Executive Summary

The 5th edition of our Social Divide index reveals that FTSE 100 companies are sharing more and better financial results-related posts on social media, assembling the right mix of social ingredients to achieve significantly higher levels of engagement than ever before. Indeed, in a clear indication of increasing stakeholder appetite for receiving results-related communication via social media channels, we recorded a 105% increase in interactions with results content in comparison to 2015.

This increase has not been uniform – the top four performing companies were responsible for 42.5% of all engagement with results posts, highlighting a gap among FTSE constituents. However the best performing companies are working smarter, not harder, at communicating their results on social media. In our report we uncover the tools and techniques used by firms to extend the longevity of their content, increase the appeal of posts, and fully leverage the stakeholder engagement opportunity presented by results announcements.

Our findings:

Diageo came first in this year's ranking, beating the leader of the last two years, and this year's runner-up, BP. The content of the alcoholic beverages company was engaged with 2,749 times, or 62% more than BP's posts.

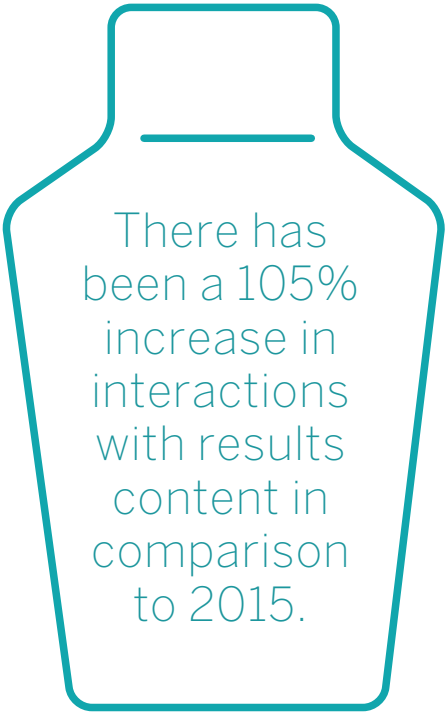
GSK and Tesco moved up from 27th and 45th places to 3rd and 4th respectively, while TUI Group nudged down from 2nd to 5th place.

Overall, the number of companies that communicated their latest half or full year results on social media increased by one to 69, and the number of results-related posts on the four platforms we examined increased from 606 to 639. Twitter maintained its status as the primary social media platform for financial results – 66 companies shared their results on the micro-blogging site. LinkedIn was also prominently used – 41 companies shared their results on this platform. Beyond this, 18 companies shared results-related videos on YouTube, and 3 posted results presentations on SlideShare.

Financial services, mining, FMCG, oil and gas, and insurance sectors performed the best with 12 of the top 20 companies belonging to these industries. Barclays led among financial services companies, while Rio Tinto and Aviva were the best performing mining and insurance FTSE 100 constituents, respectively.

A number of companies re-entered or made their FTSE 100 and Social Divide debuts during the year, including Worldpay (55), Micro focus (57), Paddy Power Bet (59) and Mediclinic (60), suggesting that FTSE 250 companies are also using social media for results announcements.

The biggest 'winners' of 2017 are Tesco, HSBC, Taylor Wimpey, Centrica and Antofagasta – these companies improved the most in comparison to their prior year performance.



RESEARCH OVERVIEW

In order to evaluate the performance of FTSE 100 companies, FTI analysed the social media activity of each FTSE 100 constituent on four platforms most relevant, in our view, to corporate and financial communications – Twitter, LinkedIn, YouTube and SlideShare – at the time of its latest full or half year results announcement. The identified results-related activity was measured using three metrics: 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 12.

