



Social Media Survey 2013_



The Use of Social Media by European Investment Professionals

**irclub**

**DVFA**

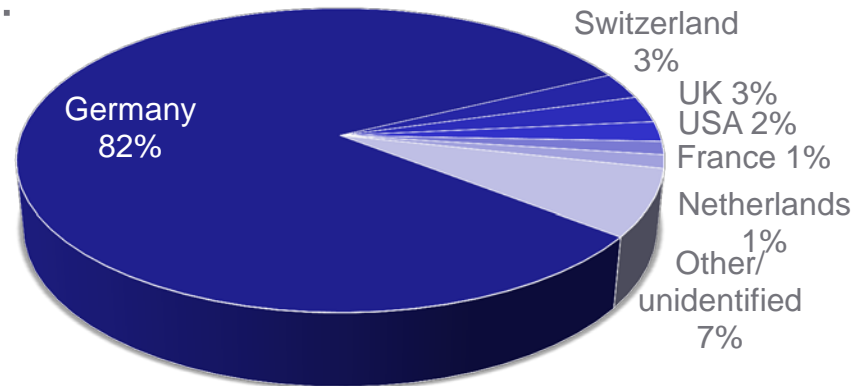
VERANTWORTUNG IM KAPITALMARKT

Deutscher Vereinigung für Finanzanalyse und Asset Management

Survey Background

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 21 February to 8 April 2013. 141 respondents finished the complete survey with 16 questions.

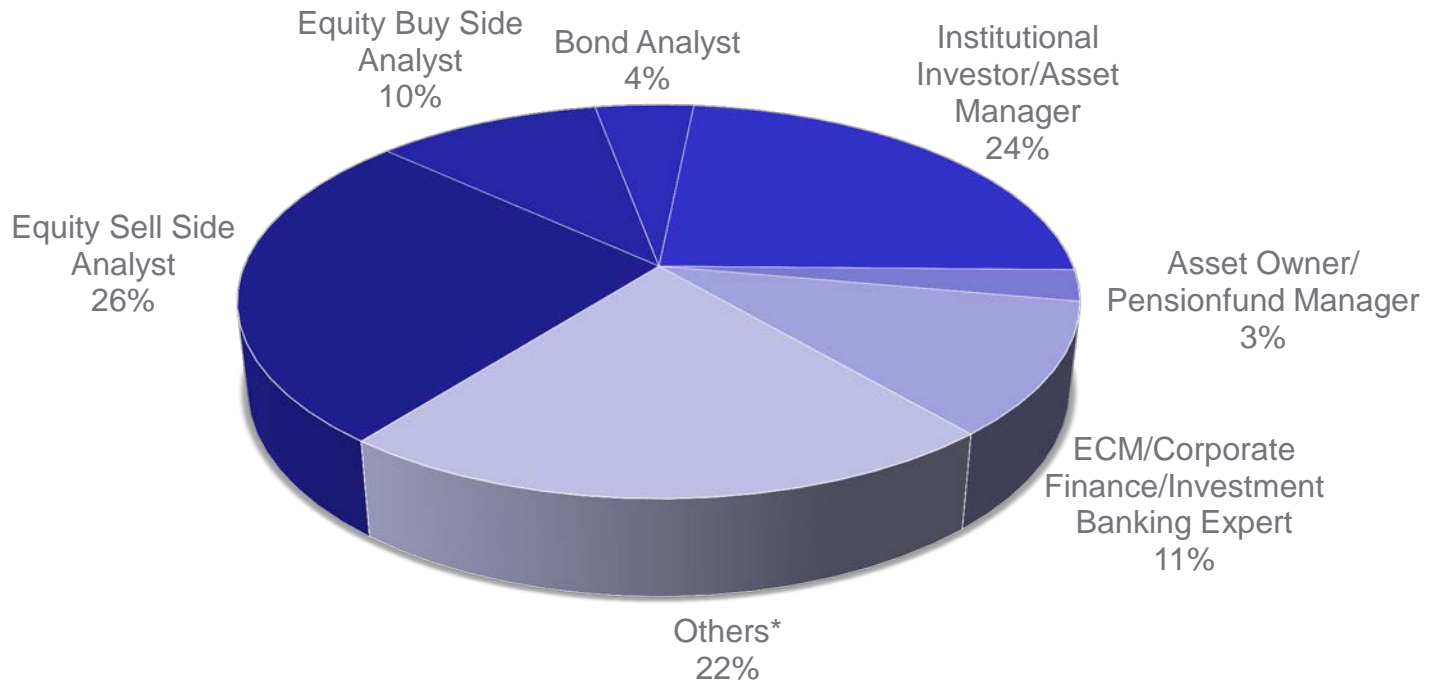
Country split of the respondents:



*= investment professionals in the following countries were invited: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Iceland, Italy, Liechtenstein, Luxemburg, The Netherlands, Sweden, Switzerland, Spain and the United Kingdom

1. Statistic Data: I am ...

Most respondents are analysts (40%), followed by a group with mixed functions (33%) and investors (27%).

