



Social Media Survey 2019_



The Use of Social Media by European Investment Professionals

2019

 irclub

 **DVFA**

Deutscher Verein für Finanzanalyse und Asset Management

Executive Summary

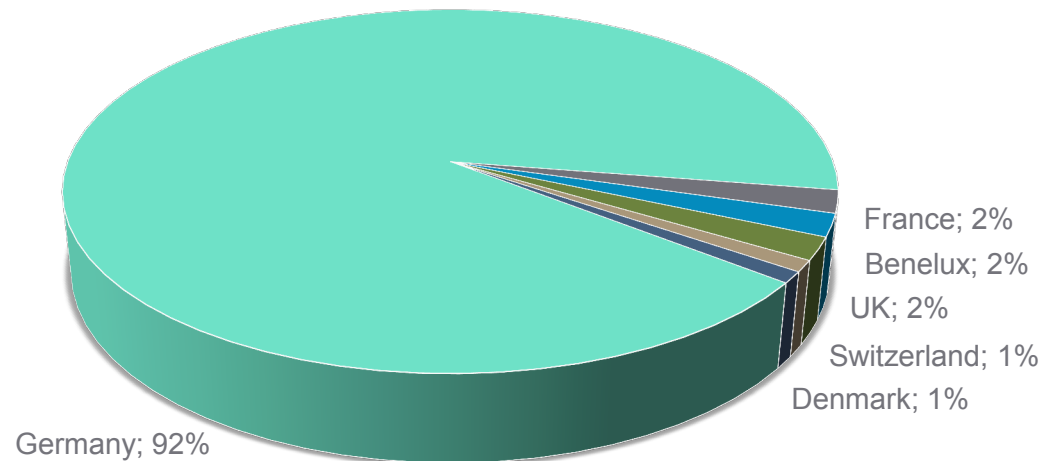
- ▶ Most of the trends of the previous surveys have continued, the usage and acceptance of social media is increasing steadily.
- ▶ Information posted on social media gained further acceptance from the investment professionals.
- ▶ Nearly half of the respondents are still sceptical about the relevance, value and reliability of the information on social media platforms, but nevertheless they expect the importance of social media to increase (74%).
- ▶ Traditional business media online are (and remain) the most important information source (61%), but the lead gets smaller.
- ▶ LinkedIn and Xing are the favoured social networking sites, Twitter is the rising star of this year's survey.
- ▶ Seven in ten (71%) investment professionals would follow if companies start to use social media to engage with the investment community.
- ▶ If a personal dialogue isn't possible, email is the preferred communication channel.

Survey Background

For the 5th time DVFA (Society of Investment Professionals in Germany) and IR Club (The Investor Relations Community) invited European investment professionals to take part in an online survey running from 17 June until 23 August 2019.

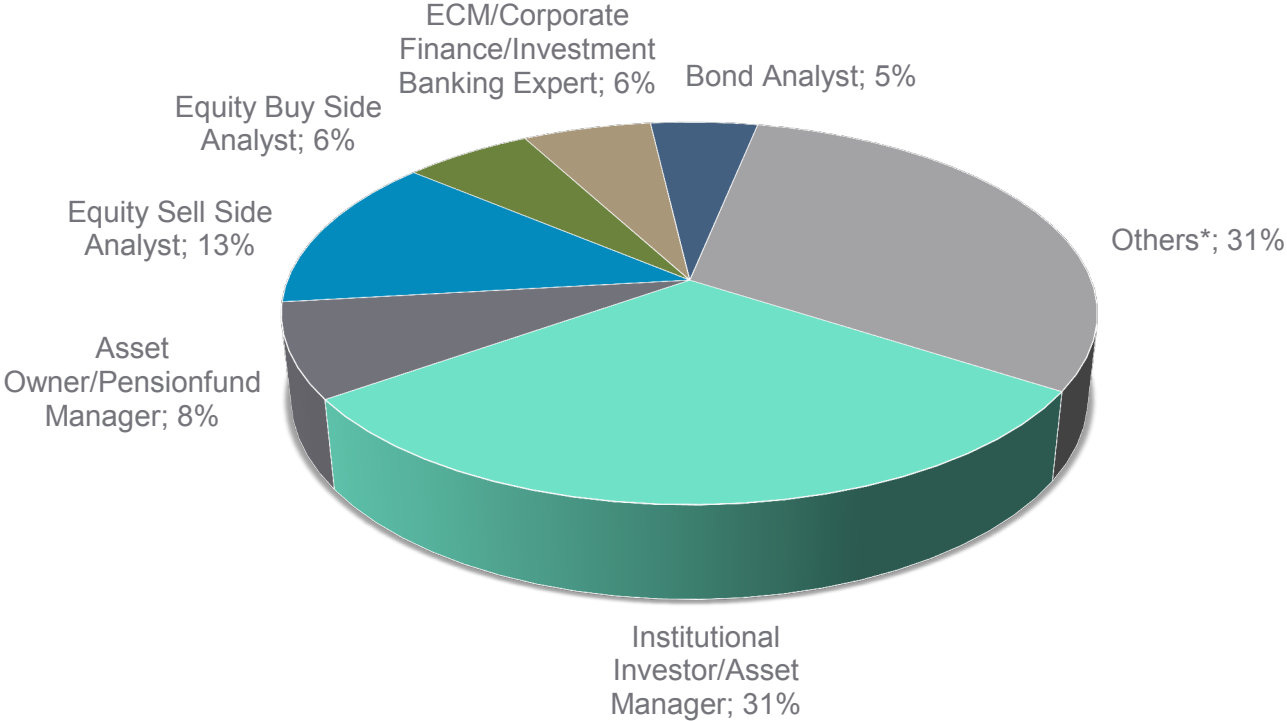
99 respondents finished the complete survey with 15 questions.

Country split of the respondents:



1. Statistic Data: I am ...

Most respondents are investors (39%) and analysts (24%).

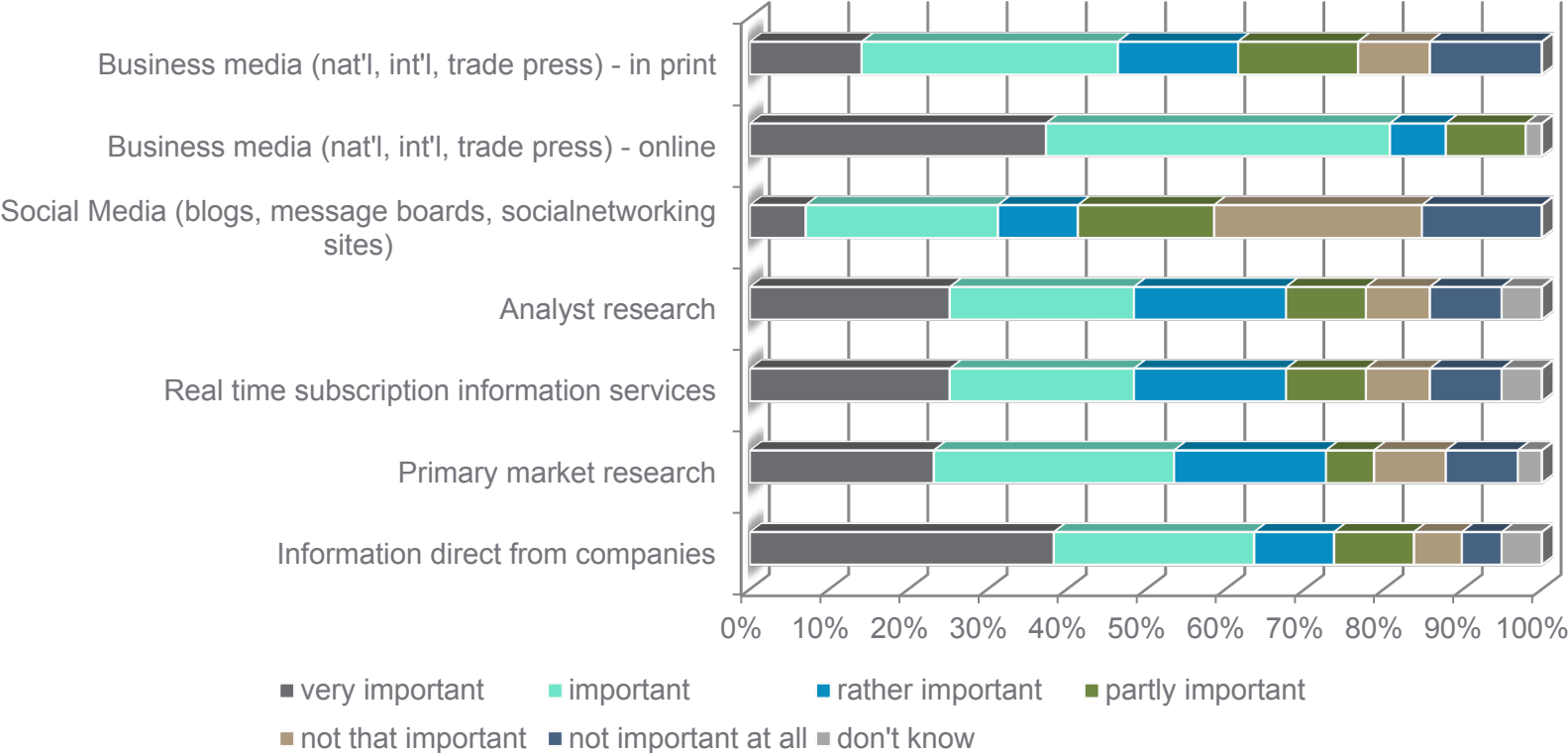


*= Bond Trader, Business Analysis, CFO, Compliance Advisor, Consultancy, Coverage Banker, CPA, Credit Risk Management, Credit Trader, Family Office, Fixed income Sales, FX Sales, Institutional Sales, Investment Advisor, Investment Consultant, Investment Manager, IR Manager, Product Researcher & Advisor, Research/Media, Risk Management, Sales Asset Management, Structured Products Sales, Valuation and Accounting Expert