INDEX RANKING METHODOLOGY

1. Volume

Number of results-related content:

- Tweets
- LinkedIn posts
- YouTube videos
- SlideShare presentations

2. Quality

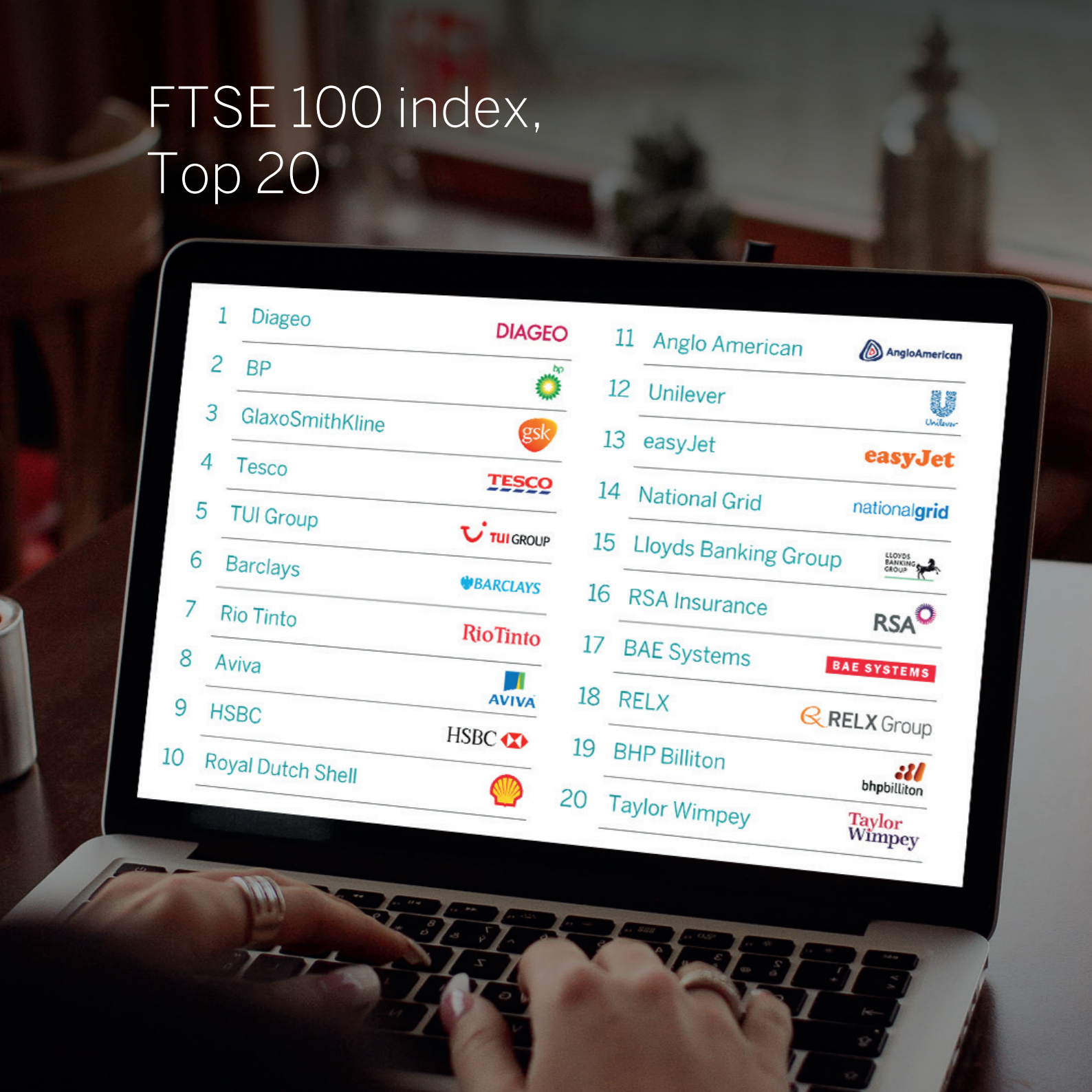
Overall quality of all results-related content on Twitter, LinkedIn, YouTube and SlideShare

3. Impact

Total number of interactions with results-related content, specifically:

- Twitter (retweets, likes, comments)
- LinkedIn (comments, likes, shares)
- YouTube (likes, dislikes, comments)
- SlideShare ('actions')

