

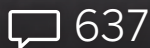
A SOCIAL DIVIDE IN THE CITY

2018 EDITION: BREAKING
AWAY FROM THE PACK

ANNUAL FTSE 100 SOCIAL MEDIA PERFORMANCE INDEX



All FTSE 100 companies
reviewed



637 Posts analysed
across 4 platforms



17,121 Engagements
recorded

Executive Summary

The sixth annual instalment of our Social Divide index throws into the spotlight a number of key trends relating to corporate results reporting on social media by FTSE 100 companies.

When we started the Social Divide in 2013, we saw a simple distinction between those companies that were using social media for results reporting and those that were not. Since then, we've seen new types of engaging content come forward, as companies have invested more time and effort on content designed to tell the story of the strategy and performance of their business around results time.

With a higher number of engagements as a proportion of posts compared to our 2017 report, today's Social Divide has taken on a new meaning as we welcome the **'1,000 Club'**, a distinct group of companies who have achieved over 1,000 engagements across channels in relation to their results posts. In fact, to be within our top ten ranking required companies to achieve over 1,038 engagements relating to results content, with LinkedIn serving up the most engagements overall.

Our index looks beyond engagements to give a quality score based on the content we have analysed – and this year, more than ever, we have noted an impressive array of formats and design innovations helping to bring to life complex information.

While there has been no change in the top two performers overall in comparison to 2017 (Diageo holds onto the yellow jersey, with BP second), the big changes are happening further down the index – with the likes of Informa, 3i Group, Standard Chartered, Intercontinental Hotels Group and RBS all rising by more than 20 places. Conversely some of the biggest falls can be seen from the likes of Centrica, Taylor Wimpey, Admiral Group and National Grid.

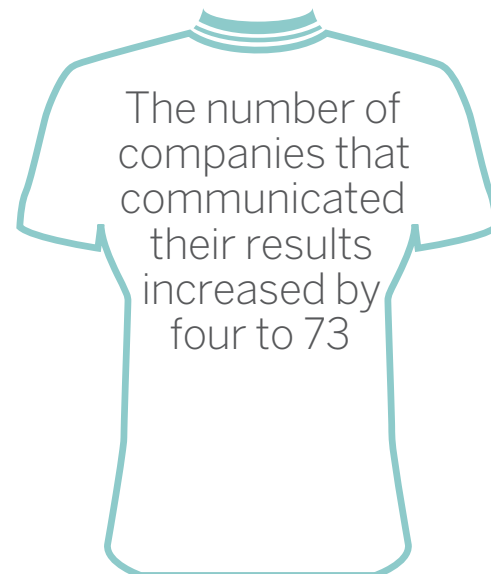
Again we can say that the best performing companies in our index are working smarter with content, not necessarily creating more of it. Over the coming pages we detail some of the techniques used by FTSE 100 companies to create high quality posts that deliver on engagement and reach, effectively targeting an audience of over 37 million across the Twitter, LinkedIn, YouTube and Instagram channels they are active on.

Our top ten outperformers have opened up a new divide to us, representing a best in class group of companies fully leveraging the opportunity to influence stakeholder engagement and sentiment relating to company results

Diageo retained the top spot in this year's ranking, ahead of runner-up BP for the second year in a row.

New FTSE 100 entrants Smurfit Kappa and G4S were both quick off the starting line, appearing in our top 15 – with G4S notably ranked in tenth place. A new entrant to our report is mining company Glencore, who moved from zero activity to twelfth place overall, thanks to what appears to be a highly targeted approach.

Tesco (after being declared a 'winner' based on its climbing position in 2017) and TUI both dropped out of our top ten based on the content analysed, although it's noteworthy that TUI halved its output, but still generated similar engagement.



RESEARCH OVERVIEW

In order to evaluate the performance of FTSE 100 companies, FTI analysed the social media activity of each FTSE 100 constituent on the four social media platforms most relevant, in our view, to corporate and financial communications – Twitter, LinkedIn, YouTube and Instagram – 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 15.