rounding differences may occur

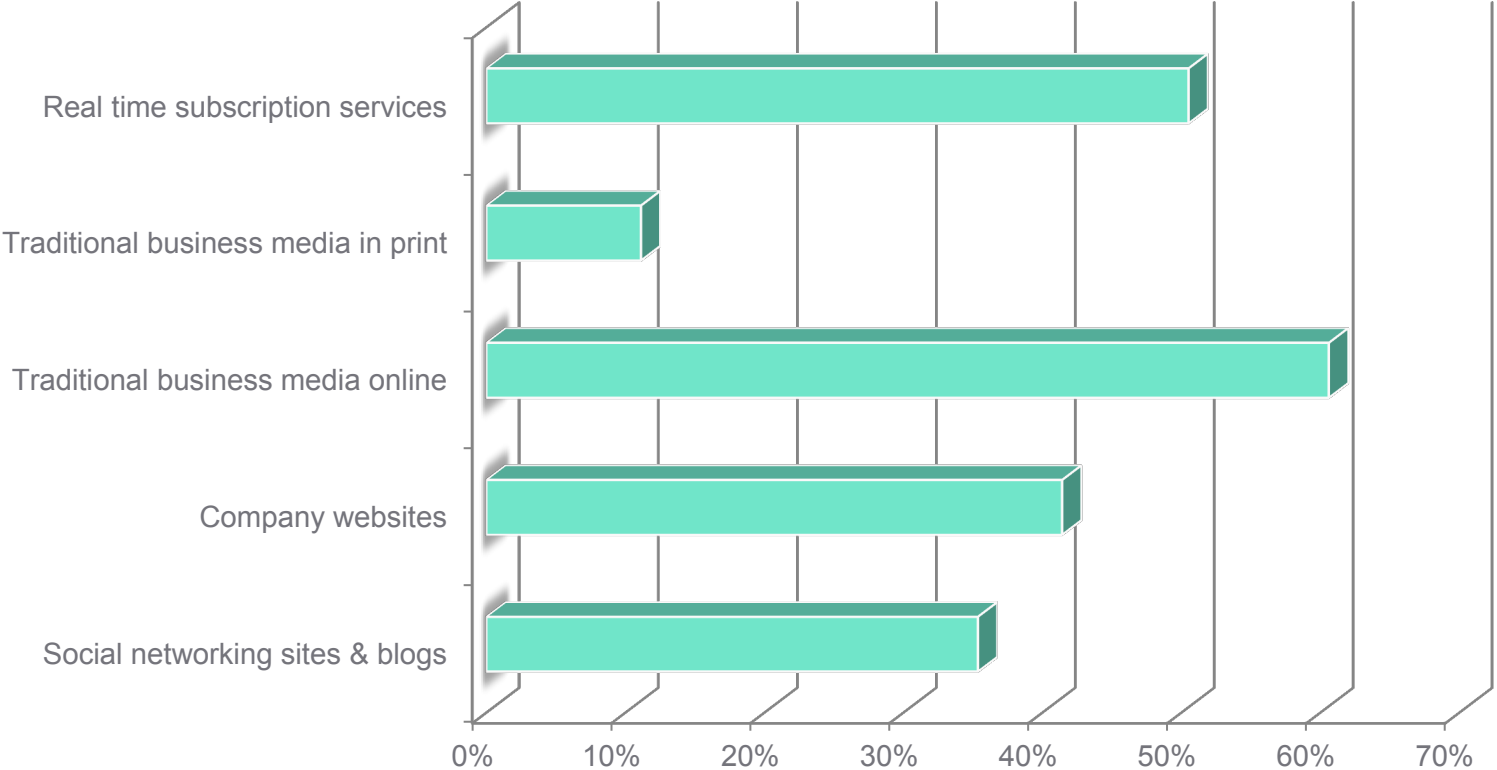
2. Do you read postings on the following for company or business information?

59% see Social Media as at least partly important, but all other sources are seen as more important.



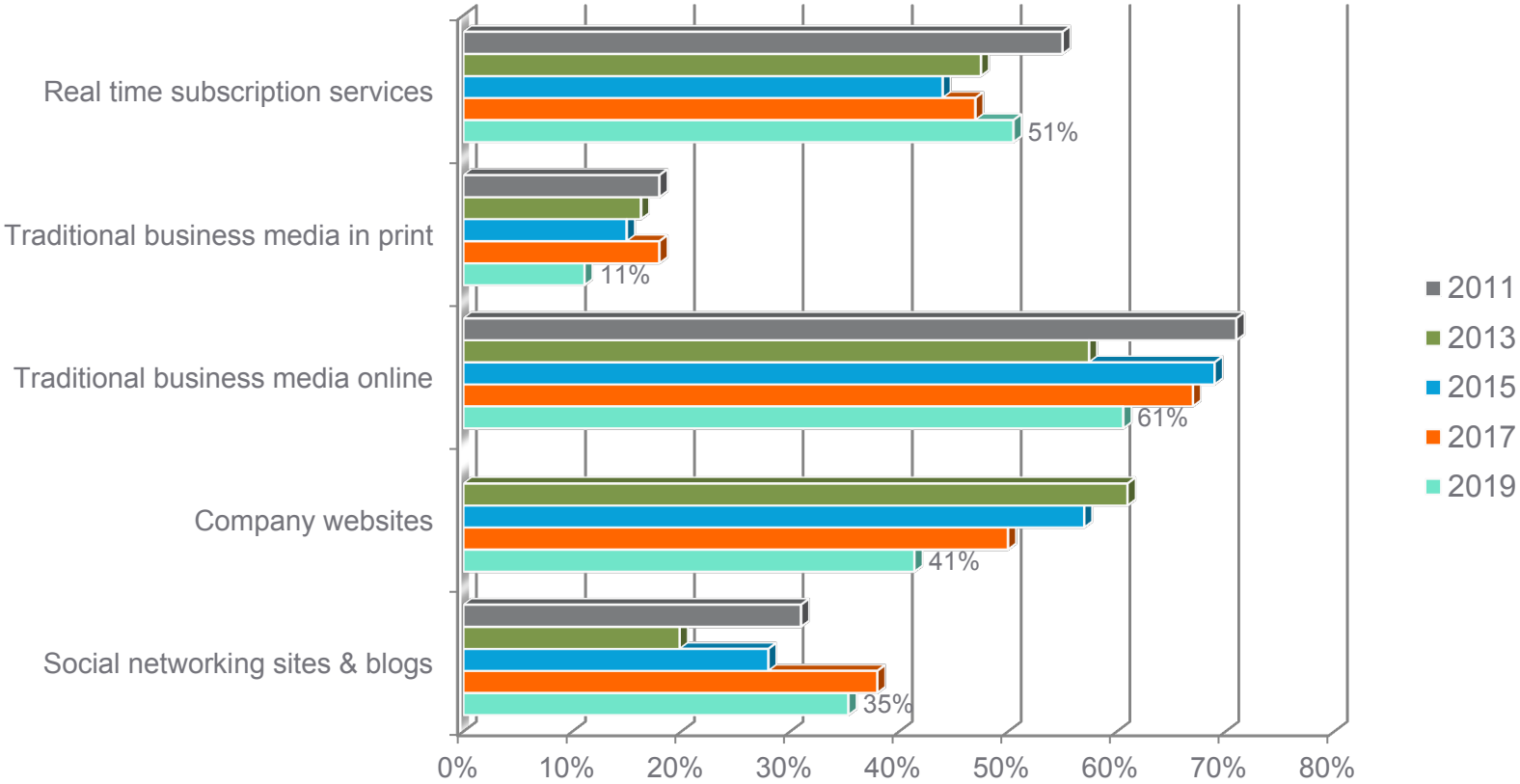
3. Which information sources have become more important to you in your job over the past years?

For 61% traditional business media online became more important information sources, social media for 35%.



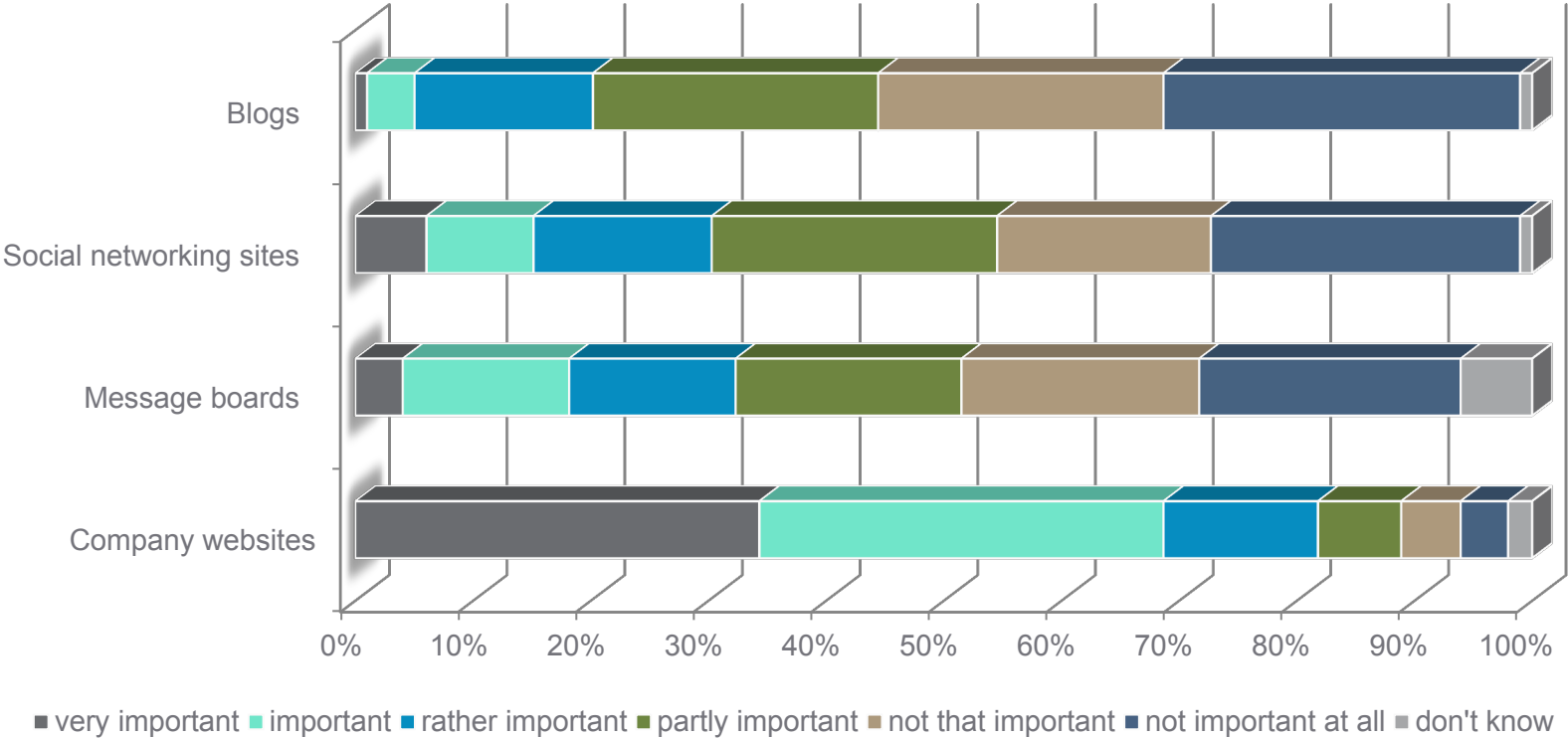
Comparison 2011 until 2019:

