



## 2018 – Best Use of Digital Communications

*Categories: FTSE100, FTSE250, Small Cap & AIM, and International*

### IR Principles

Please note that for all awards categories, companies need to emphasise how you have successfully addressed the following IR principles:

- Having an equity story and investment case that are clearly communicated
- Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares
- Meeting or exceeding all regulatory requirements around disclosure

### Award Description

The Corporate website – and the Investor Relations section – are the main authority of digital communications with investors. IR Apps are also an integral component of a digital IR strategy. The quality, design, usability, functionality, accessibility and effectiveness of the website and/ IR App will be the main areas of focus for the judges.

The integration and connectivity of these digital channels and additional digital communications tools such as social media, webcasting, video etc., within the corporate/IR website and/or IR App, further strengthen the digital communications of the IR story and will be judged.

Remember: Evidence is key!

## **Entry requirement**

The award is assessed on an equally weighted qualitative and quantitative basis. To be considered for the award you only need to provide a statement in relation to the qualitative element, so in 600 words or less write a short statement referring to the following:

## **Qualitative assessment**

### **Objectives**

- What were your objectives for this year? How does this support your overall business strategy and investment proposition?
- Who was the target audience? Internally and externally? How did you determine what their needs were?

### **Strategy and approach**

- How have your digital delivery channels been used for communication and engagement and why these are appropriate to your target audience?
- How do you utilise website and /or social media analytics to measure, develop and improve your digital communications strategy?

### **Outcomes**

- What evidence do you have to demonstrate how your digital IR strategy, has positively impacted your IR programme and supported/met your objectives?
- Do you have any quantifiable or anecdotal results or outcomes to support this and your initial objectives?

## **Guidance Notes**

For the quantitative element, assessment criteria guidance includes:

### **Strategy and positioning**

- A consideration of your company's digital strategy from an investor perspective
- Connectivity and alignment of your company's digital IR strategy, across all channels

### **Communications of activity and performance**

- Management of digital investor/stakeholder engagement on an ongoing basis and consideration of the governance around it
- Monitoring of engagement and response timeliness
- Provision of KPIs and measurements tools

### **Communications strategy, design and tactical delivery**

- Consideration of how digital, architecture, design and functionality is used to clearly tell the investment story
- Communication of the fundamentals, management of announcements and maximisation of key messages around investor events
- Company's message and investment case delivered consistently across all channels
- Website is mobile-friendly (accessible across all devices)
- Consideration of the breadth of digital communication beyond the corporate/investor website and effectiveness of communications integration more broadly across for example, apps, social media, video, webcasting, etc.
- Engagement of audiences. (i.e. by providing the ability to sign up to receive different alerts (RNS categories; company news; press releases, or by enabling sharing of content easily through social/email etc.)
- Ensuring content is up-to-date across all channels