



## 2019 – 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 delivers 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 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 are 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. The more creative you deliver the report content the better! 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 use of multi-channels, as well as the integration of additional supportive digital tools with consistent and clear messaging.

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	

## **Entry requirement**

The award is assessed on an equally weighted qualitative and quantitative basis. To stand the best chance of winning you 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 are these appropriate to your target audience?
- How do you utilise analytics (ie: website, social media) 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?

### **Quantitative Assessment - Guidance Notes**

For the **quantitative element**, judges will consider the following criteria as guidance for assessment:

#### **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