FTI CONSULTING™

SOCIAL DIVIDE 2019

MINING FOR SOCIAL MEDIA ENGAGEMENT

FTI Consulting's ASX 100 Social Media Performance Index

♡ **26,700**
retweets, shares, comments, likes and other interactions recorded

▢ **325**
posts analysed across three platforms

🔍 **100**
ASX companies reviewed

EXECUTIVE SUMMARY

The 8th edition of our Social Divide Index confirmed that ASX 100 companies are increasingly using social media to communicate their financial results, with fifty-nine per cent of them engaging with stakeholders on LinkedIn, Twitter and YouTube during the survey period.

Investors (both retail and institutional) are an integral audience for the ASX 100 and connecting with them via multiple platforms and channels ensures a company's message is heard. Investors have become accustomed to two-way communication with companies and those not present on social media may inadvertently damage their corporate reputation by failing to engage online.

This report looks at the best practice techniques used by ASX 100 companies to extend the engagement and reach of their financial reporting online.

OUR FINDINGS

BHP topped this year's ranking using a combination of visually-striking and easy-to-consume content on LinkedIn, Twitter and YouTube. The company communicated frequently with its audiences across all social media platforms and was rewarded with strong engagement across the board. A key component of BHP's content strategy was a series of high-quality videos featuring employees from its operations around the world.

There were three new entrants to our top ten list this year: Xero, Newcrest Mining and Coles Group.

LinkedIn led the way as the social platform of choice for announcing financial results, with 51 of the ASX 100 active on this platform. Twitter use increased from 39 companies last year to 48 this year while YouTube use continued to grow steadily from 15 last year to 17 this year.

There was a 70 per cent increase in engagement with results-related content compared to this time last year – a trend we expect to continue as users increasingly look online for information about listed companies.

RESEARCH OVERVIEW

We analysed the social media activity of each ASX 100 company on the three platforms most relevant, in our view, to corporate and financial communications – Twitter, LinkedIn and YouTube – at the time of its more recent 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.

VOLUME

Number of results-related content:

- Tweets
- LinkedIn posts
- YouTube videos

QUALITY

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

IMPACT

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

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

ASX 100 INDEX – THE TOP 20

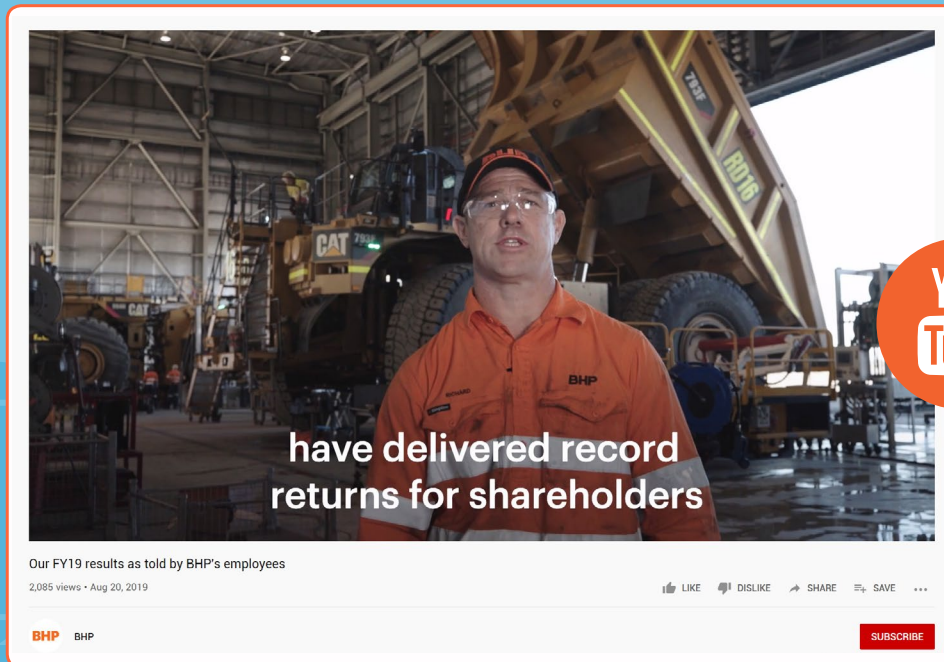| 1 | BHP Group |
2	Lendlease Group
3	Macquarie Group
4	Coca-Cola Amatil
5	Fortescue Metals Group
6	Xero
7	Rio Tinto
8	Newcrest Mining
9	Cochlear
10	Coles Group
11	Origin Energy
12	Santos
13	Insurance Australia Group
14	Amcor
15	Downer EDI
16	CSL
17	Charter Hall Group
18	Australia & New Zealand Banking Group
19	Commonwealth Bank of Australia
20	South32