Which information sources have become more important to you in your job over the past years?



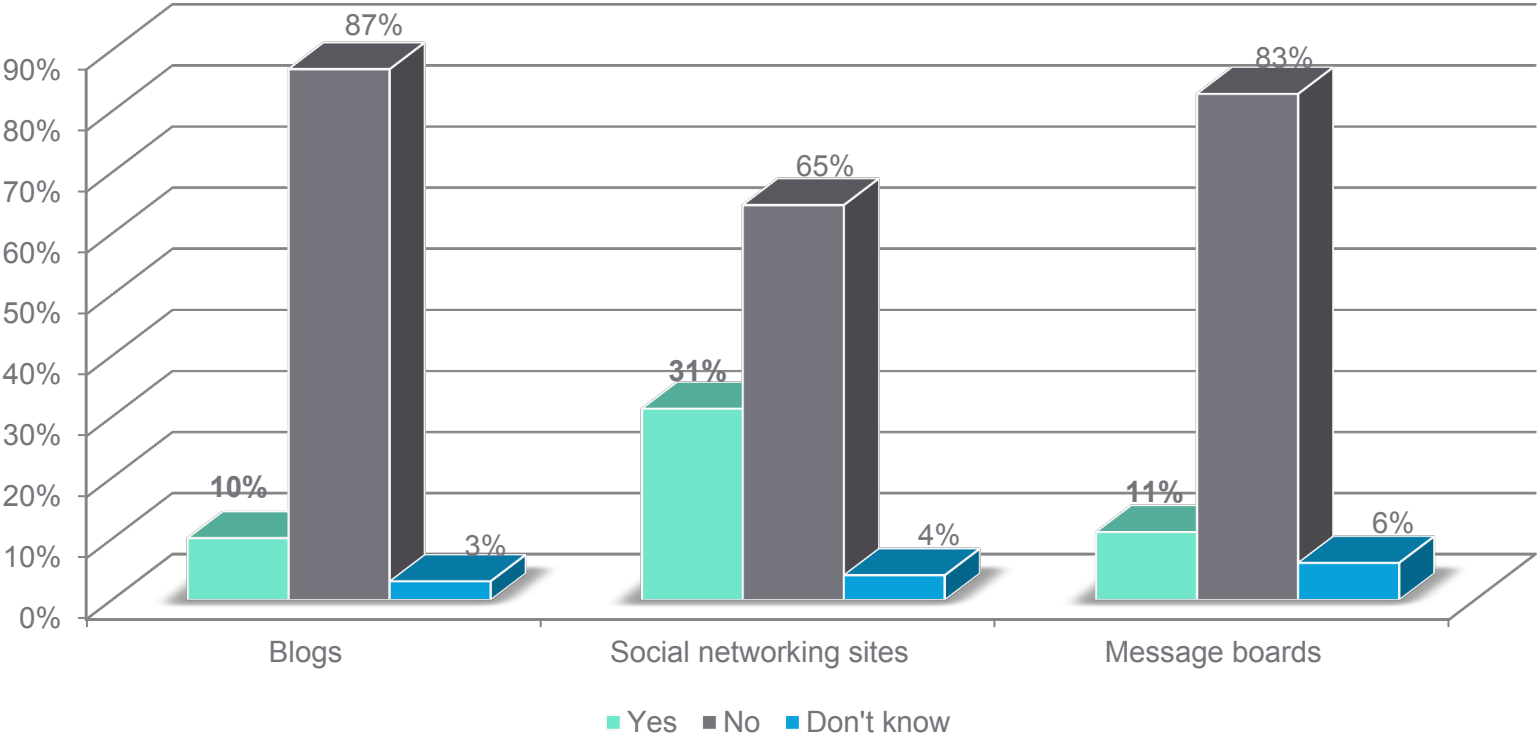
4. Please rate the following information sources according to whether they provide information which is useful for your investment decisions or recommendations.

68% see company websites at least as important, message boards and blogs are seen as less important.



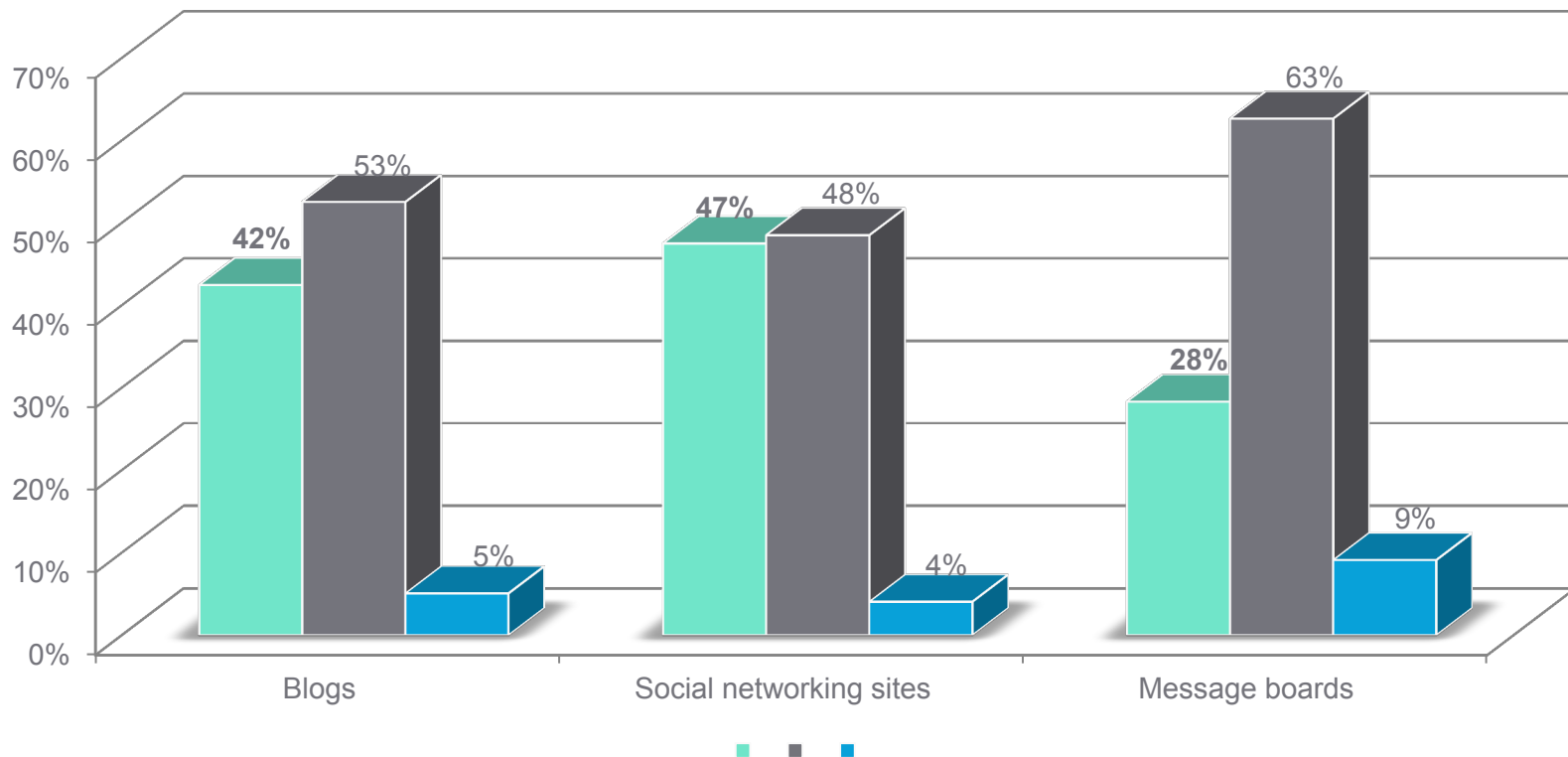
5. Do you post business or investment information in any of the following ways?

If investment professionals write posts one in three prefers social media.



6. Have you ever read any information posted on a blog or social networking site that has prompted you to investigate an issue further for your work?