INDEX RANKING METHODOLOGY



1. Volume

Number of results-related content:

- Tweets
- LinkedIn posts
- YouTube videos
- Instagram posts

2. Quality












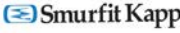


Overall quality of all results-related content on Twitter, LinkedIn, YouTube and Instagram

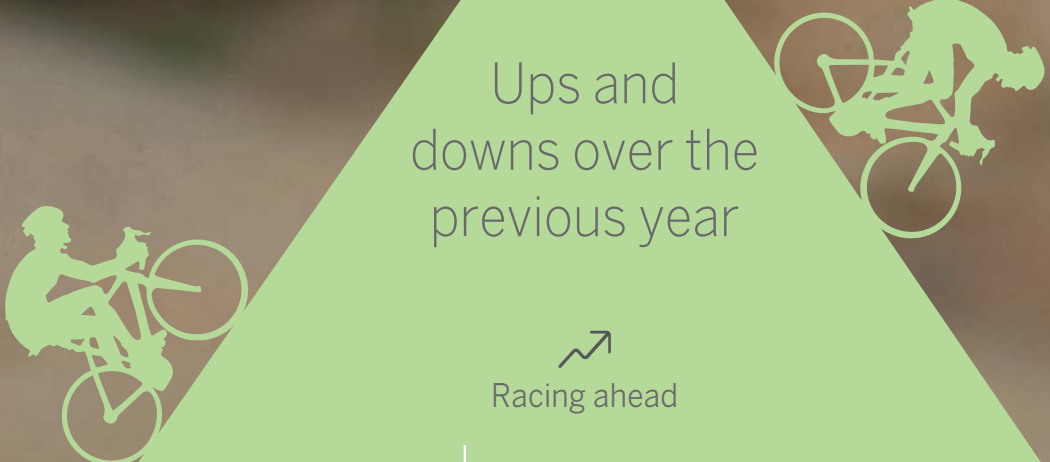
3. Impact

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

- Twitter (retweets, likes, comments)
- LinkedIn (comments, likes, shares)
- YouTube (likes, dislikes, comments)
- Instagram (likes, comments)

FTSE 100
index:
Top 20

1	Diageo	
2	BP	
3	BHP Billiton	
4	GlaxoSmithKline	
5	HSBC	
6	Royal Dutch Shell	
7	Rio Tinto	
8	Aviva	
9	Anglo American	
10	G4S	
11	Standard Chartered	
12	Glencore	
13	Lloyds Banking Group	
14	TUI AG	
15	Smurfit Kappa	
16	Barclays	
17	Unilever	
18	Informa	
19	AstraZeneca	
20	Kingfisher	



Ups and downs over the previous year



Racing ahead

Places	Company
+27	Informa
+25	3i Group
+24	Standard Chartered



Slowing down

Places	Company
-39	Centrica
-38	Taylor Wimpey
-27	Admiral Group

Highlights

Twitter maintained its status as the primary social media platform being used for financial results – 72 companies shared their results on the micro-blogging site, up six on last year. LinkedIn was also prominently used, with 50 companies (up 8 on last year) sharing results on the platform – although notably engagement rates achieved on LinkedIn were at 105 per post on average, versus 72 on Twitter.

Diageo

Diageo continues to employ well designed and visually-engaging content when sharing results. Infographics and imagery draw reader attention as they scroll through content and can be produced ahead of time, with key figures added just before release. This type of owned content also allows Diageo to control the visual narrative of its results.

Diageo strategy includes a global focus for the first set of posts, followed by regional figures and imagery. This approach is seen within many of our '1,000 club' companies. Structuring content in this way also encourages and enables engagement across timezones.