MINING COMPANIES DIGGING IN ON SOCIAL MEDIA ENGAGMENT

IT'S OFFICIAL: MINERS ROCK

BHP SHOWCASING THEIR TEAM

This year's Social Divide leader, BHP, did an outstanding job creating engaging content around their financial results. Our favourite piece of content was a video starring BHP teams from Chile, Brazil, Singapore and Australia announcing the highlights from their results. Their message was concise and easy to understand. The use of subtitles was excellent for not only any non-English speaking parts but for anyone watching the video with their volume muted!
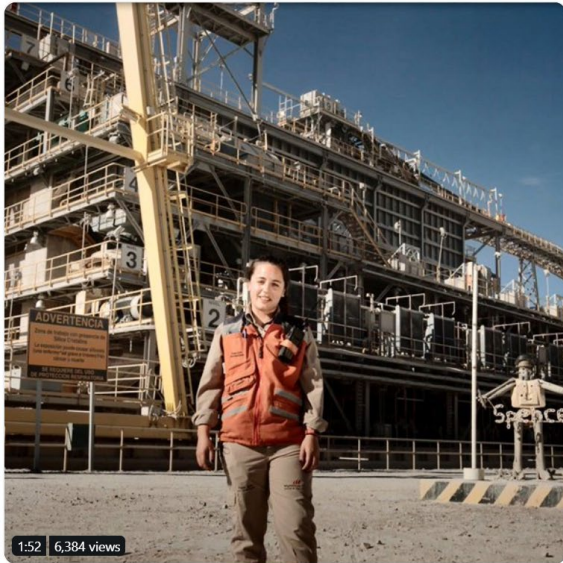

have delivered record
returns for shareholders

Our FY19 results as told by BHP's employees
2,085 views • Aug 20, 2019

LIKE   DISLIKE   SHARE   SAVE   ...

BHP   BHP   SUBSCRIBE

BHP ✔
@bhp   Follow

We've had a great year at BHP but it was only made possible thanks to our amazing teams. Here's our teams from Chile, Brazil, Singapore and Australia with the highlights from our FY19 results.

1:52 6,384 views

4:25 PM - 19 Aug 2019

21 Retweets 135 Likes

💬 3   🔁 21   ♡ 135

BHP
526,018 followers
1mo • Edited   + Follow •••

We've had a great year at BHP but it was only made possible thanks to our amazing teams. Here's our teams from Chile, Brazil, Singapore and Australia with the highlights from our FY19 results.

Cerro Colorado Mine, Chile

We value inclusion and diversity

2019 financial results

718 • 10 Comments • 31,754 Views

👍 Like   💬 Comment   ↪ Share

5

Fortescue Metals Group
73,767 followers
1mo

+ Follow

Elizabeth Gaines, CEO: "FY19 was a year of record achievements with the entire Fortescue team delivering excellent results across all of our operations."
Read more: https://lnkd.in/f_ts7EJ

Delivering FY19 Results
2.8 TRIFR
Total Recordable Injury Frequency Rate
167.7 mt shipped
Production
$13.11 /wmt
C1 cost

286 · 5 Comments

Reactions

👍 Like   💬 Comment   ↪ Share   Top Comments ▼

STAYING ON BRAND WITH FORTESCUE METALS GROUP

FMG have a strong visual identity and every social media post aligns with this. They use professional photos of their team in uniform and feature a consistent look and feel with each piece of content that is created. This branding not only looks professional, but audiences will also easily recognise FMG's content in busy social media feeds.

