**2020 – Most Effective 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 across all stakeholders and deliver long-term value creation
* 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 and focusing on greater transparency of information both internally and externally

**Award Description**

The Corporate website – and the Investor Relations section and all related materials – are the main authority of digital communications with investors. In addition, some companies use social media and IR apps to boost engagement. The quality, design, usability, functionality, accessibility and above all else, the content of the website and related materials will be the main areas of focus for the judges. The judges will also want to understand how you maintain your website, review analytics and seek stakeholder feedback to improve and develop your digital communications.

**The integration and connectivity of these digital channels is a must**. This means content is consistent and up-to-date across every digital channel. Whilst the Corporate website is the main authority over digital communications, utilising other tools to support the IR message and equity story across these channels is important. These can include but are not limited to social media, data visualisation, audio or video webcasting, Virtual AGM, corporate video etc.

Digital reporting is also essential to best practice digital strategy. Providing your Annual Report, CSR and/or ESG reports across your website and other materials is key. Creativity is also very important in the delivery of the report content, whilst ensuring that it remains easy to navigate. This means utilising data visualisation tools, graphics, and clear and concise content (not just a PDF!).

Overall, judges will be looking for evidence of the effective and evolving use of multi-channels, as well as the integration of additional supportive digital tools with consistent and clear messaging.

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| **Some of the basic digital channels and tools could cover, but are not limited to:** | |
| Mobile-friendly corporate website with IR section | Corporate Video |
| Digital Reporting | Social Media |
| Share price tools and feeds | Virtual AGM |
| Audio/Video webcasting | IR App |
| Data visualisation |  |

**AWARD CRITERIA**

**Introduction**

We have simplified our award submission process this year by moving from an essay format to a Q&A format. Please provide concise but insightful answers to all questions below, keeping in mind the IR principles and individual awards description, and paying particular attention to what the judges are looking for. It would be helpful if you could highlight innovations, what you have done differently and most importantly any evidence of success.

**Overview**

1. What are the key objectives of your digital communications strategy for investors and other key stakeholders this year?
2. How do your objectives support your overall long-term value creation strategy and investment proposition?
3. How do you define your target audience, and how do you use digital reporting to meet the communication needs of your audiences (both internal and external)?

**Strategy & Approach**

1. Which digital channels do you use, and how do you use them to communicate with your target audience? Why are the channels appropriate for your target audience?
2. How is your content and messaging connected across your digital communication channels, and how do you ensure consistency?
3. What methods or tools do you use to measure the effectiveness of each digital channel, and how do you use stakeholder feedback and analytics to develop and improve your digital communications strategy and overall IR programme?
4. What are the key developments/improvements in your digital communications strategy compared with the previous year?

**Outcomes**

1. Please evidence the positive impact of your digital communications strategy on your IR programme, and describe whether it has supported/met your initial objectives. This could be in the form of quantifiable or anecdotal results or outcomes.

*Alongside your submission, please include any relevant links to support your entry.*