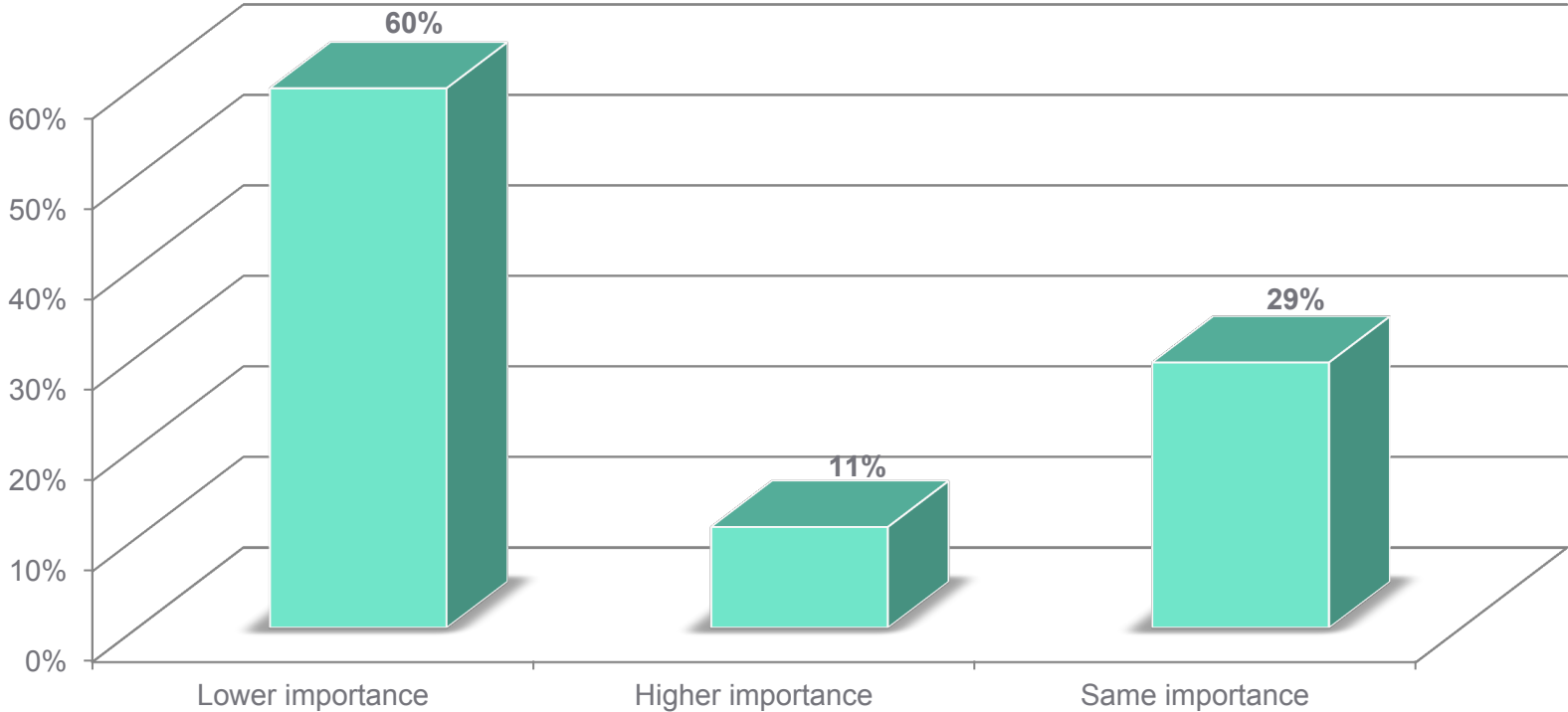
47% of the respondents were prompted by social media to make further investigations on an issue.



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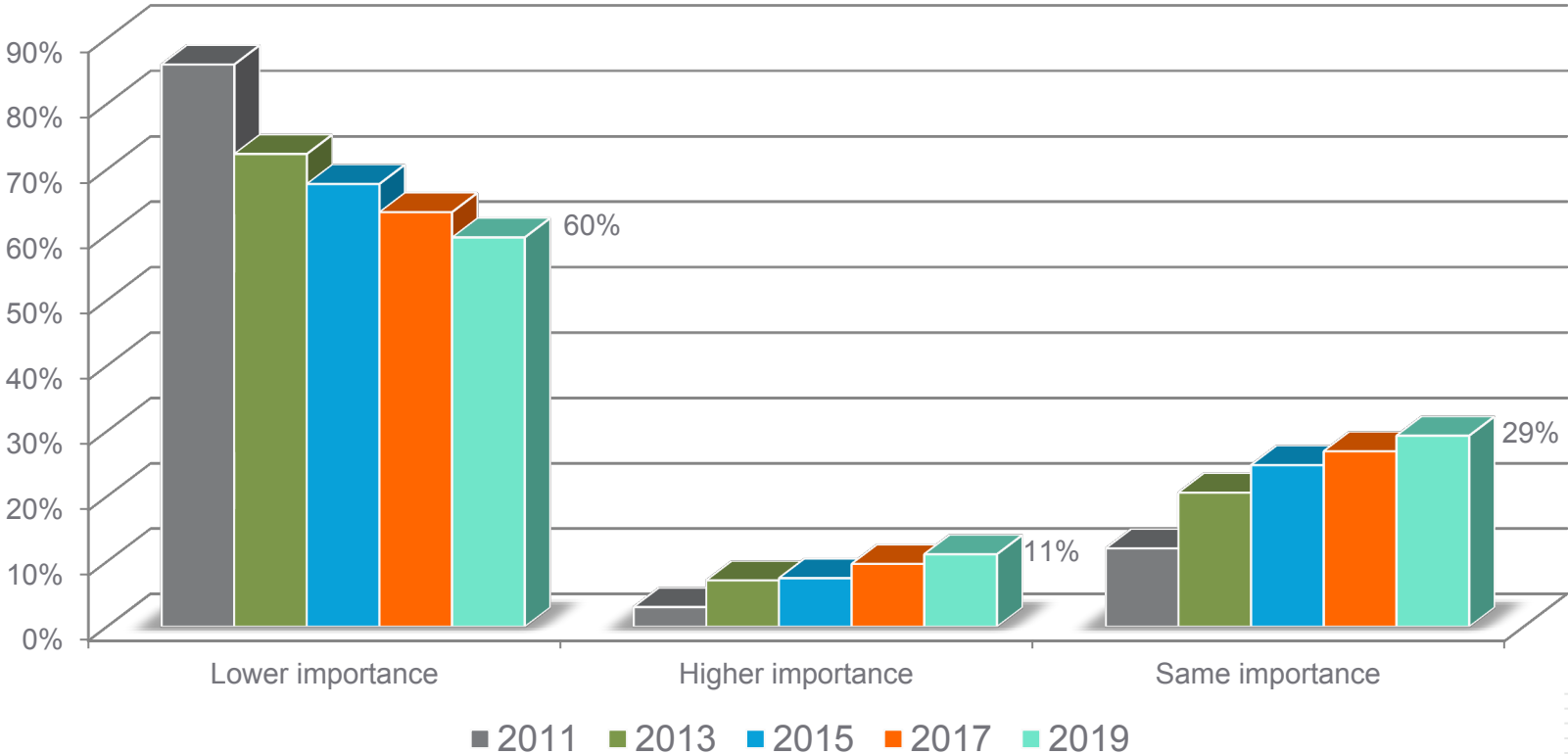
7. How do you consider the importance of information posted on social media in relation to other information sources (e.g. press releases, presentations etc.)?

60% consider the importance of traditional sources higher than the importance of social media.



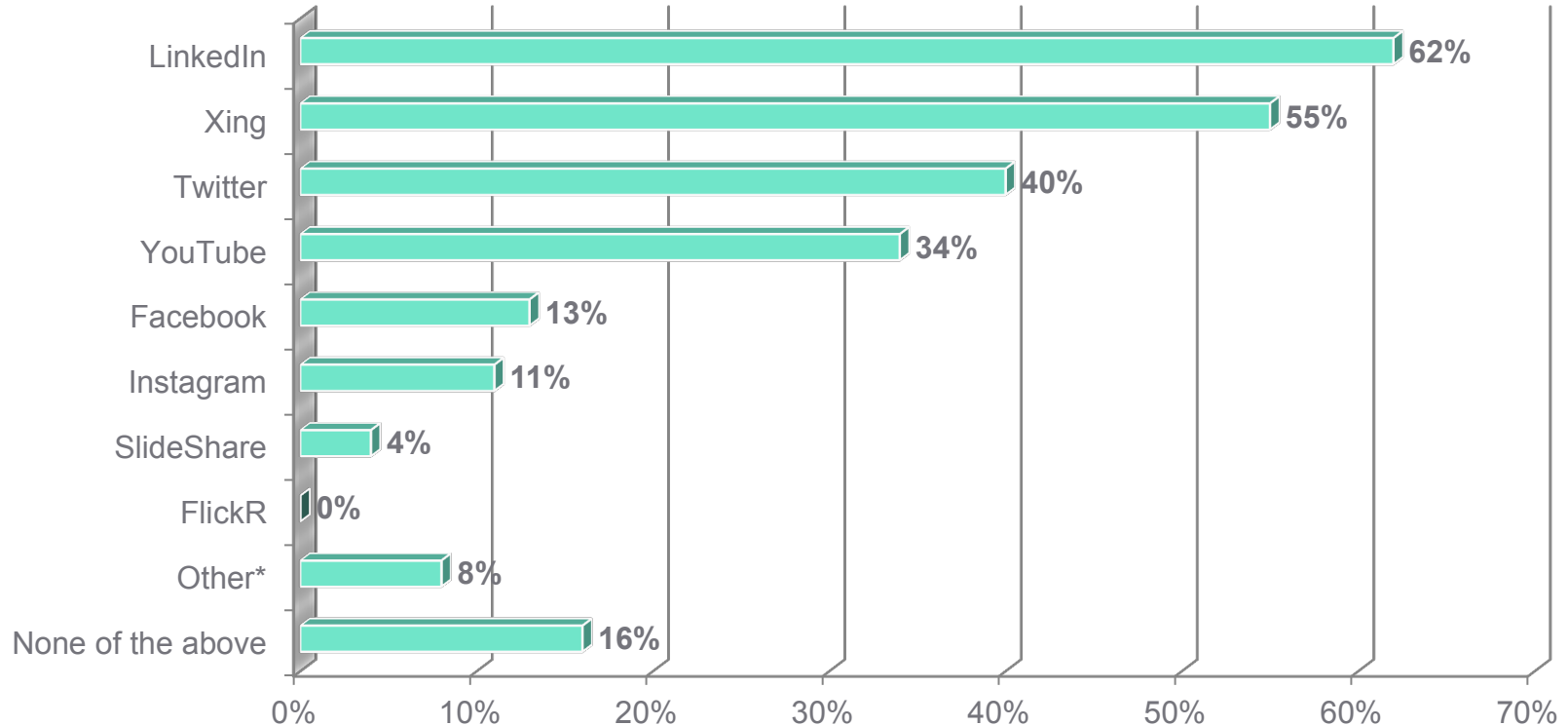
Comparison 2011 until 2019:

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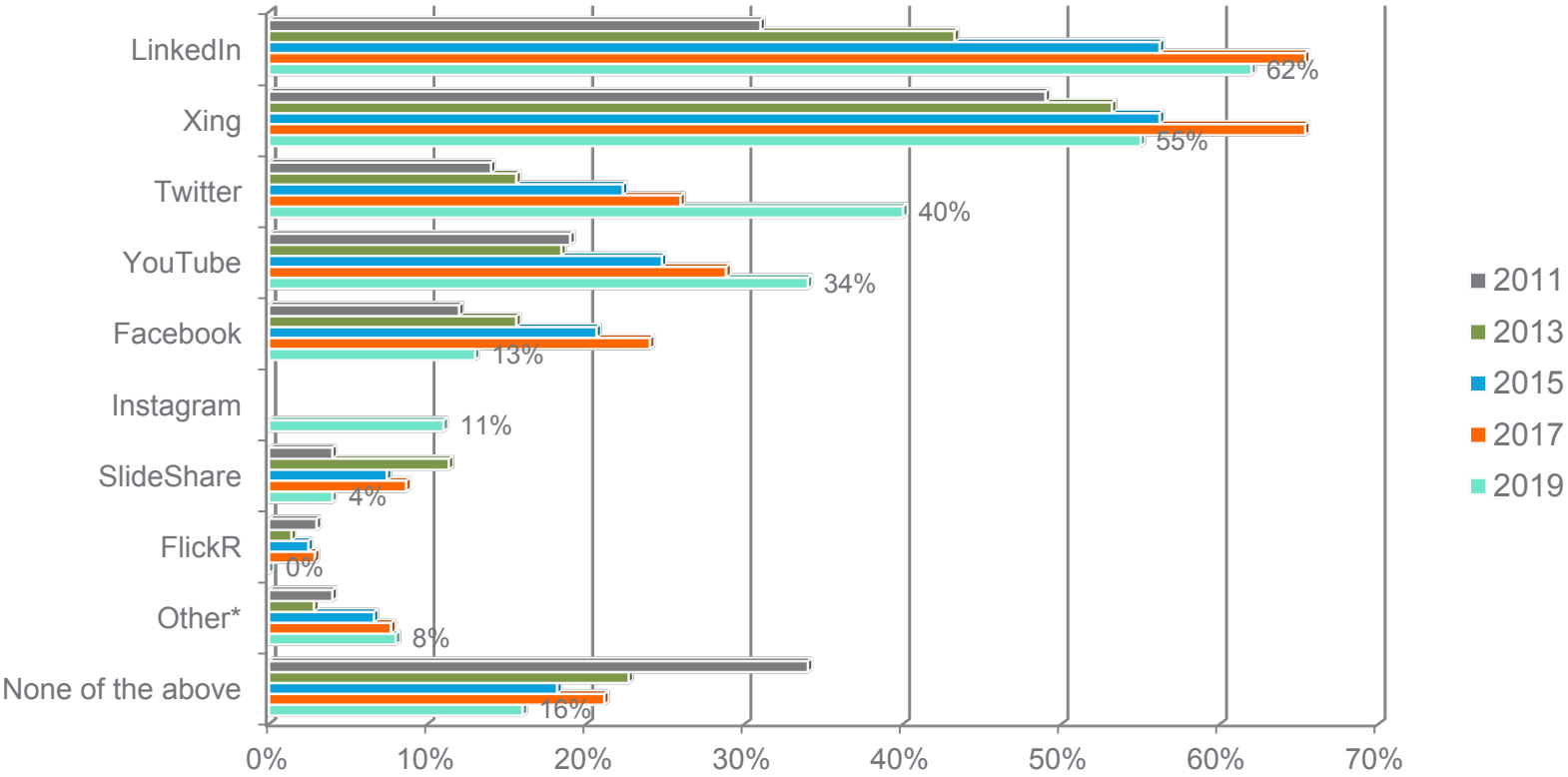
8. Which of the following social media platforms do you use (for professional reasons)?

62% of the respondents use the business network platform LinkedIn, 16% none of the mentioned.



Comparison 2011 until 2019:

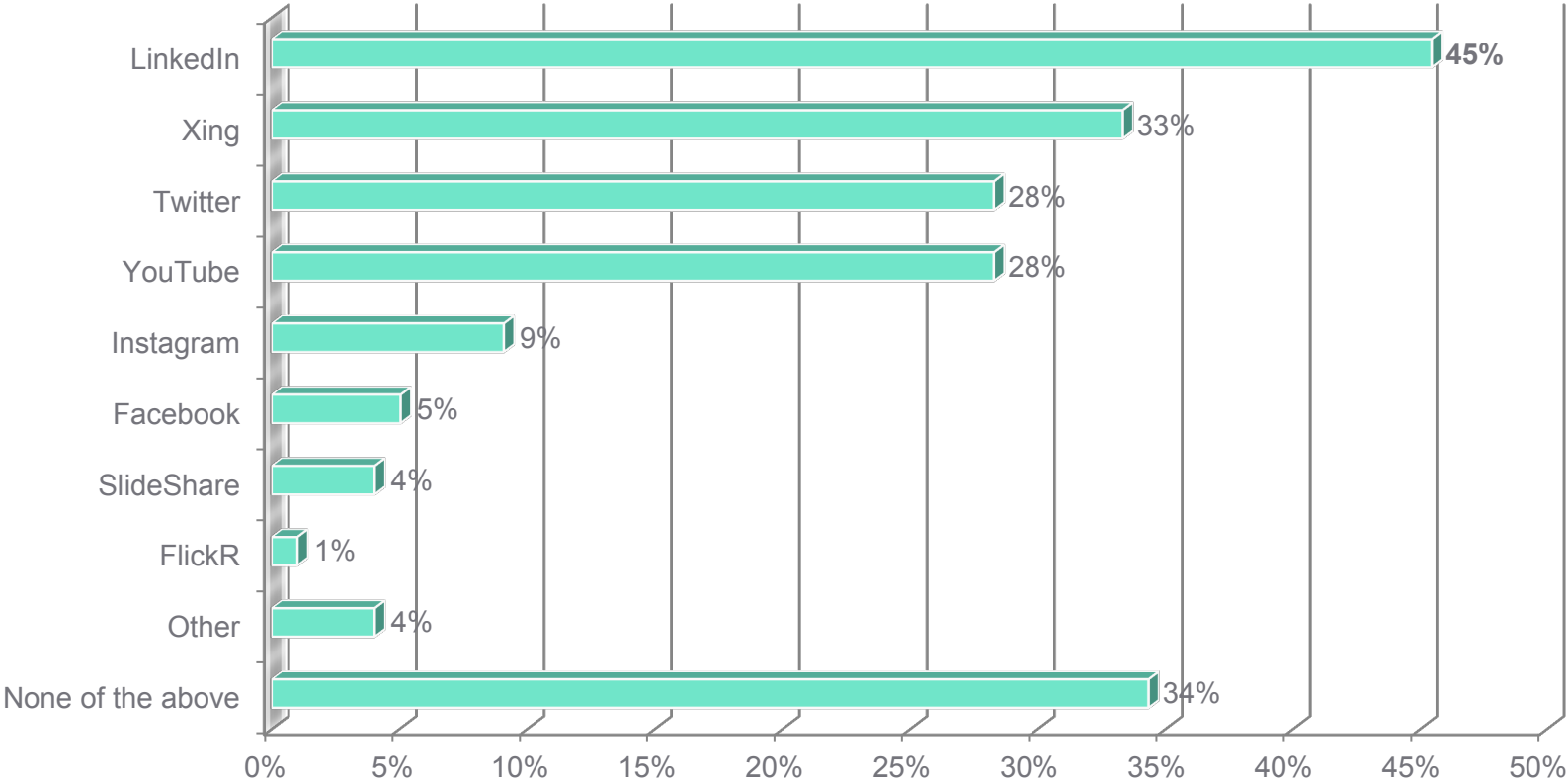
Which of the following social media platforms do you use (for professional reasons)?