Newcrest Mining
@NewcrestMining

Follow

With record gold production our Full Year Results are out today for the year ended 30 June 2019. We reported a Statutory and Underlying profit of $561 million, that's 178% and 22% higher than the previous year $NCM #ausbiz

NEWCREST FULL YEAR RESULTS
Gold production of **2.49 million** ounces
Lowest reported All-in Sustaining Cost of **$738** per ounce
Net debt of **$395 million** a **62% reduction** from 30 June 2018
Free cash flow increased **34%** to **$804 million** with all operations free cash flow positive

Newcrest Full Year Results
www.newcrest.com.au

NEWCREST MINING HIGHLIGHTING FANTASTIC RESULTS

This example from Newcrest Mining summarised all of their results in one simple post. They also utilised platform-specific tools by adding their cashtag and joining the greater #ausbiz conversation.

South32
@South_32
Follow

Today we've released our 2019 Full Year Results. Hear from our Chief Executive Officer, Graham Kerr on our highlights.
You can read the report here: bit.ly/2ZjrR0A #ASX #AusBiz #Results2019 #Mining #South32

Underlying EBITDA
US$2.2 billion dollars

Free cash flow
US$1 billion dollars

Net cash balance
US$504 million dollars

and a net cash balance of $504 million dollars.

4:34 PM - 21 Aug 2019

2 Retweets 3 Likes

ENGAGING VIDEO CONTENT BY SOUTH32

South32's CEO video summed up their results and used professional graphics to highlight the most important takeaways. South32 also used this video as an opportunity to highlight their employee safety commitments – demonstrating how to intertwine financial messaging with important corporate messaging. This post expanded its reach via use of relevant hashtags.

Rio Tinto
@RioTinto
Follow

"Our world-class portfolio and strong balance sheet serve us well in all market conditions... Our delivery is in evidence today, with our record interim returns of $3.5 billion." J-S Jacques, Chief Executive $RIO

2019 half year results (US$)

$3.5bn
Of shareholder returns

$10.3bn
of EBITDA

$6.4bn
Cash from operations

$3.9bn
Free cash flow

47%
EBITDA margin

Rio Tinto releases half year results
www.riotinto.com

11:52 PM - 31 Jul 2019

GREAT USE OF INFOGRAPHICS BY RIO TINTO

Rio Tinto used a series of on brand infographics to summarise their results. This makes information (particularly of the financial variety) much easier to digest and engage with online as users are scrolling through busy feeds.

GREAT IDEAS FOR ENGAGING CONTENT WHEN DELIVERING FINANCIAL RESULTS
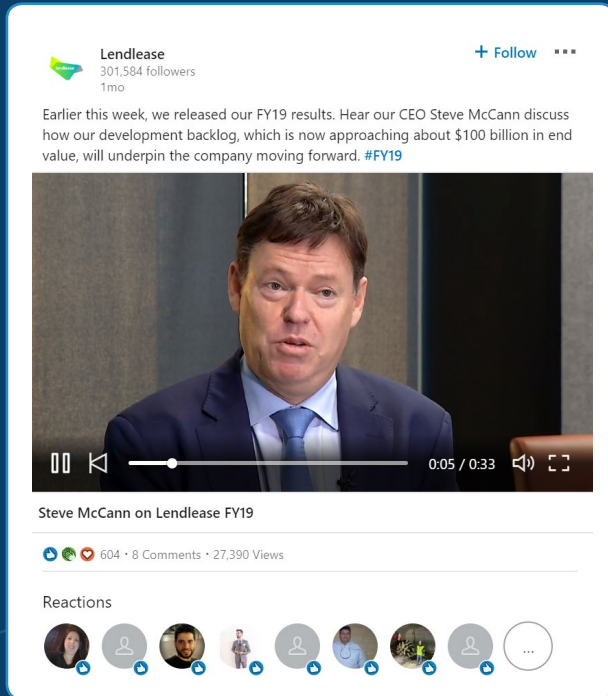

SHOWCASING YOUR LEADER

A big trend this year was the use of business leaders, front and centre, in financial results social media content. Some businesses retweeted their leader's posts, others led with video content, quote graphics or interviews with executives. Lendlease shared a video of their CEO talking about their exciting ongoing program of work.

