and quotes from senior managers. Links to webcasts,

financial reports, company media announcements and external news stories were also used.

Seven companies tweeted 10 times or more on their results day. The GPT Group tweeted 20 times using a variety of techniques including quotes from their CEO, CFO and CIO; while Telstra posted 17 tweets; and Wesfamers 13. Twelve companies posted just once. These results show significant differences between companies using Twitter on results day.

As a sector, energy and resources had the most prolific tweeters. They were represented on the leader board by Rio Tinto, Santos, Fortescue, AGL, Origin and Woodside Petroleum.

In comparison, on the FTSE 100, 59 companies used Twitter to share their latest half, or full year results in July 2014. Research undertaken in February showed there was a 21% increase in the total number of results-related tweets by FTSE 100 companies on the latest results day.

35
ASX 100
companies
used Twitter to
report on
results day

 **146**
Tweets during results
season

 **58**
out of 91 ASX 100
companies, that reported,
have a Twitter account

10
Tweeted
links to
external
news
articles

9
Quoted
senior
executives

7
Tweeted live
results

3
Used
video

12
Linked to
results report/
presentation

15
Tweeted
links to
their
companies
media
release

2
Used
photos

6
Used
Infographics

8
Linked to
company
webcasts

3
Linked to ASX
releases

ASX 100 Financial Results

Twitter Leader board

COMPANY	NO. OF TWEETS	TWITTER HANDLE
The GPT Group	20	@TheGPTGroup
Telstra Corporation	17	@Telstra_News @Telstra_EntGovt
Wesfarmers Ltd	13	@Wesfarmers
Federation Centres	12	@FederationCntrs
AMP	12	@AMP_AU
RIO	11	@RioTinto
Bendigo & Adelaide Bank	10	@BendigoBank
Santos	8	@SantosLtd
Fortescue	7	@FortescueNews
Perpetual Ltd	5	@Perpetual_Ltd
ASX	4	@ASX
Goodman Group	4	@Goodman_Group
AGL Energy Ltd	4	@AGLEnergy

COMPANY	NO. OF TWEETS	TWITTER HANDLE
Asciano	3	@AscianoLimited
Leighton Holdings Ltd	2	@LeightonGroup
Mirvac Group	2	@MirvacIR
QANTAS	1	@QantasAirways
WorleyParsons	1	@WorleyParsons
REA Group Ltd	1	@REA_Group
Lend Lease Group	1	@LendLeaseGroup
Stockland	1	@Stockland
Coca-Cola Amatil	1	@CocaColaAmatil
Transurban Group	1	@TransurbanGroup
Brambles Industries Ltd	1	@BramblesLimited
Suncorp-Metway Ltd	1	@SuncorpGroup
Origin Energy	1	@OriginEnergy
Westfield	1	@WestfieldCorp
Woodside Petroleum	1	@WoodsideEnergy

Emerging best practice

Even among the companies using Twitter as a means to communicate their results day messages, there are marked differences in approach and apparent effectiveness.

The companies at the top of the rankings effectively used a variety of techniques in order to provide added context and colour to their results day tweets.

Hashtags and Cashtags

A number of companies used hashtags to provide context for their posts such as #GPT1H14, #AMPHY14. This approach indicates to Twitter users that the content within the tweet is related to the company's results announcement. It also allows users to easily discover tweets relating to a company's results and announcements.

Other companies went a step further by including a dollar sign before the company's stock ticker symbol otherwise known as a cashtag - a hashtag for the financial industry. Twitter cashtags help

shareholders to easily find financial information about a company, for example \$RIO, \$BEN, \$FDC and \$AIO.

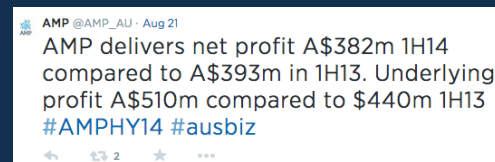
Keeping it visual

Infographics have high visual impact and were used by a number of companies to tell their stories. Embedded YouTube and Vimeo videos were also used.

Engaging with stakeholders

The majority of company posts were broadcast messages. An opportunity now exists for companies to maximise their use of the microblogging platform by engaging in conversation with stakeholders as has been seen with FTSE listed companies in London.

EXAMPLE TWEETS



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.

Timing matters

02

01

#

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

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

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.

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.

Case studies

THE GPT GROUP

A comprehensive approach to Twitter communication during reporting financial results can be seen by The GPT Group. GPT was one of the most active in the ASX 100. The GPT Group applied a variety of content types when announcing their half yearly results. Tactics employed included the use of a campaign specific hashtag [#GPT1H14](#), live tweeting including quotes from the CEO, promotion of the webcast URL, retweets of journalists who have written articles about their results and great use of infographic-style imagery to simplify complex messages in an engaging way.

4.5%

EPS Growth

\$1.1bn

Asset Acquisitions

16.0%

Total Securityholder Return

10.5c

Distribution Per Stapled Security



The GPT Group @TheGPTGroup · Aug 12

Here are the headline figures for the GPT 2014 interim result [#GPT1H14](#)
[pic.twitter.com/dtkgqHSiHE](#)

Reply Retweet Favored

Flag media

TELSTRA

Telstra is a leader in utilising social media for marketing communication. Its @Telstra_News meticulously reported on their full year results via Twitter by employing a variety of communication techniques. Content types included live tweeting by Chief Social Officer, Jason Laird. They were consistent with the use of their ASX stock code hashtag. Telstra also created a video presented in plain English and focussed entirely on what the results mean to shareholders. Telstra also tweeted about its webcast advanced warning to their followers. Key messages were also tweeted in various succinct infographics.

Telstra_news @Telstra_news · Aug 14

Today we released our Full Year Results – but what does it mean for you? Find out more: youtu.be/JVbOvFRWRG8 #TLS

YouTube



6 5 ...

View more photos and v



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