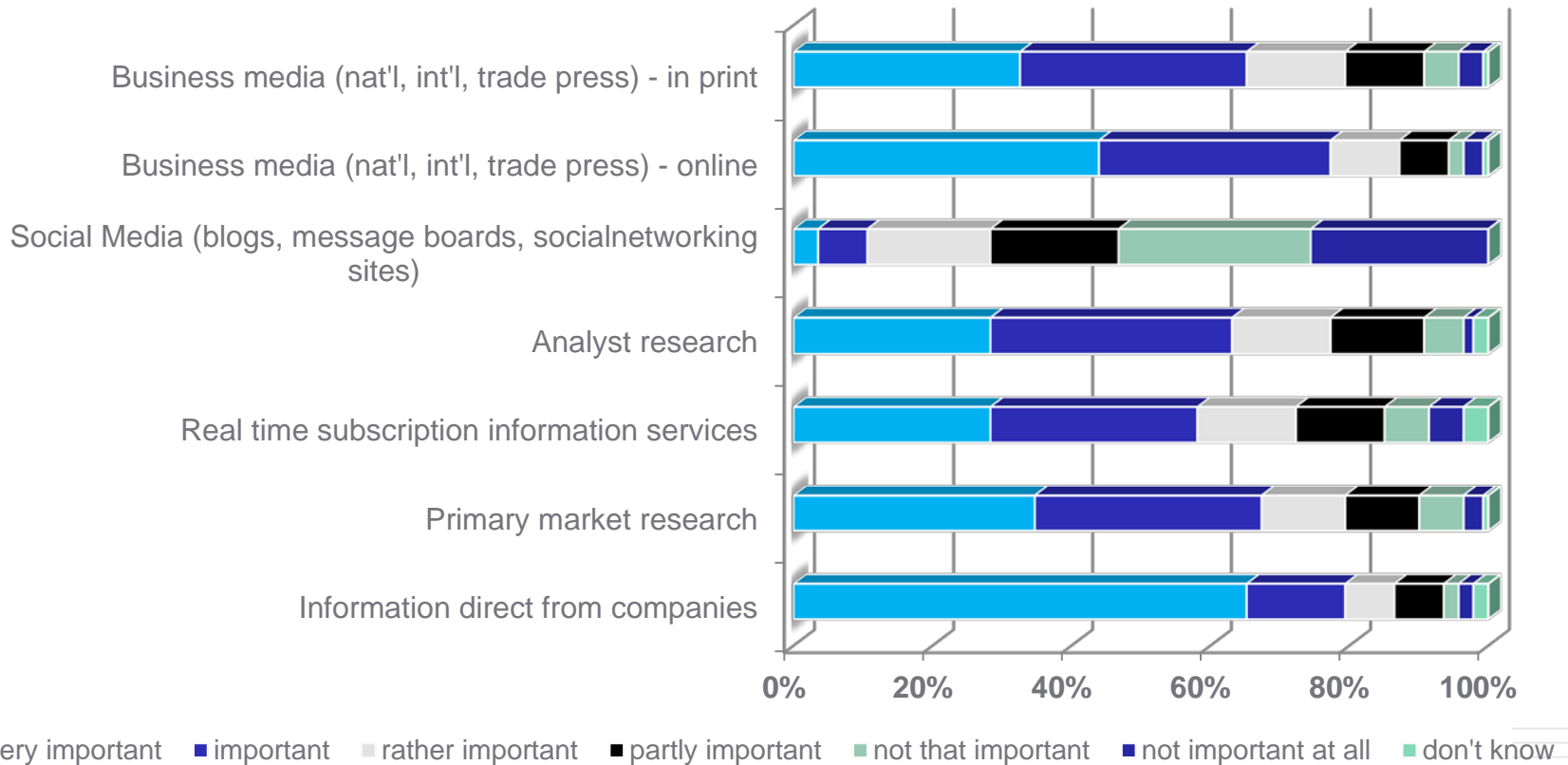


*= Auditor, Consultant, Corporate Reporting, CSO, Economist, Equity Sales, Financial Advisor, Headhunter, Industry Analyst, IR Manager, Journalist, Key Account Manager Sales, Lawyer, Market Analyst, Scientist

rounding differences may occur

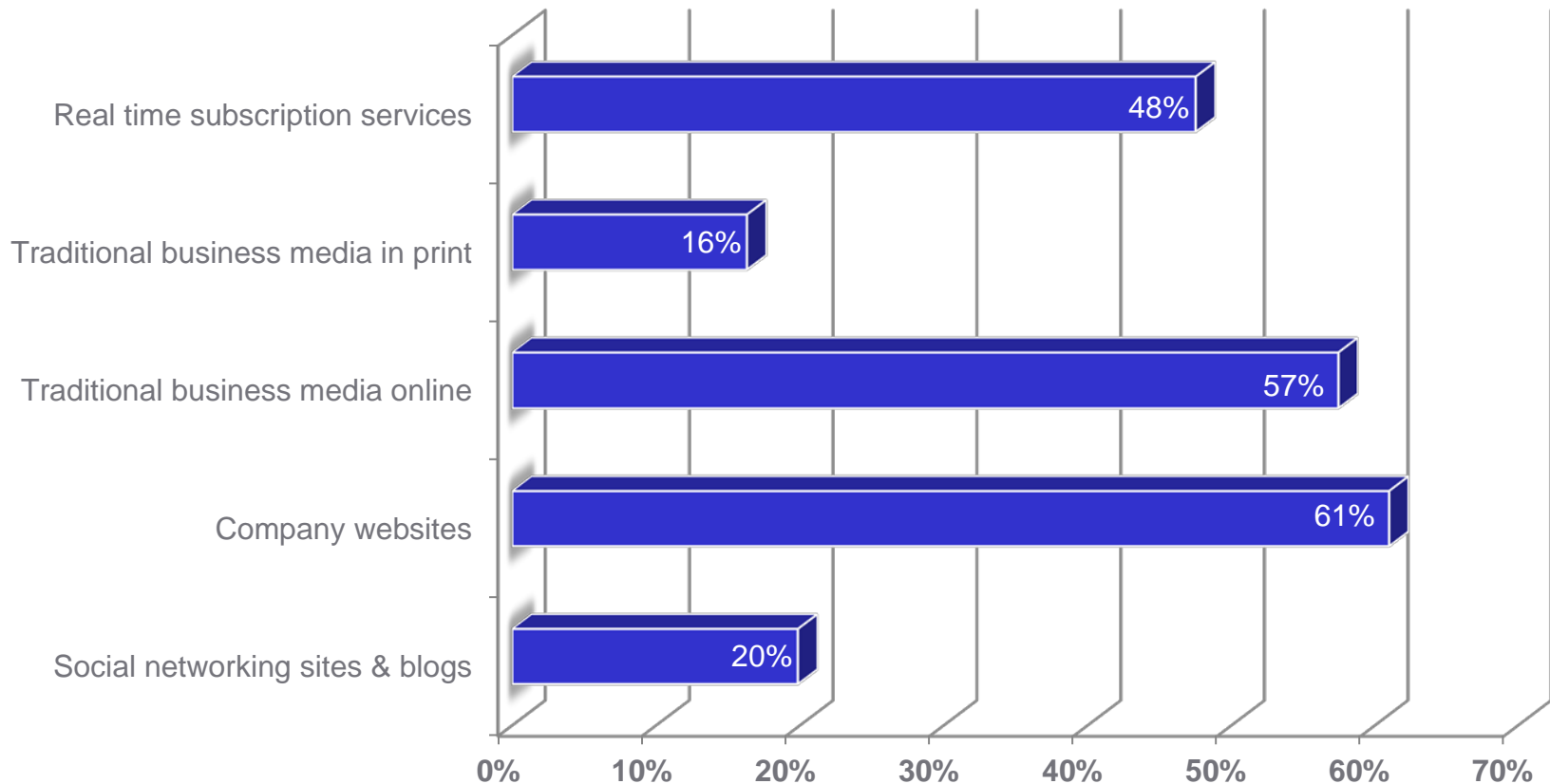
2. Do you read postings on the following for company or business information?

47% see Social Media as at least partly important, all other sources are seen as more important.