USING SIMPLE AND EFFECTIVE GRAPHICS TO TELL YOUR STORY

An effective way to add interest to your social media posts is with a quote graphic. A simple, low budget technique, the example shown above features Macquarie's Group Managing Director and CEO with a key quote that provides context to the company's financial results.
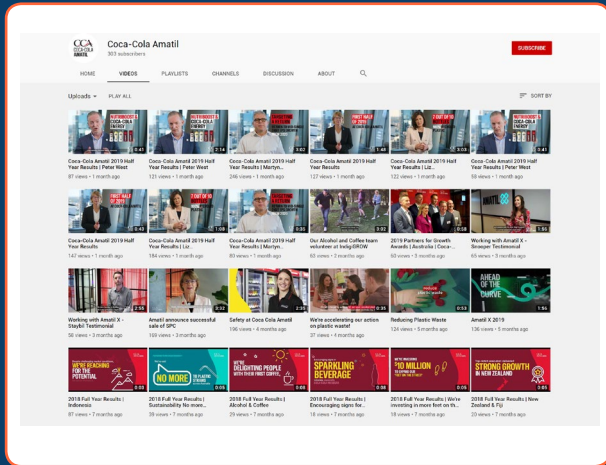
USING VIDEO CONTENT WELL

There was noticeable growth in the use of video content this year, aligning with social media consumption preferences. Great videos that had larger engagement tended to be short in length, have subtitles and highlight infographic-style data.

Coca-Cola Amatil moved up the rankings to 4th place this year and featured very engaging content as part of their financial results communication strategy.

Coca-Cola Amatil created a series of videos showcasing the breadth of their team. This not only helps tell their story, but it demonstrates the range of talent across the business. All the videos were succinct and titled with appropriate descriptions on YouTube in order to drive maximum traffic.
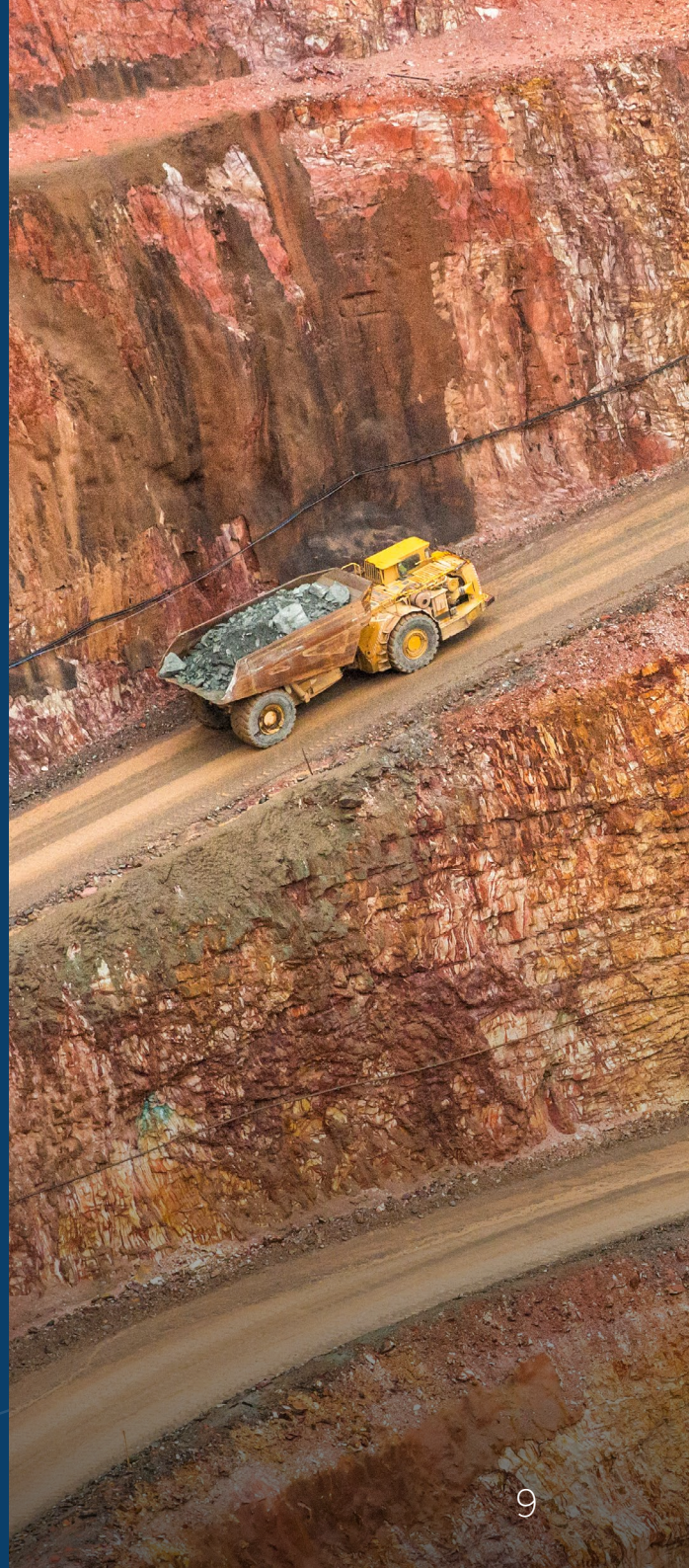
FTI CONSULTING'S GUIDE TO FINANCIAL REPORTING ON SOCIAL MEDIA