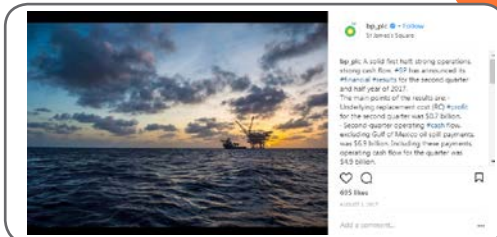
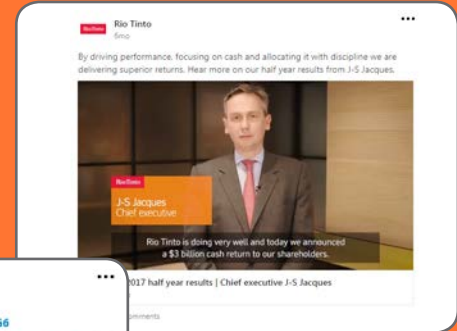
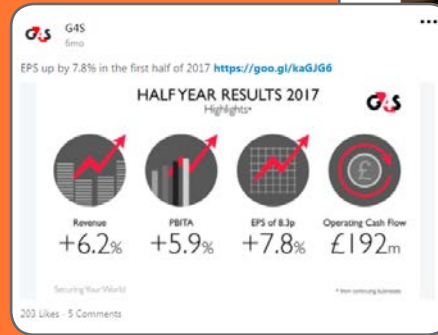


The Breakaways

Whilst not quite winning jerseys, our breakaways are leading the peloton – and forcing everyone else to move faster.

A consistent approach, tailored to key audiences, is employed each quarter / half year to release results details.

Employee networks are leveraged to drive interactions and spread information, with these employee stakeholders



Instagram Famous

Our two pack leaders, Diageo and BP also share results content on Instagram. We are increasingly seeing Corporate and Financial organisations undertake social media activity on Instagram, where they can distribute company information in a visually compelling way.

With over 800 million monthly users (and rising) Instagram offers companies the ability to easily share visual content to key audiences and can add a 'behind the scenes' human-led tone of content.



Going for Gold



Lights, Camera, Action!

As well as employing cross platform pollination, our '1,000 club' leaders utilise multiple types of content in order to share results while engaging with a variety of audiences.

This can include short videos, animations, infographics, fact cards, quote cards, as well as live streams of results announcements.

Video content has seen the greatest increase – more companies are sharing content on YouTube (up from 18 to 23), whilst also including native videos on Twitter and LinkedIn posts.

Video content is often posted multiple times over the week following results. Paid targeting of video content within Twitter is also utilised here, helping to boost audience reach and aiding ROI for video items.

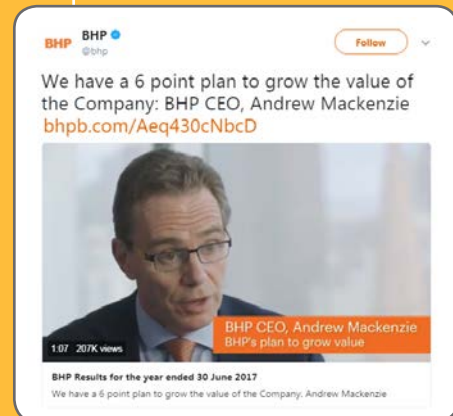




People like people

The use of key executives for communicating financial results helps to add life to the data, and is seen across many of our '1,000 club' and key movers, including BP, BHP, and Rio Tinto.

Whilst video is a key component here, quote cards are also prevalent, and allow for organisations to link results messaging and financial performance to the reputation of their leadership team.



FTI's guide to financial reporting on social media



FTI's guide to financial reporting on Twitter

Results in 280 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 your company's stock symbol as a 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

When announcing financial results in February 2018, Twitter's CEO Jack Dorsey revealed that users were still sharing short tweets and seeing higher engagement, suggesting that just because you can use up to 280 characters doesn't mean you should.