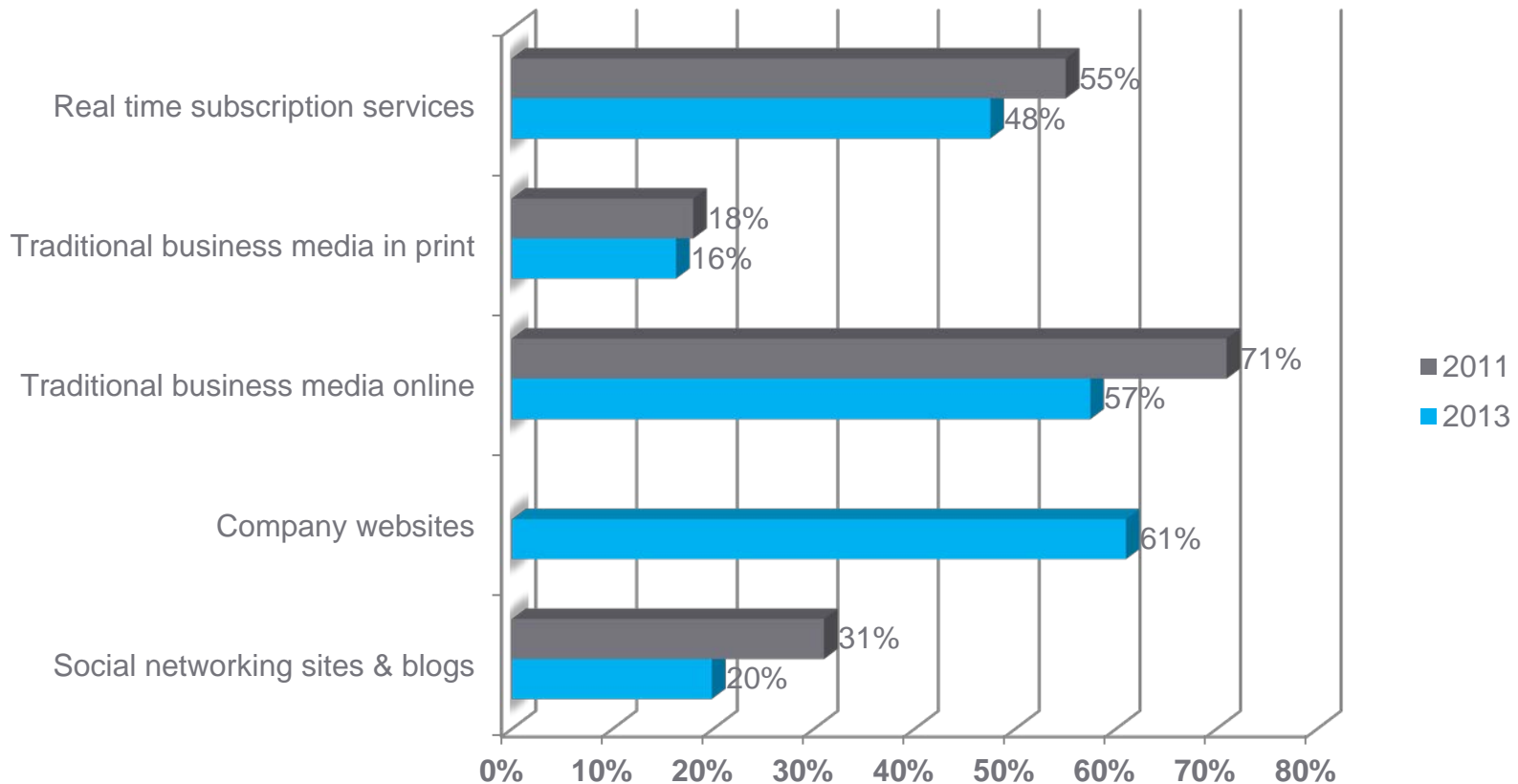
3. Which information sources have become more important to you in your job over the past years?

For 61% company websites became more important information sources, social media for 20%.



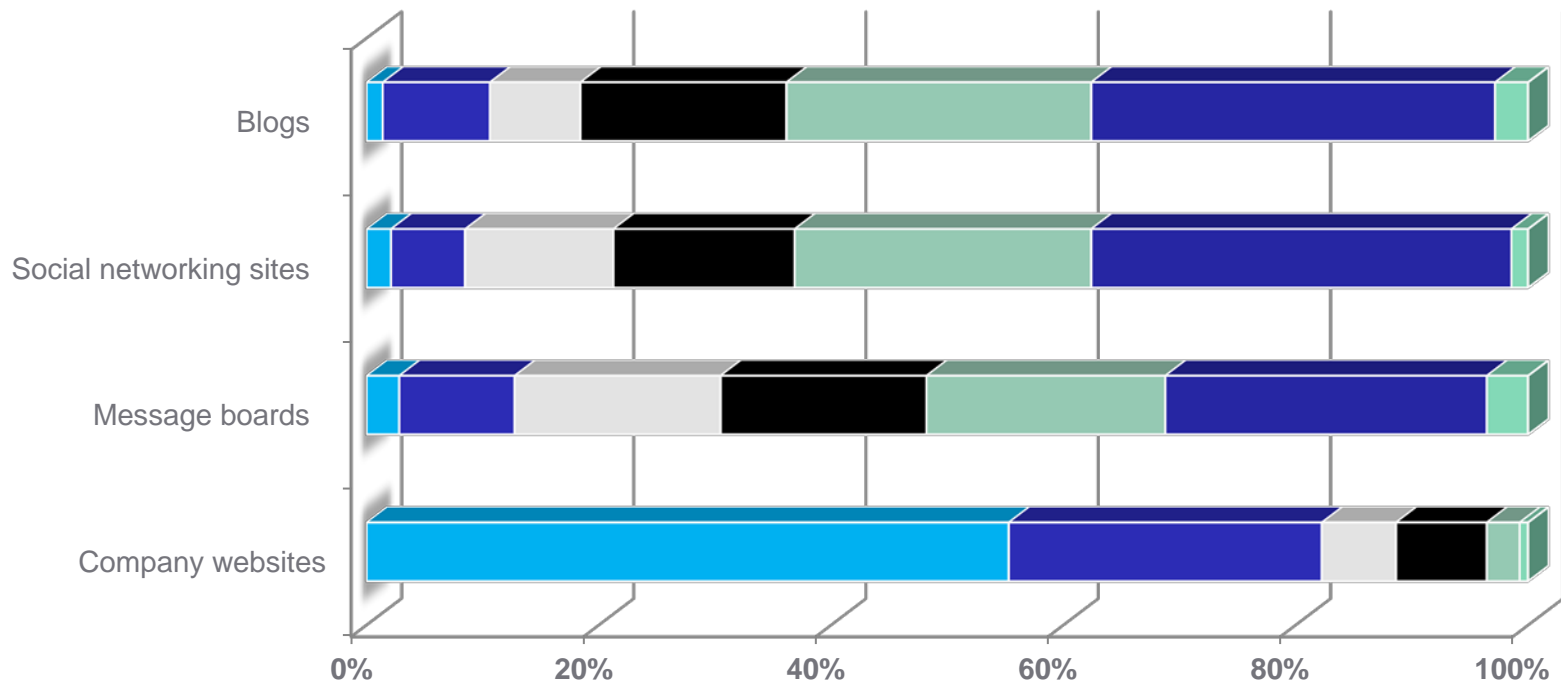
Comparison 2011 vs. 2013:

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.

