

A SOCIAL DIVIDE IN THE CITY FTSE 250 EDITION

250



FTSE 250
companies
reviewed

272



Tweets and
LinkedIn posts
analysed

2,135



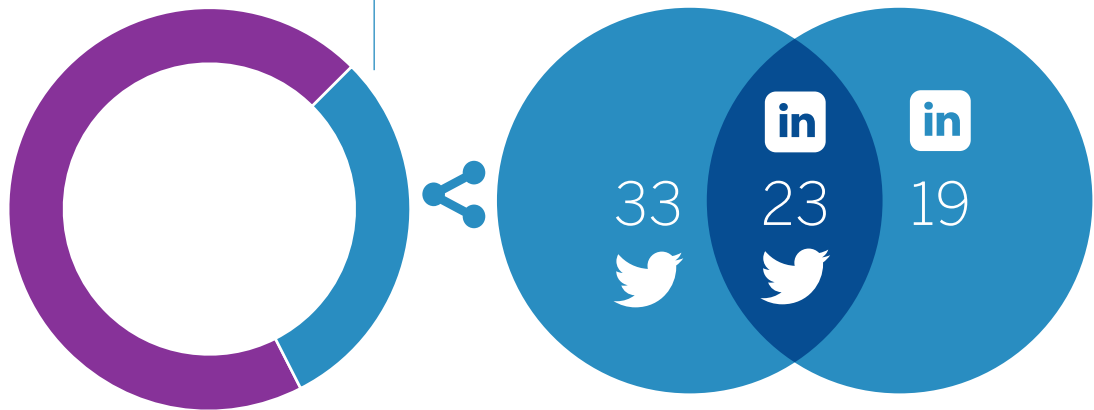
'Likes', 'Shares'
and other digital
interactions recorded

70% or 175 companies

didn't share their latest full or half year
results on Twitter or LinkedIn

30% or 75 companies

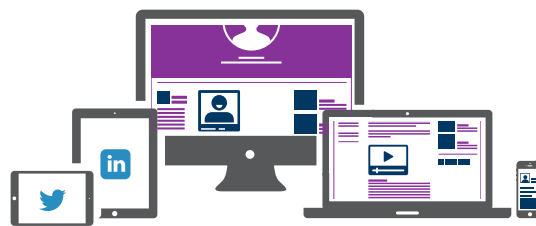
shared their latest full or half year results on Twitter, or LinkedIn, or both



TOP 20

1 Kier Group	6 Berendsen	11 John Wood Group	16 Regus
2 Petrofac	7 Hays	12 Catlin Group	17 Halma
3 TSB Banking Group	8 St. Modwen Properties	12 Mitie Group	18 UBM
4 Interserve	9 Renishaw	14 Segro	18 Qinetiq Group
5 WS Atkins	10 Savills	15 Essentra	20 Petra Diamonds

ABOUT FTI DIGITAL

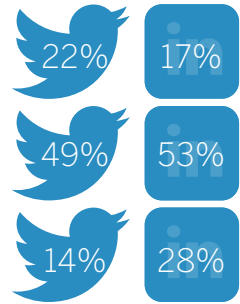


FTI Consulting's Digital practice helps clients achieve their business objectives through the use of digital tools, channels and content in an integrated way to support critical initiatives, including brand promotion and protection, high-velocity situations and issues and crisis scenarios.

FTSE 250: Twitter vs LinkedIn

FTSE 250 companies share their results on Twitter more than on LinkedIn, however LinkedIn stands out when it comes to overall activity and dormant accounts. The four-percent difference between companies that are active on LinkedIn and Twitter can be attributed to job postings, which are often not shared on Twitter.

Percentage of companies that posted their latest results



Percentage of companies that are active on the channel

Percentage of companies with dormant accounts

FTSE 250 vs FTSE 100

FTSE 100 companies are better at leveraging social media for results announcements and beyond. The portion of constituents who posted their latest results on Twitter and/or LinkedIn is more than twice as high for FTSE 100 than for FTSE 250, 62% vs. 30%. Furthermore, FTSE 100 results-related posts and tweets received twice as many interactions as their FTSE 250 counterparts (4,275 vs. 2,135).

30%  62%
Percentage of companies that posted their latest results
Percentage of companies active on Twitter and/or LinkedIn

65%  93%

Percentage of companies with dormant Twitter and/or LinkedIn profiles

35%  12%

3.6  6.6 

Average number of results tweets/posts company

Highest number of interactions achieved by one company

439  532 

Number of interactions that results tweets/posts received overall

4,275  2,135 

WHY THIS MATTERS

1 Investors are listening:



Global institutional investors are using social media channels, most notably Twitter and LinkedIn, to look for information directly from companies (13%); to seek information from third-party influencers (40%), and to track breaking crisis situations (44%).* Don't miss your chance to reach the investment community.

2 Own your own direct communications channel:



Securing results coverage can be challenging if you are not a household name. Social media is a way for companies to communicate their messages directly to their stakeholders, without relying on traditional media channels.

3 They're talking behind your back:



Results-driven discussions are taking place on social media, no matter if the company discussed is participating or even has any social media presence. Join in and frame the conversation, before others do it for you. However, following best practice advice is important before embarking on any new digital strategy.

CONTACT

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*Source: FTI Strategy Consulting and Research survey of 116 global institutional investors, conducted between 1 and 5 December 2014



About FTI Consulting

FTI Consulting, LLP, 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 in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring.

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