FTSE 100 index, Top 20



Movers and Shakers

Companies that moved up the most:

Places	Company
+ 41	Tesco
+38	HSBC
+36	Taylor Wimpey

Companies that moved down the most:

Places	Company
- 44	Intercontinental Hotels Group
-44	Vodafone
-32	Dixons Carphone

Highlights

Diageo

The fact that Diageo produced eye-catching and visually-engaging content may not be the only reason the company's results performed well on social media, nevertheless it certainly helps. Don't underestimate the potential of slick and beautifully presented infographics and imagery which stand-out and grab the audience's attention as they scroll. Visuals can be produced in advance of the announcement, or even repurposed from other corporate materials, while the figures themselves can be added on top of the visuals at the last minute.

Tesco

A review of retweets and likes of Tesco’s results-related posts revealed that a significant portion of the interactions came from Tesco employees. Indeed, Tesco’s meteoric rise from 45th to 4th place can in part be attributed to the company’s effective employee advocacy. Internal stakeholders are (generally) predisposed to be supportive and can create a virtual network of advocates around an announcement. Leverage your core advocate base by alerting employees to the announcement in a timely manner and setting clear social media engagement guidelines (i.e. dos: retweet and like official content, don’ts: give your own commentary and analysis).

Aviva

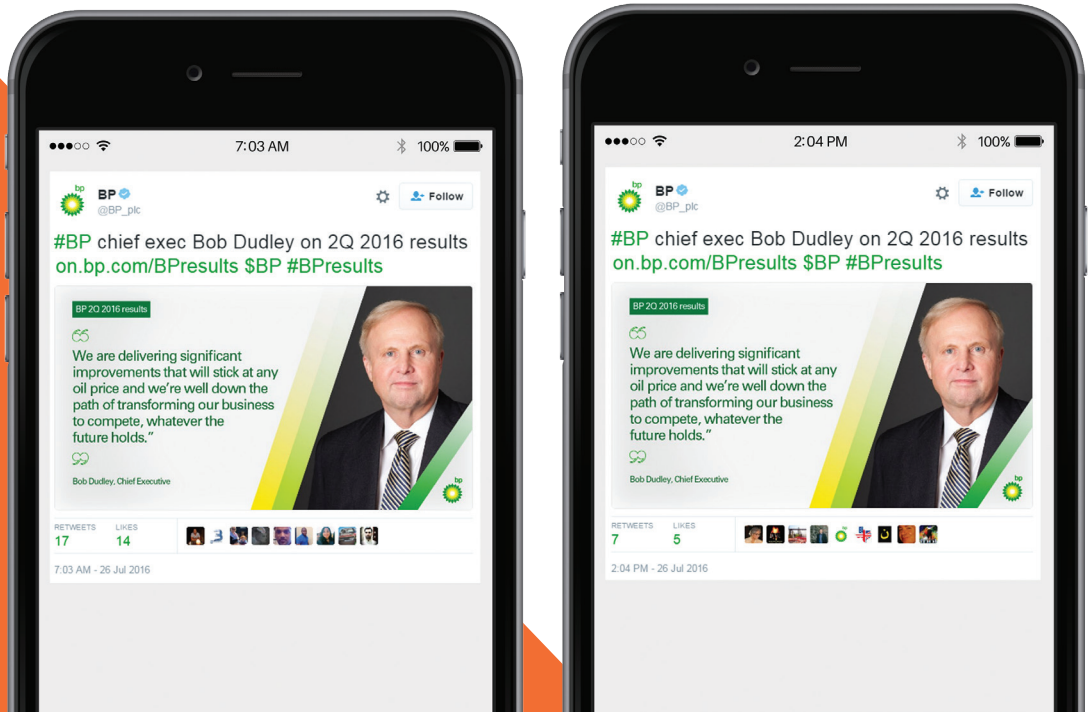
Aviva utilised the whole spectrum of rich media content to communicate the company’s results, ranging from a hyper-lapse video, to a live stream, infographics, fact cards, quote cards, photos and more, showcasing the breadth and depth of multimedia content. It can be tempting to go for the quick and simple option of a pre-approved corporate photo or a Shutterstock image, but investment in original rich media content increases the chances of your content being noticed, read and engaged with – and ultimately increases the penetration of your message.