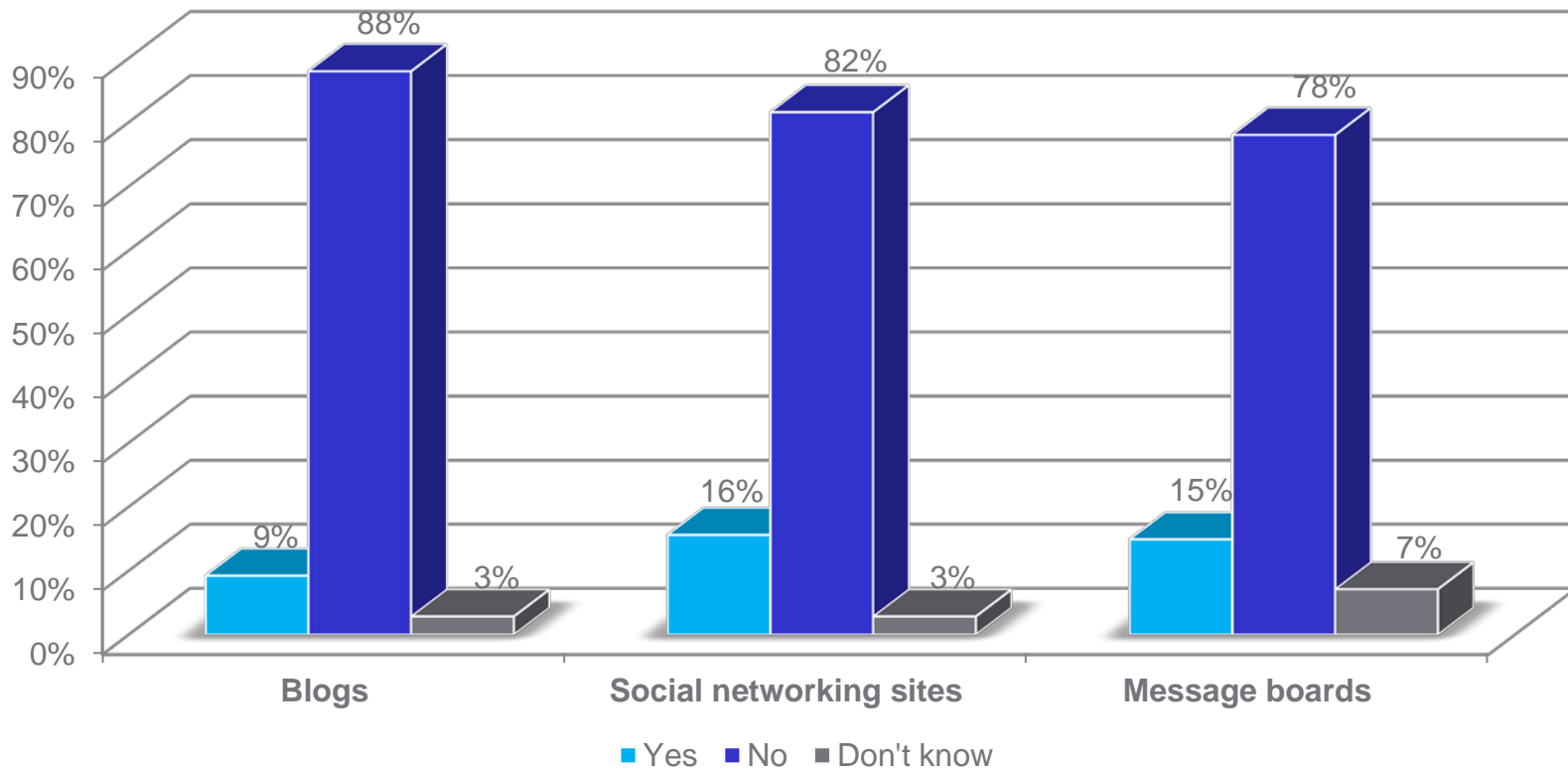
82% see company websites at least as important, blogs and social media are seen as less important.



■ very important
 ■ important
 ■ rather important
 ■ partly important
 ■ not that important
 ■ not important at all
 ■ don't know

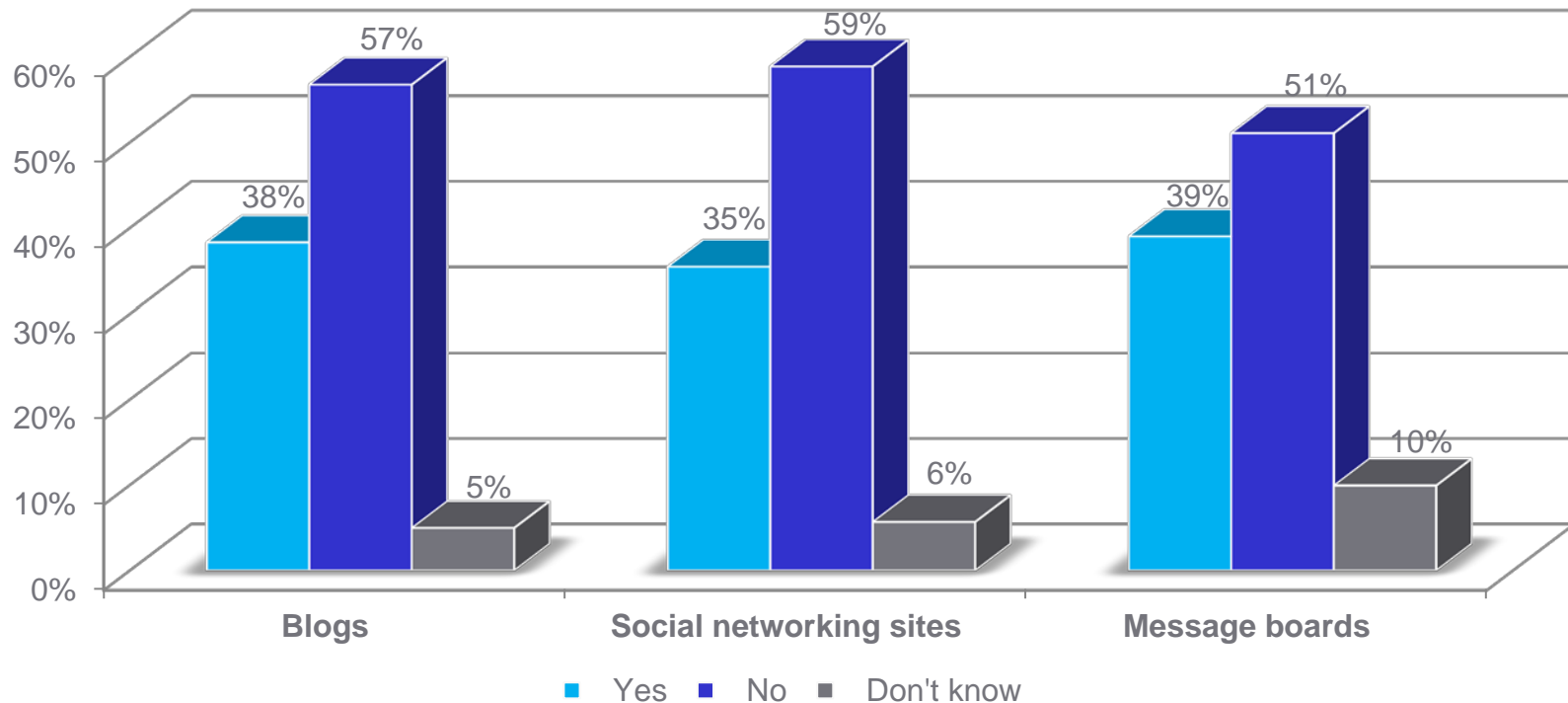
5. Do you post business or investment information in any of the following ways?

