



Best Use of Digital Communications

Award Description

The judges are looking for evidence that digital channels play an integral part in the communication of the equity story and investment proposition. We are looking for entries that embrace the full potential of digital channels, demonstrating specifically how engagement with investors, shareholders and other key stakeholders through digital, delivers an up-to-date investment story in a clear and effective way.

As the Corporate website – and by extension the IR section – is the main authority of digital communications, the quality, design, usability, functionality, accessibility and effectiveness of the website will be the main areas of focus. The use of additional digital channels (eg social media; video; blogs etc.) and how they support the overall IR communications strategy, as well as how they connect with the website, will also be judged.

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

Basic requirements of a best practice website and social media channel:

WEBSITE/APPS

- Design
- Content
- Functionality
- Usability
- Accessible (eg mobile friendly)
- Use of video and/or multimedia (eg pictures; clips; sound)

SOCIAL MEDIA

- Accessible on the website
- Number (or quality) of followers/likes etc. (dependent on channel and industry)
- Quality of content (use of imagery and video)
- Engagement (shares, likes, mentions etc.)
- Interlinking of social and website eg using twitter to drive traffic to the website for example

Entry statement

Qualitative assessment 50%

In 500 words or less write a statement to tell us about your work referring to the recommended sections below (i.e. background, strategy and approach, delivery channels and success criteria). Ensure that your entry helps to emphasise how you have successfully addressed the following IR principles:

- Having an equity strategy and investment case that is 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.

Background

Describe the market or industry context in which your company operates and where you fit into that environment, including reference to your relationships with investors and other key stakeholders and their demands.

Strategy and approach

Explain the strategy behind your approach to your digital communications:

- What were your objectives for this year?
- Who was the target audience? Internally and externally?
- How did you determine what their needs were?
- How does this support your overall business strategy and investment proposition?
- Did you utilise website and /or social media analytics to measure, develop and improve your digital communications strategy?

Delivery channels

Explain the delivery channels used for communication and why these are appropriate to your target audience.

Success criteria

Evidence how the end result has met your objectives and supported your equity and investment story:

- Do you use website analytics and/or social analytics (such as monitoring, sentiment etc.) to develop and improve your digital communications?
- How did your strategy for your digital communications influence shareholders, stakeholders and investors views of your organisation? *This could be supported by quantifiable or anecdotal results or unexpected outcomes. Results should be relevant to your initial objectives and the context of your business and industry.*

Quantitative assessment 50%

What we look for

1. Strategy, management and overall positioning – 25%

- A consideration of your company's digital strategy from an investor perspective.
- Alignment of your company's digital strategy and communication objectives.

2. Communications of activity and performance – 25%

- Management of digital investor/stakeholder engagement on an ongoing basis and consideration of the governance around it.
- Monitoring of engagement with your company's stakeholders via digital channels in a timely manner.
- Provision of KPIs and success measurements for digital engagement with stakeholders.

3. Design, implementation and tactical delivery – 25%

- Consideration of how digital, information architecture, design and functionality is used to clearly tell the investment story and effectively communicate with stakeholders.
- Communication of the fundamentals, management of major 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, blogging, etc.

- Engagement of audiences. (ie 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.)
- A consideration of website usability in presenting content.

4. Ongoing development and effectiveness – 25%

- Gathering of website and/or data/analytics to improve and develop the website and digital strategy.
- Ensuring website content is up-to-date.

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