1 — 7 DAYS

BEFORE THE ANNOUNCEMENT

- Refine your key messages and create a content schedule

- Agree on multimedia executions (e.g. livestream, quote cards, infographics, gifs) and brief the relevant teams

- Develop a results hashtag and remember to use your cashtag

- Prepare a schedule for the day and share it with internal stakeholders

- Brief the executive team and create custom content for their social media accounts

2 — 1-2 DAYS

BEFORE THE ANNOUNCEMENT

- Sign off all content

- Ensure the right tools, equipment and people are in place for the day

- Alert external stakeholders to the upcoming announcement, a tweet or a LinkedIn post with key information and links is a good idea

3 — RESULTS DAY

DURING THE ANNOUNCEMENT

- Allow the content schedule and real-life events guide the content flow

- Release information in a timely and consistent manner

4
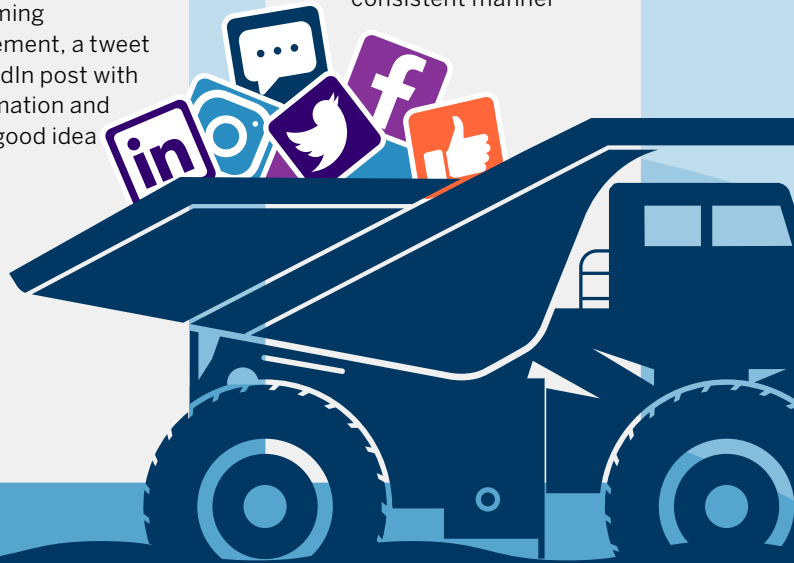
RESULTS DAY

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 have their attention

- Check in on your leadership teams' accounts – if they're talking about results, share their messages

5

1-2 DAYS

AFTER
THE ANNOUNCEMENT

- Review your performance – which accounts, messages and format types worked best?