If investment professionals write posts they prefer social media and message boards.



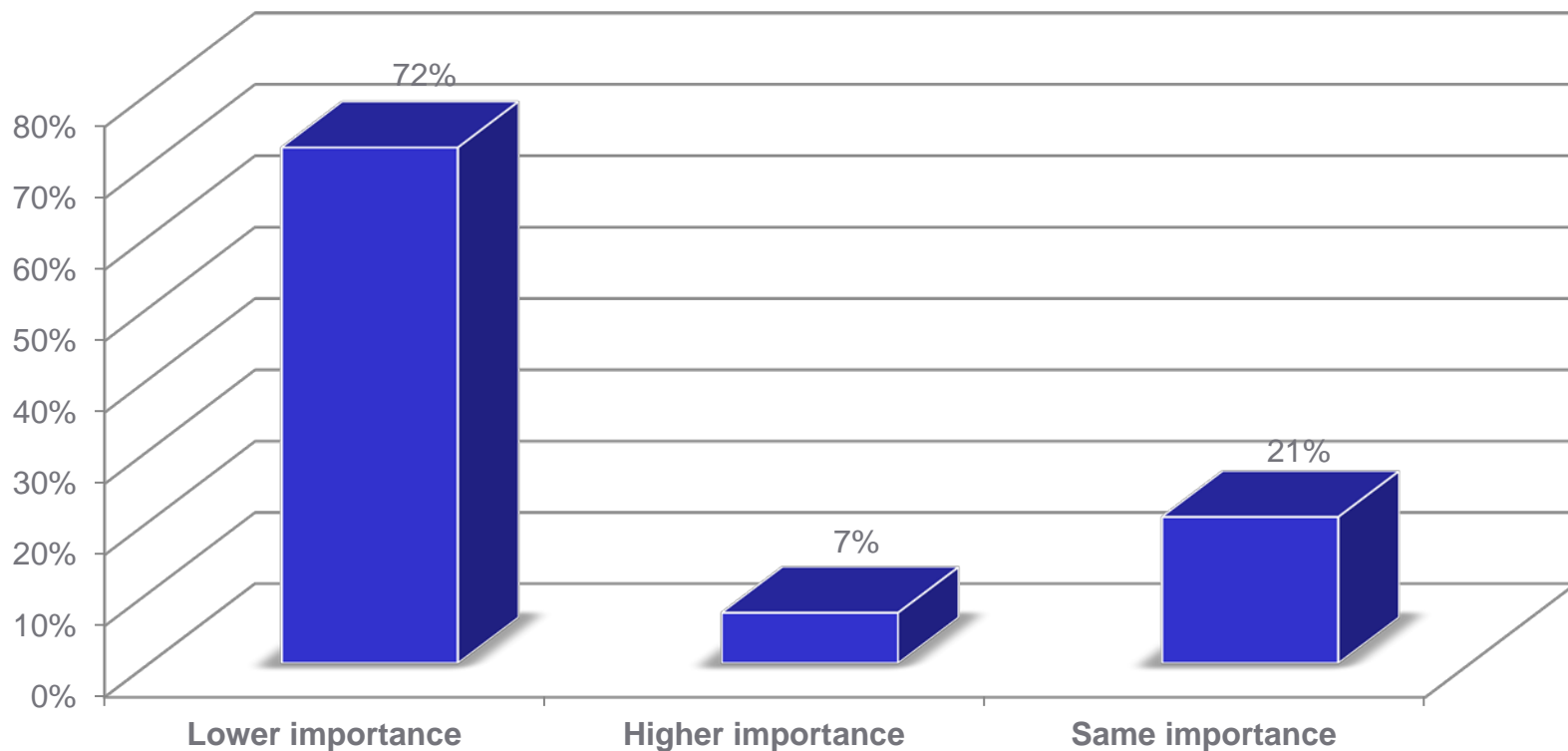
6. Have you ever read any information posted on a blog or social networking site that has prompted you to investigate an issue further for your work?

38% of the respondents were prompted by blogs to make further investigations on an issue.



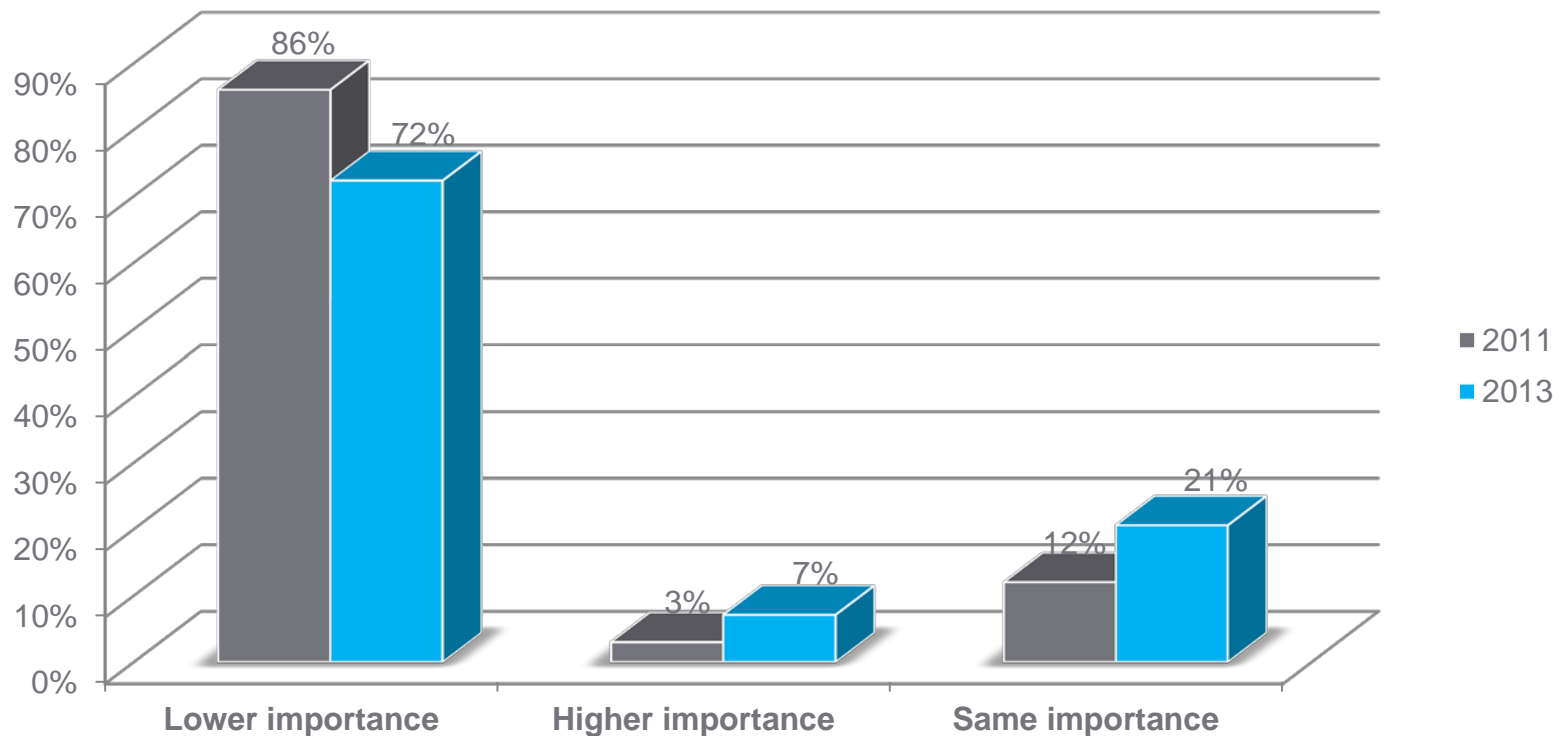
7. How do you consider the importance of information posted on social media in relation to other information sources (e.g. press releases, presentations etc.)?