Lessons for results announcements and beyond

1 Multiple posting

No, you're not seeing double – a number of popular Twitter accounts post exactly the same tweets more than once, sometimes in the same day, without making any changes to the content.

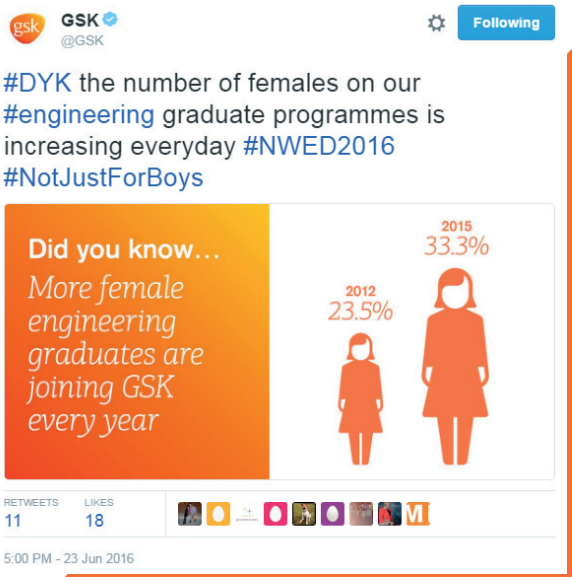
Multiple posting of the same tweets allows BP, Mayor of London, Women in the World and others to increase the shelf life of their content on Twitter (the average lifetime of a single tweet is just 18 minutes1) and reach new audiences, for example in different time zones, without any additional investment in social media content production.



2 Learn the lingo

ICYMI, QOTD, AMAA, CTA... unfortunately there is no Google Translate for social media lingo. Social media keywords, hashtags and abbreviations can overwhelm and at times feel irrelevant, however they are worth mastering.

By speaking your audience's social media language you'll make corporate messages more accessible and 'sticky'. 'Translate' content by turning long-form text-based releases into bite-sized visual posts and incorporating relevant and widely used keywords like DYK (Did You Know) and ICYMI (In Case You Missed It).



What does IDK and TTYL mean?

I don't know, talk to you later.

OK i'll ask someone else then.

FTI's guide to financial reporting on social media

BEFORE the announcement

- Distil messages into social media posts and create a content schedule
- Agree multi-media executions (i.e. livestream, quote cards, infographics) and brief the necessary teams
- Develop a hashtag, and consider using a cashtag
- Prepare a schedule for the day and share with internal stakeholders
- Brief the executive team, and create custom content for their accounts if active on social media

BEFORE the announcement

- Sign off all content
- Ensure the right tools, equipment and people are in place for the day (i.e. Periscope account setup if first time doing a livestream)
- Alert external stakeholders to the upcoming announcement, a tweet or a LinkedIn post with key information and links will do

DURING the announcement

- Let the content schedule and real life events guide the content flow
- Release information in a timely and consistent manner