* = most often mentioned: Seeking Alpha

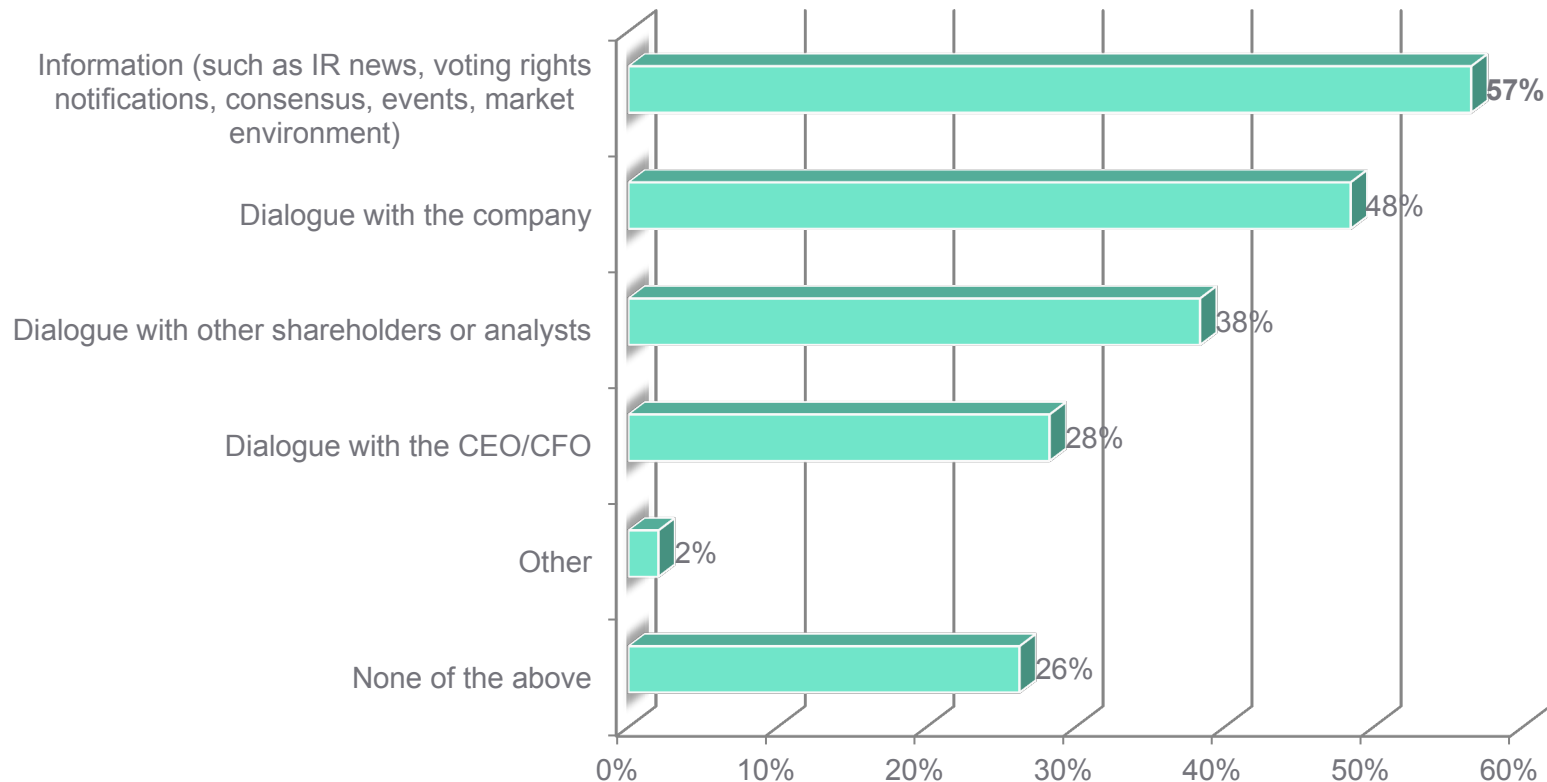
9. On which of the following social media platforms would you like companies to communicate through?

Most of the respondents (45%) expect companies to communicate via LinkedIn.



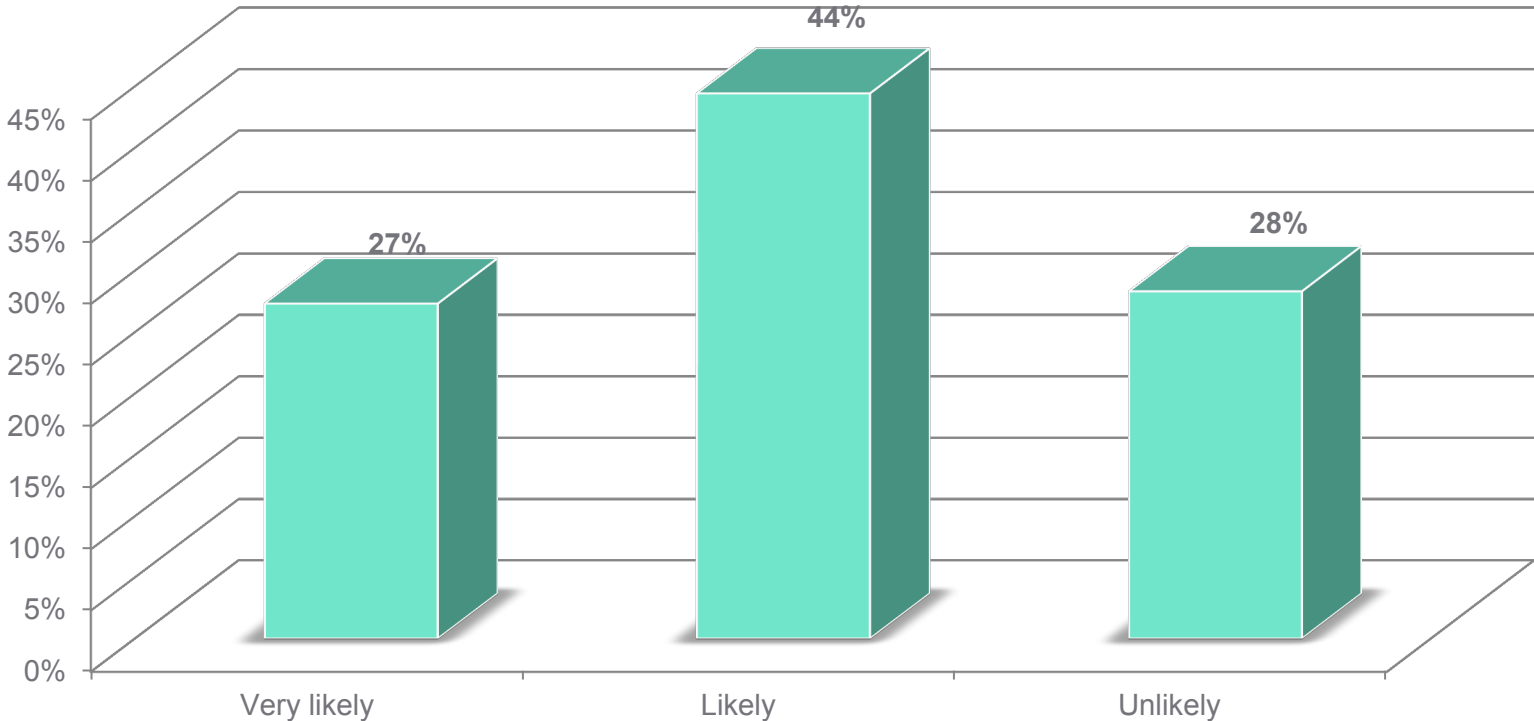
10. What types or items of company communication should be offered on social media platforms?

57% of the respondents see social media as channels for information distribution.



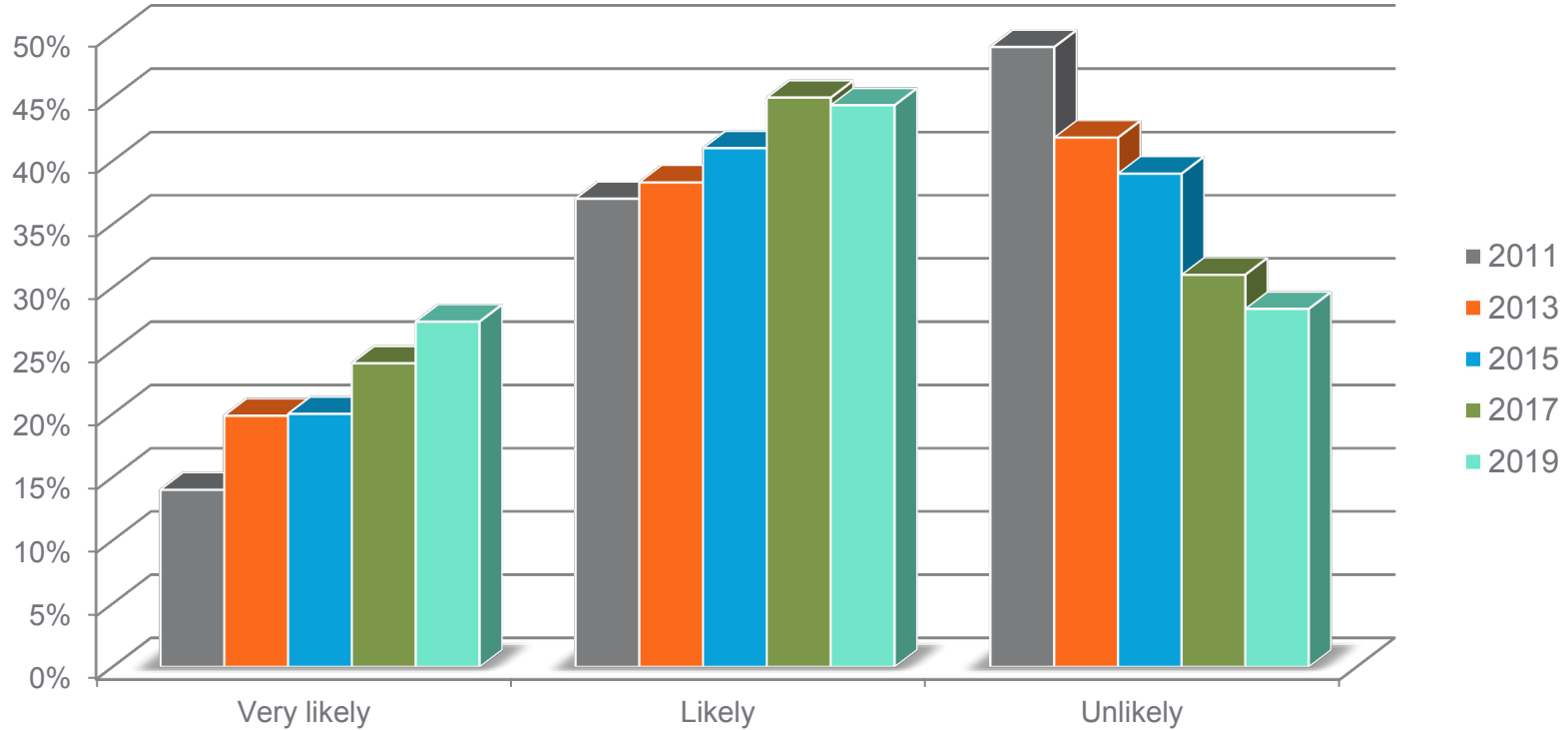
11. If companies (CEOs, CFOs, IROs) were to use social media platforms to engage with the investment community, how likely would you use these channels?