- Review conversations to identify key topics, influencers and platforms

- Gather feedback from the broader team – was the overall process and approach effective? Could anything be improved?

TOP 10 BY PLATFORM

TWITTER

1	BHP Group
2	Xero
3	Coca-Cola Amatil
4	Australia & New Zealand Banking Group
5	CYBG
6	Fortescue Metals Group
7	Macquarie Group
8	Rio Tinto
9	Suncorp Group
10	Telstra Corp

LINKEDIN

1	BHP Group
2	Lendlease Group
3	Macquarie Group
4	Coca-Cola Amatil
5	Fortescue Metals Group
6	Rio Tinto
7	Newcrest Mining
8	Cochlear
9	Coles Group
10	Origin Energy

YOUTUBE

1   BHP Group

2   Commonwealth Bank of Australia

3   Australia & New Zealand Banking Group

4   Rio Tinto

5   Westpac Banking Corp

6   Santos

7   Macquarie Group

8   Coca-Cola Amatil

9   Origin Energy

10 Orora

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

ASX 100
COMPLETE SOCIAL DIVIDE RANKING

Rank	Name
1	BHP Group
2	Lendlease Group
3	Macquarie Group
4	Coca-Cola Amatil
5	Fortescue Metals Group
6	Xero
7	Rio Tinto
8	Newcrest Mining
9	Cochlear
10	Coles Group
11	Origin Energy
12	Santos
13	Insurance Australia Group
14	Amcor
15	Downer EDI
16	CSL
17	Charter Hall Group
18	Australia & New Zealand Banking Group
19	Commonwealth Bank of Australia
20	South32
21	Woodside Petroleum
22	CYBG
23	Treasury Wine Estates
24	QBE Insurance Group
25	BlueScope Steel
26	Mirvac Group
27	Tabcorp Holdings
28	Orica
29	Telstra Corp

Rank	Name
30	AMP
31	Westpac Banking Corp
32	CIMIC Group
33	Scentre Group
34	Beach Energy
35	Cleanaway Waste Management
36	Orora
37	Medibank Private
38	Ansell
39	Stockland
40	National Australia Bank
41	Brambles
42	Bendigo & Adelaide Bank
43	Vicinity Centres
44	Qube Holdings
45	Goodman Group
46	OZ Minerals
47	carsales.com
48	ASX
49	Suncorp Group
50	Dexus
51	Wesfarmers
52	Challenger Limited
53	Bank of Queensland
54	a2 Milk Co
55	Nine Entertainment Co Holdings
56	Aurizon Holdings
57	Woolworths Group
58	Iluka Resources

METHODOLOGY

FTI Consulting completed the research in October 2019.

Our team analysed the accounts and feeds of all ASX 100 constituents on three social media platforms most relevant to corporate communications and financial results reporting:

1. Twitter
2. LinkedIn
3. YouTube

We recognise that ASX 100 companies' digital performance is influenced by spikes in corporate activity as well as broader global agendas, 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. 69 percent of the results announcements analysed for this report were full year results.

FTI's analysis focused on three components of results-related social media content published by ASX 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
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 generated an aggregate score.

The companies included were the constituents of the ASX 100 index on 1 August 2019. The data covered the most recent set of full or half year results for each company prior to 31 August 2019.

The feeds of official corporate Twitter, LinkedIn and YouTube 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 publicly available online information; no interviews were conducted for this report.

FTI CONSULTING™

ABOUT US

FTI Consulting's Strategic Communications digital experts partner with ASX 100 and other large corporate brands across Australia 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.

To learn more about how our team can assist, please contact:

Celia Heffernan
Senior Director
02 8298 6100
celia.heffernan@fticonsulting.com

The views expressed herein are those of the author(s) and not necessarily the views of FTI Consulting, Inc., its management, its subsidiaries, its affiliates, or its other professionals.