Top 10 by platform



- 1 Royal Dutch Shell
- 2 BHP
- 3 Glencore
- 4 BP
- 5 Tesco
- 6 Diageo
- 7 Aviva
- 8 GlaxoSmithKline
- 9 Rio Tinto
- 10 HSBC



- 1 Diageo
- 2 BP
- 3 BHP
- 4 GlaxoSmithKline
- 5 HSBC
- 6 Royal Dutch Shell
- 7 Standard Chartered
- 8 G4S
- 9 Rio Tinto
- 10 Aviva



- 1 GlaxoKlineSmith
- 2 Sainsbury's
- 3 Shell
- 4 G4S
- 5 Aviva
- 6 Unilever
- 7 Anglo American
- 8 Diageo
- 9 British American Tobacco
- 10 Rio Tinto



- 1 Diageo
- 2 BP
- 3 Anglo American
- 4 Aviva Plc
- 5 Johnson Matthey
- 6 RELX Group
- 7 British Land plc



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

Sector leaders



FINANCIAL SERVICES

Overall Ranking	Company
5	HSBC Holdings
11	Standard Chartered
13	Lloyds Banking Group
16	Barclays
28	Royal Bank of Scotland Group
41	Old Mutual
49	Schroders
57	London Stock Exchange Group



FMCG

Overall Ranking	Company
1	Diageo
17	Unilever
56	British American Tobacco
59	Imperial Brands



INSURANCE

Overall Ranking	Company
8	Aviva
21	RSA Insurance Group
36	Legal & General Group
45	Standard Life Aberdeen
48	Direct Line Group
61	Admiral Group
62	Prudential



RESOURCES

Overall Ranking	Company
2	BP
3	BHP Billiton
6	Royal Dutch Shell
7	Rio Tinto
9	Anglo American
12	Glencore
52	Antofagasta



RETAIL

Overall Ranking	Company
18	Tesco
20	Kingfisher
30	Sainsbury's
69	Marks and Spencer Group



PHARMACEUTICALS

Overall Ranking	Company
4	GlaxoSmithKline
19	AstraZeneca
34	Shire



TMT

Overall Ranking	Company
33	Halma
35	Sky
37	Informa
51	Vodafone Group
73	BT Group



REAL ESTATE

Overall Ranking	Company
25	British Land
31	Hammerson
44	Landsec Group
58	Taylor Wimpey
65	Barratt Developments



LEISURE

Overall Ranking	Company
14	TUI
27	Whitbread
31	InterContinental Hotels Group
43	Paddy Power Betfair

FTSE 100 – Complete ranking

Rank	Name
1	Diageo
2	BP
3	BHP Billiton
4	GlaxoSmithKline
5	HSBC Holdings
6	Royal Dutch Shell
7	Rio Tinto
8	Aviva
9	Anglo American
10	G4S
11	Standard Chartered
12	Glencore
13	Lloyds Banking Group
14	Tui AG
15	Smurfit Kappa
16	Barclays
17	Unilever
18	Tesco
19	AstraZeneca
20	Kingfisher
21	RSA Insurance Group
22	Johnson Matthey
23	RELX Group
24	Sage Group
25	British Land Company
25	BAE Systems
27	Whitbread
28	Royal Bank of Scotland Group
29	Experian
30	Sainsbury's
31	Hammerson
31	InterContinental Hotels Group
33	Halma
34	Shire
35	Sky
36	Legal and General

Rank	Name
37	Informa
38	International Consolidated Airlines Group SA
39	DS Smith
40	National Grid
41	Old Mutual
42	3i Group
43	Paddy Power Betfair
44	Land Securities Group
45	Standard Life Aberdeen
46	Segro
47	JustEat
48	Direct Line Group
49	Schroders
50	Pearson
51	Vodafone Group
52	Antofagasta
53	GKN
54	WPP
55	Smiths Group
56	British American Tobacco
57	London Stock Exchange Group
58	Taylor Wimpey
59	Imperial Brands
60	Carnival
61	Admiral Group
62	Prudential
63	SSE
64	Centrica
65	Barratt Developments
66	Worldpay GRP
67	Severn Trent
68	Ferguson
69	Smith & Nephew
70	Marks and Spencer Group
71	Burberry Group
72	Mediclinic
73	BT Group



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