For a majority (71%) the use of social media could be triggered if companies use it to engage.



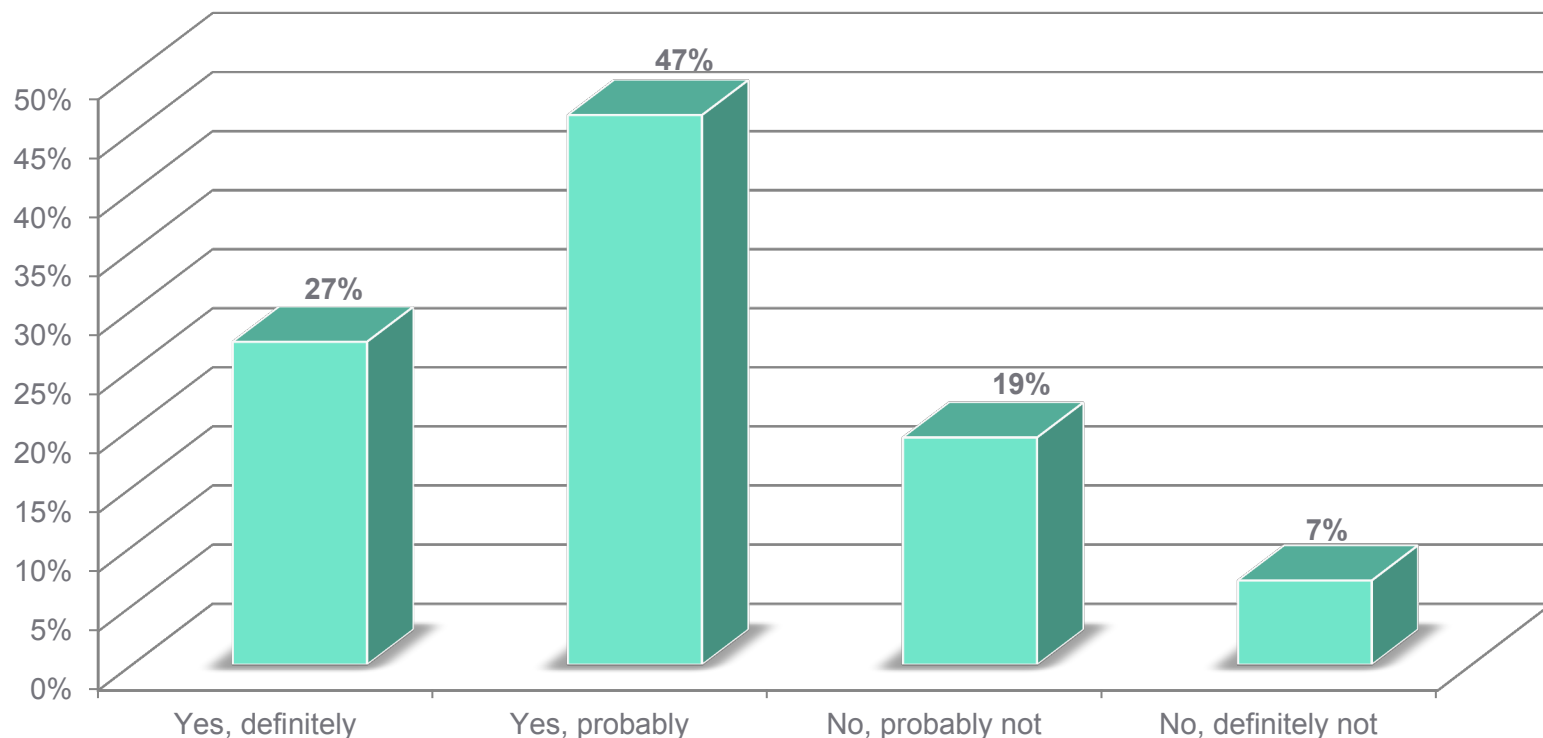
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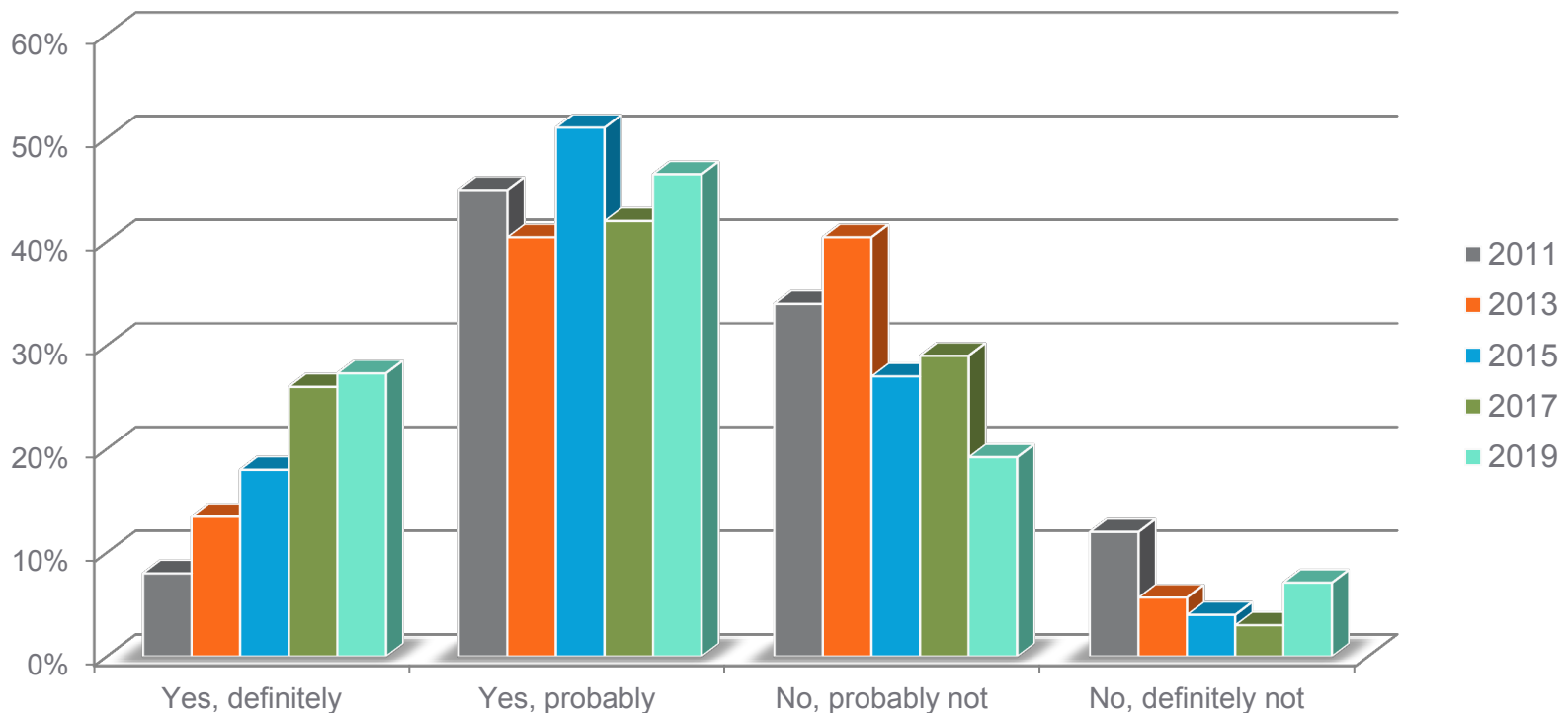
12. Do you think that New Media such as blogs and social networking sites will play an increasingly important role in investment decisions in the future?

74% of the respondents see the importance of social media for investment decisions to increase.