AFTER the announcement

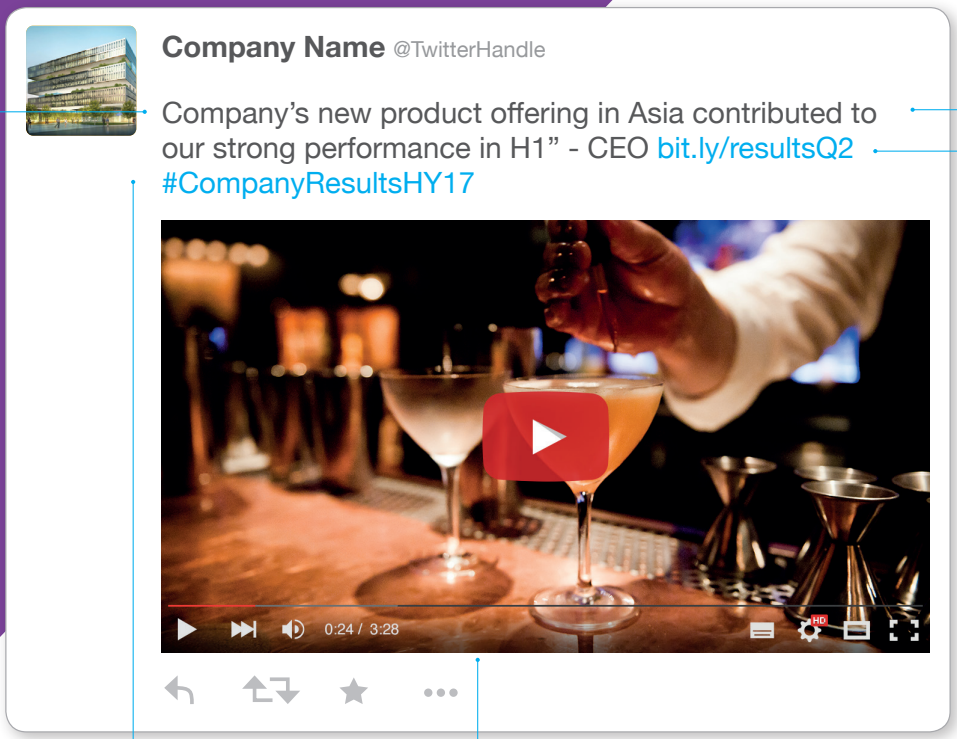
- Monitor conversations, amplify positive messages and correct any inaccuracies
- Be social – share, like and reply to positive posts
- Take this opportunity to engage with stakeholders while you've got their attention

AFTER the announcement

- Evaluate your performance – which of your accounts, messages and format types worked best?
- Review conversations to identify key drivers, influencers and platforms
- Gather feedback from the broader team – was the overall process and approach effective, could anything be improved?

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

Rich media

Include multimedia content, images, videos and graphics, to relay financial information in an engaging and accessible way; 0 characters

Link

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

Tweet

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

Speak to us about leveraging other channels and specialist platforms.

Top 10 by platform

1	Tesco
2	HSBC
3	Aviva
4	Shell
5	Unilever
6	Diageo
7	BP
8	BAE Systems
9	Barclays
10	AstraZeneca

1	Diageo
2	BP
3	GSK
4	TUI Group
5	Barclays
6	Rio Tinto
7	Tesco
8	easyJet
9	Aviva
10	Anglo American

1	Shell
2	Diageo
3	GlaxoSmithKline
4	Aviva
5	Unilever
6	British American Tobacco
7	Anglo American
8	RSA Insurance
9	TUI Group
10	Barclays

1	Shell
2	Anglo American
3	BP

* The YouTube ranking is based on the number of views, rather than engagement, for the impact category.

Sector leaders

FINANCIAL SERVICES

Overall Ranking	Company
6	Barclays
9	HSBC
15	Lloyds Banking Group
35	Standard Chartered
39	Old Mutual
48	Royal Bank of Scotland
53	Schroders
62	London Stock Exchange Group
63	Provident FIN

RESOURCES

Overall Ranking	Company
2	BP
7	Rio Tinto
10	Shell
11	Anglo American
19	BHP Billiton
27	Antofagasta

FMCG

Overall Ranking	Company
1	Diageo
12	Unilever
43	Imperial Brands
51	British American Tobacco

PHARMACEUTICALS

Overall Ranking	Company
3	GlaxoSmithKline
21	AstraZeneca
39	Hikma Pharmaceuticals

RETAIL

Overall Ranking	Company
4	Tesco
24	Sainsbury's
33	Travis Perkins
37	Kingfisher
68	Marks & Spencer