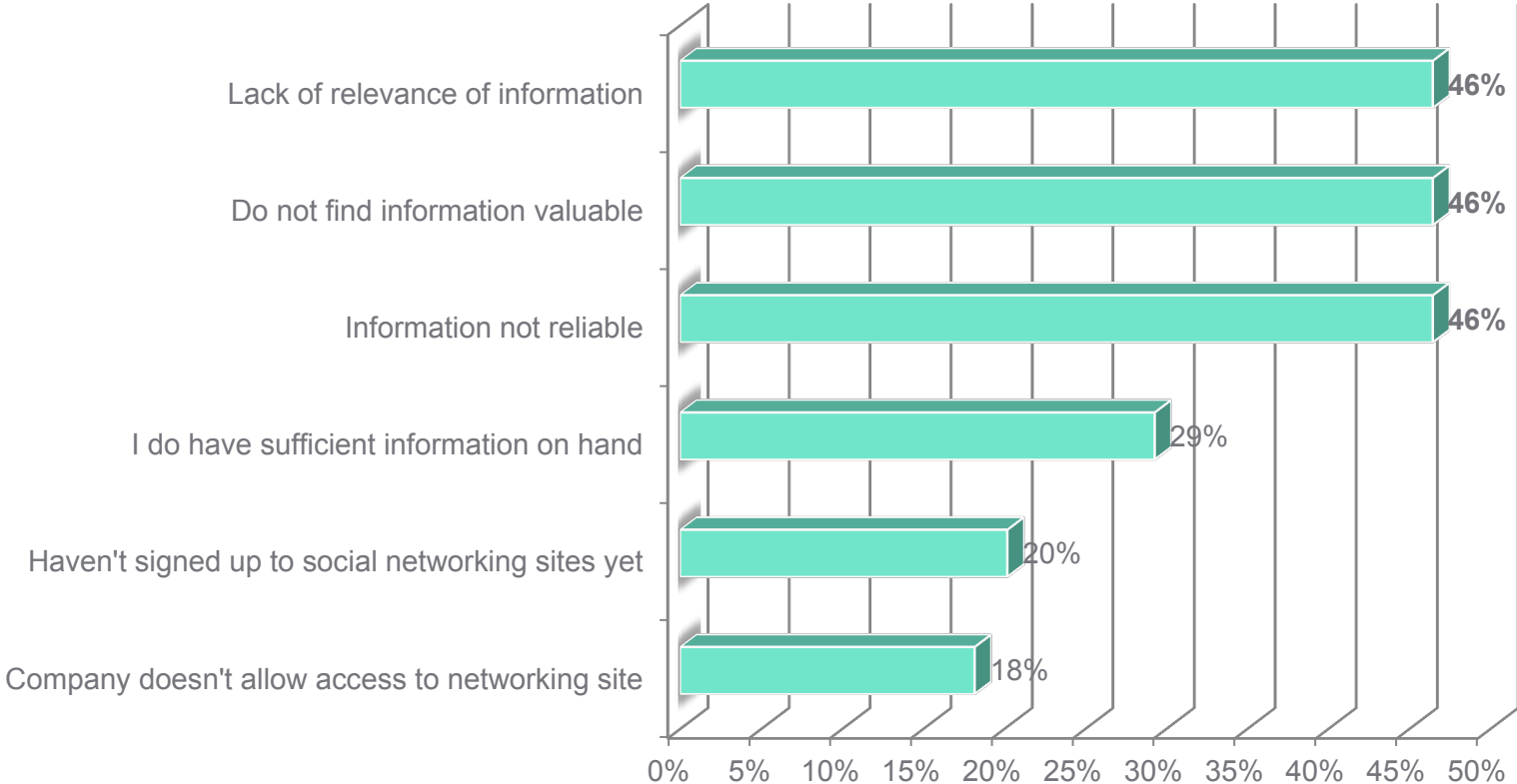
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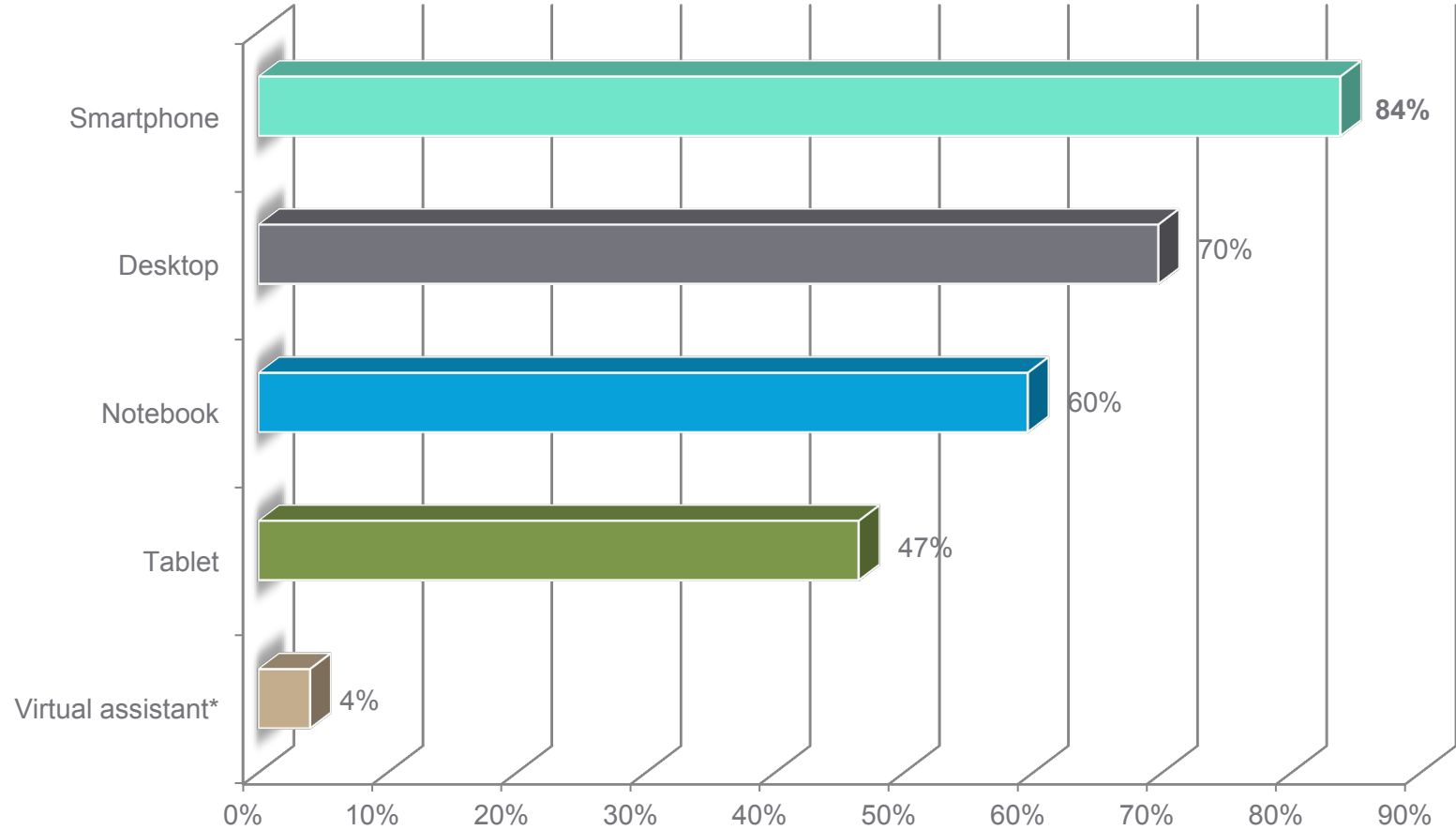
13. What are reasons why you have not used information from a social networking site in your job in the past year or so?

46% of the respondents are sceptical about the relevance, value and reliability of the information.



14. What hardware do you use?

Smartphones are the preferred hardware solutions (84%).

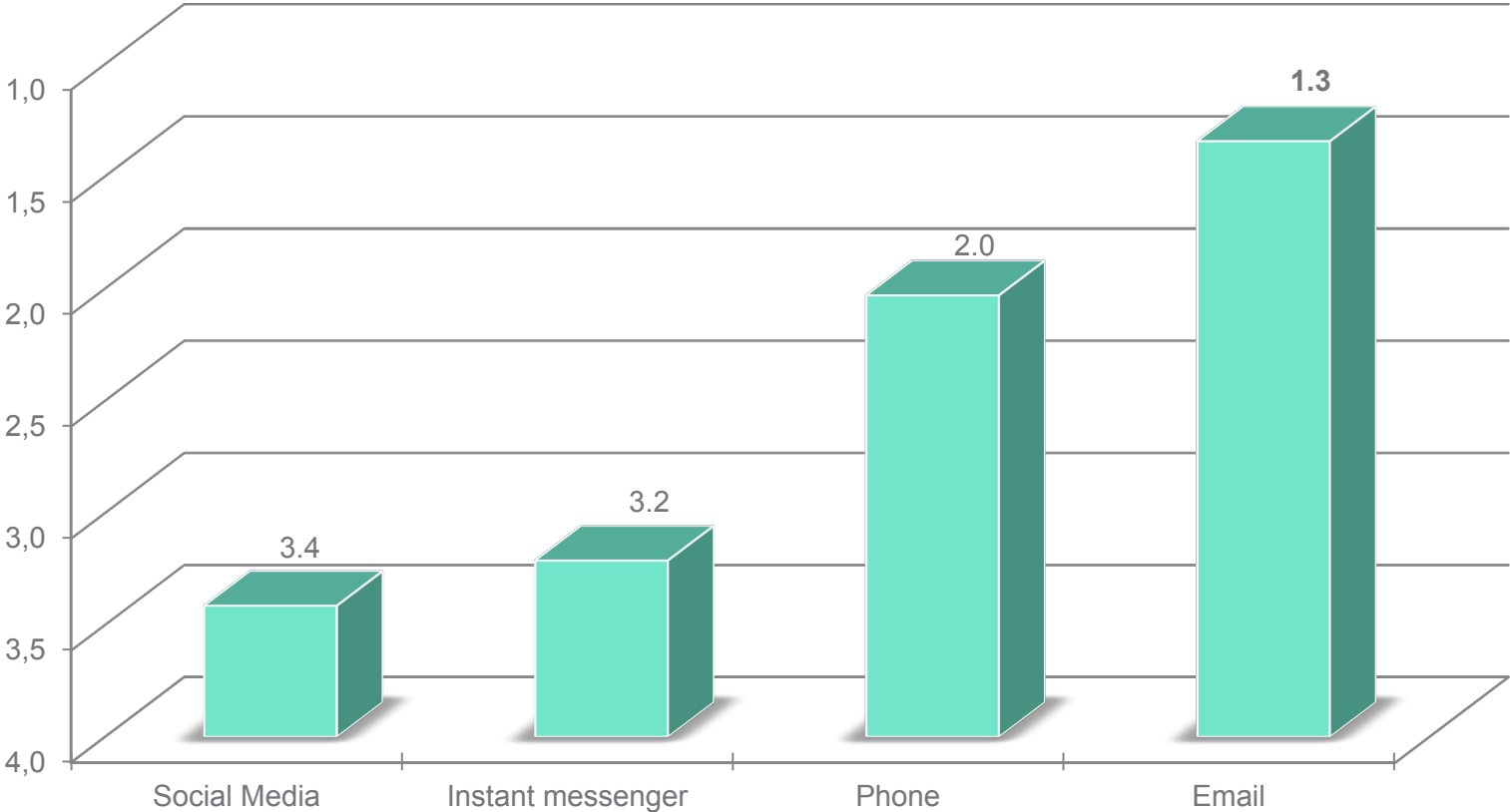


* = e.g. Amazon Echo, Google Home

rounding differences may occur

15. What is your most frequently used communications medium?

If the respondents don't meet in person, they prefer the dialogue via email.



ranked from 1 to 4. 1 = most frequently used ... 4 = less frequently used or not used

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