INSURANCE

Overall Ranking	Company
8	Aviva
16	RSA Insurance
31	Legal & General
34	Admiral Group
46	Direct Line Insurance
50	Standard Life

REAL ESTATE

Overall Ranking	Company
20	Taylor Wimpey
22	British Land
28	Land Securities
38	Hammerson
42	Intu Properties
61	Barratt Development
63	Berkeley Group Holdings

FTSE 100 – Complete ranking

Rank	Name
1	Diageo
2	BP
3	GlaxoSmithKline
4	Tesco
5	TUI Group
6	Barclays
7	Rio Tinto
8	Aviva
9	HSBC Holdings
10	Royal Dutch Shell
11	Anglo American
12	Unilever
13	easyJet
14	National Grid
15	Lloyds Banking Group
16	RSA Insurance Group
17	BAE Systems
18	RELX
19	BHP Billiton
20	Taylor Wimpey
21	AstraZeneca
22	British Land
23	Pearson
24	Sainsbury's
25	Centrica
26	Whitbread
27	Antofagasta
28	Land Securities Group
29	Sage Group
30	Intertek Group
31	Capita
32	Legal & General Group
33	Travis Perkins
34	Admiral Group
35	Standard Chartered

Rank	Name
36	Johnson Matthey
37	Kingfisher
38	Hammerson
39	Hikma Pharmaceuticals
40	Old Mutual
41	Sky
42	Intu Properties
43	Dixons Carphone
44	Imperial Brands
45	GKN
46	Direct Line Insurance Group
47	Vodafone Group
48	Royal Bank of Scotland Group
49	SSE
50	Standard Life
51	British American Tobacco
52	WPP
53	Schroders
54	InterContinental Hotels Group
55	Worldpay
56	Smiths Group
57	Micro focus
58	BT Group
59	Paddy Power Bet
60	Mediclinic
61	Barratt Developments
62	London Stock Exchange Group
63	Provident FIN
64	Informa
65	Smith & Nephew
66	Wolseley
67	3i Group
68	Burberry Group
69	Marks and Spencer Group

Methodology

FTI Consulting completed the research in December 2016 – January 2017.

The team analysed the channels and feeds of all FTSE 100 constituents on four social media platforms most relevant to corporate communications and financial results reporting:

1. Twitter;
2. LinkedIn;
3. YouTube;
4. SlideShare.
5. We recognise that FTSE 100 companies' digital performance is influenced by spikes in corporate activity as well as broader global agenda, and that no month is equally significant for all 100 companies. Therefore we analysed corporate feeds at a universally critical time – during the full or half year results announcements. Full and half year results are most similar in content and close to each other in time. 86% of the results announcements analysed for this report were half-year results.

FTI's analysis focused on three components of results-related social media content published by FTSE 100 companies one day before, on the day, and one day after their results announcements:

1. Volume: the number of tweets, LinkedIn posts, YouTube videos and SlideShare presentations
2. Quality: overall quality of all results-related content (10 – excellent, 5 – good, 3 – average, 0 – poor)
3. Impact: the number of retweets, likes, shares, comments and other interactions with the recorded tweets and posts.

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

The companies included were the constituents of the FTSE 100 index in December 2016. The data covered the most recent set of annual or half-year results for each company prior to 15 December 2015.

The feeds of official corporate Twitter, LinkedIn, YouTube and SlideShare accounts were analysed for this research. If a company did not have a corporate account, general company accounts were identified and analysed.

The research is based solely on publically available online information; no interviews were conducted for this report.

About Us:

FTI's London-based Digital practice partners with FTSE 100 and other large corporate brands across EMEA to design effective online reputation management strategies, covering issues and crisis communications, influencer identification and outreach, content and channel strategy, paid and creative campaigning. We work with clients at all stages of digital maturity, from early-stage set-up, requiring governance, social media architecture and content planning, to expert in-house digital teams requiring contingency or specialist support.

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1. Source: Moz https://moz.com/blog/when-is-my-tweets-prime-of-life

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