72% consider the importance of traditional sources higher than the importance of social media.



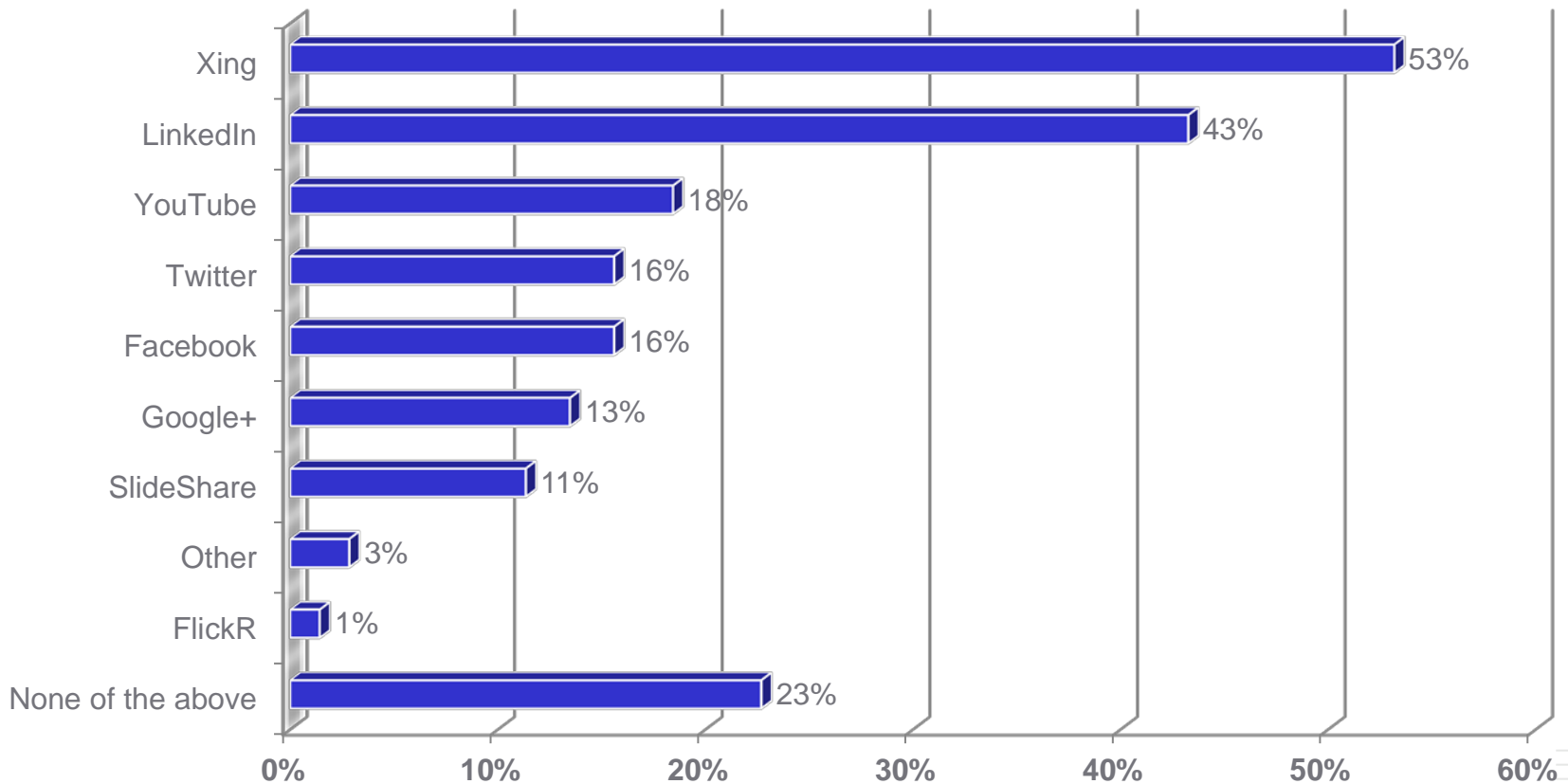
Comparison 2011 vs. 2013:

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



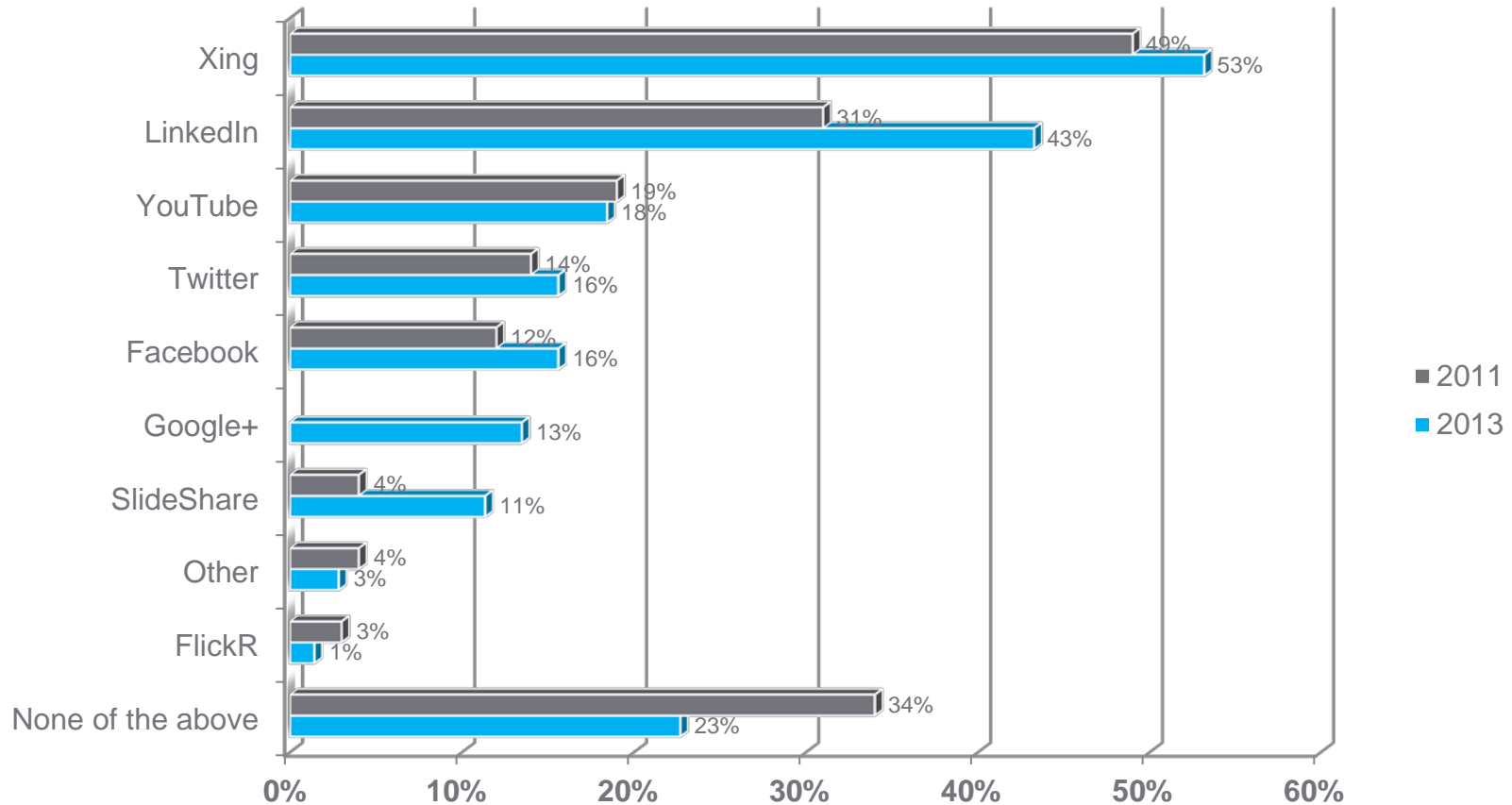
8. Which of the following social media platforms do you use (for professional reasons)?

53% of the respondents use the business network platform Xing, 43% LinkedIn, 23% none of the mentioned.



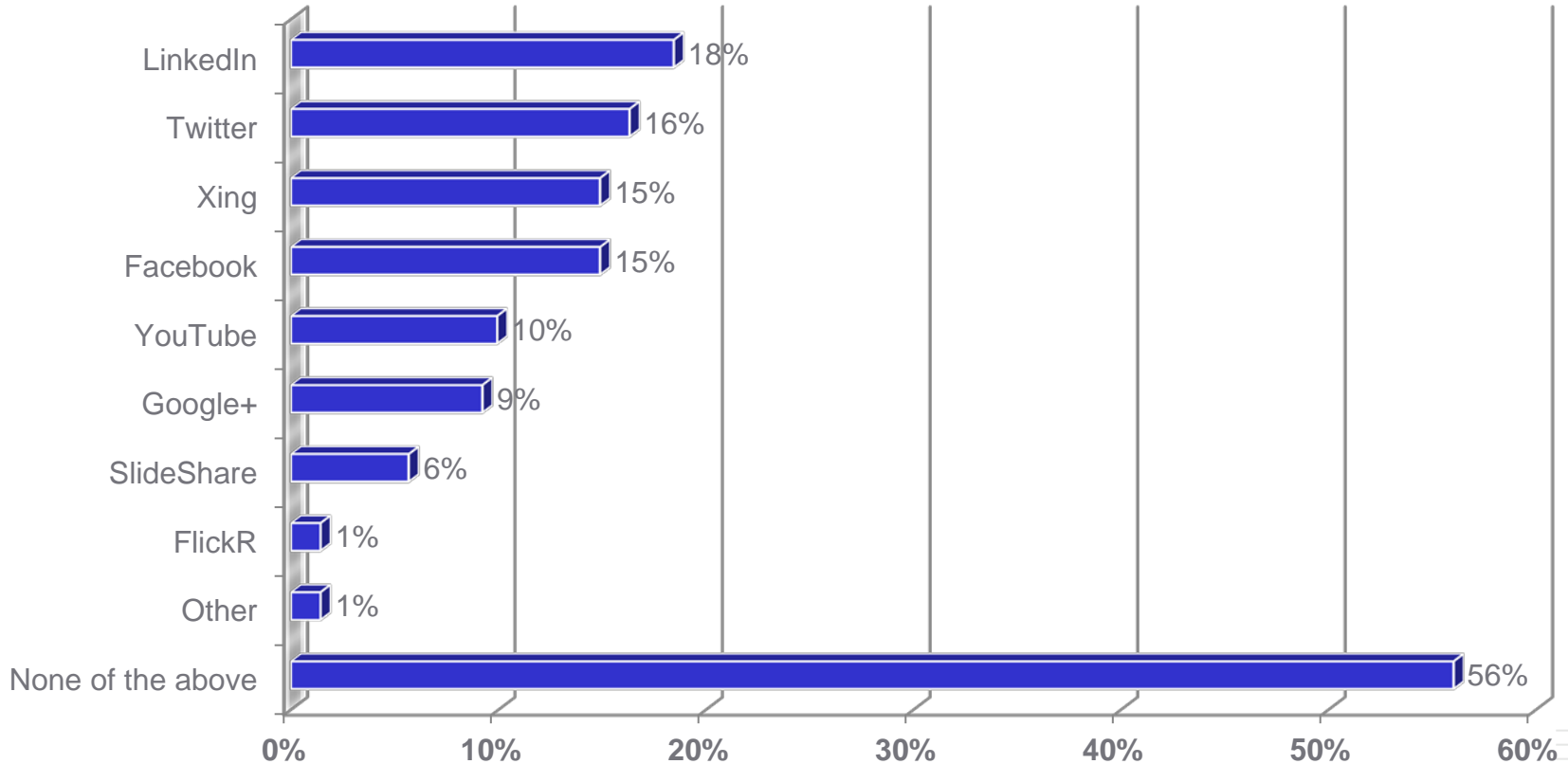
Comparison 2011 vs. 2013:

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



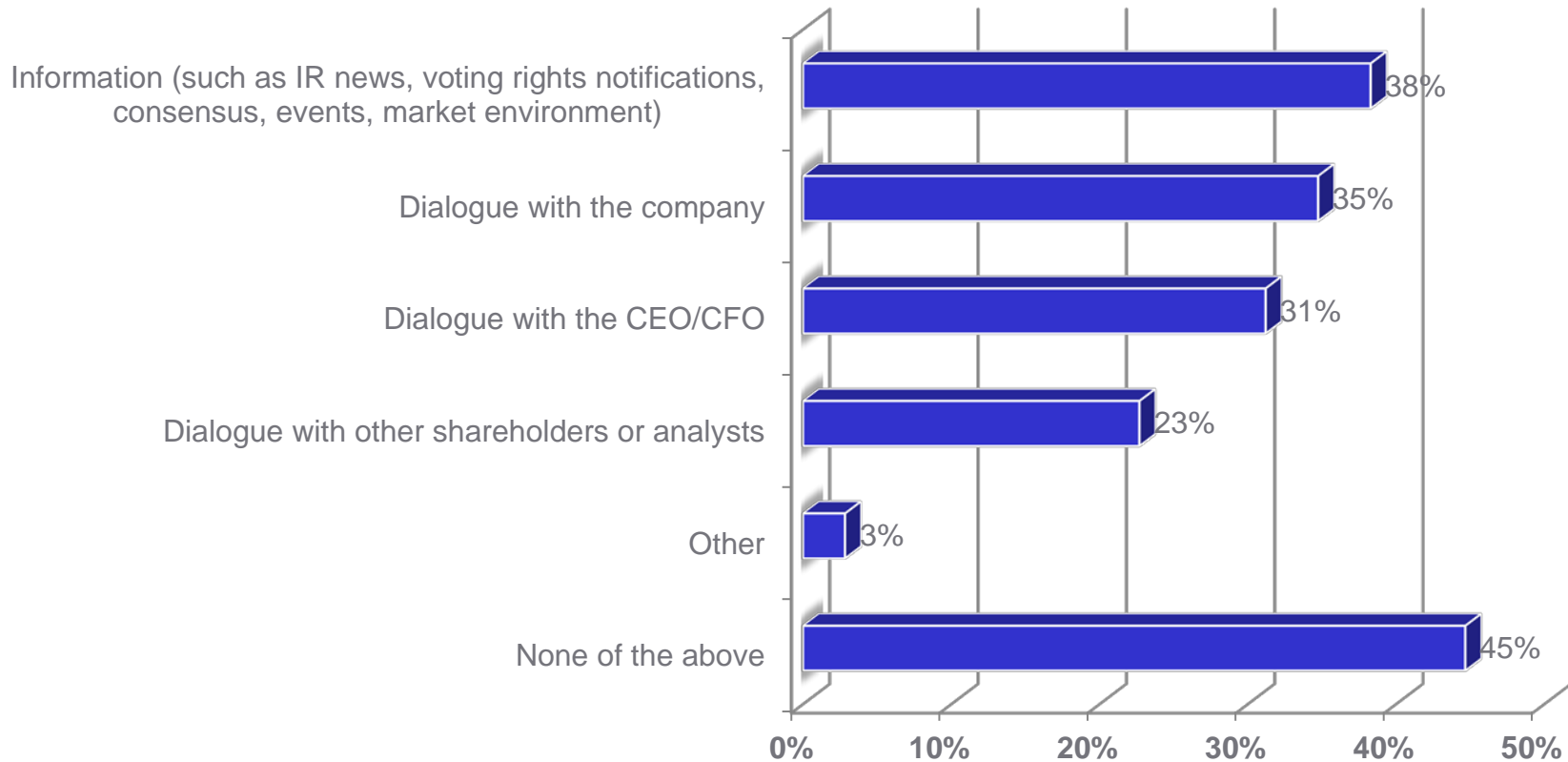
9. On which of the following social media platforms would you like companies to communicate through?

Most of the respondents (56%) do not expect companies to communicate through social media.



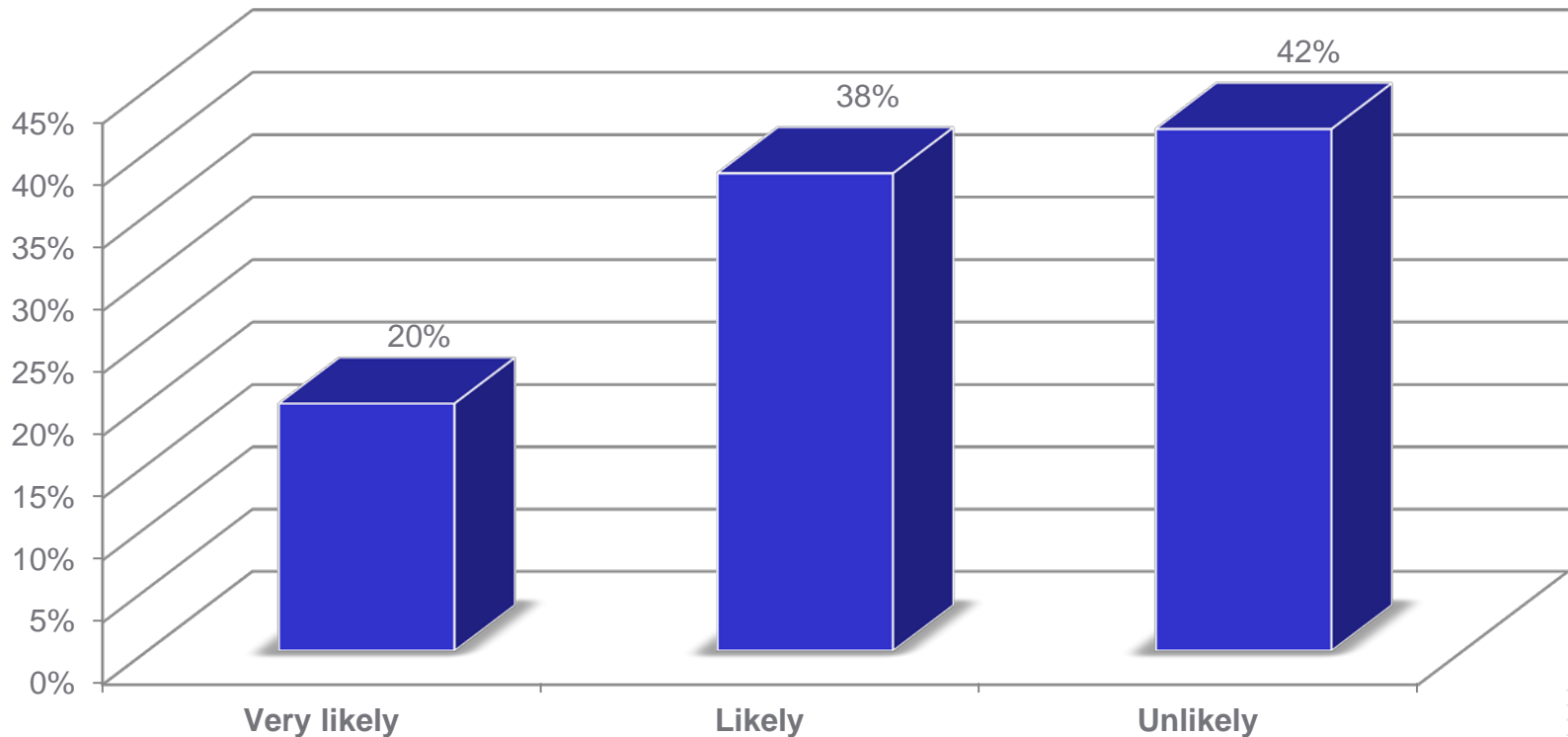
10. What types or items of company communication should be offered on social media platforms?

55% of the respondents see social media as channels for information distribution and dialogue.



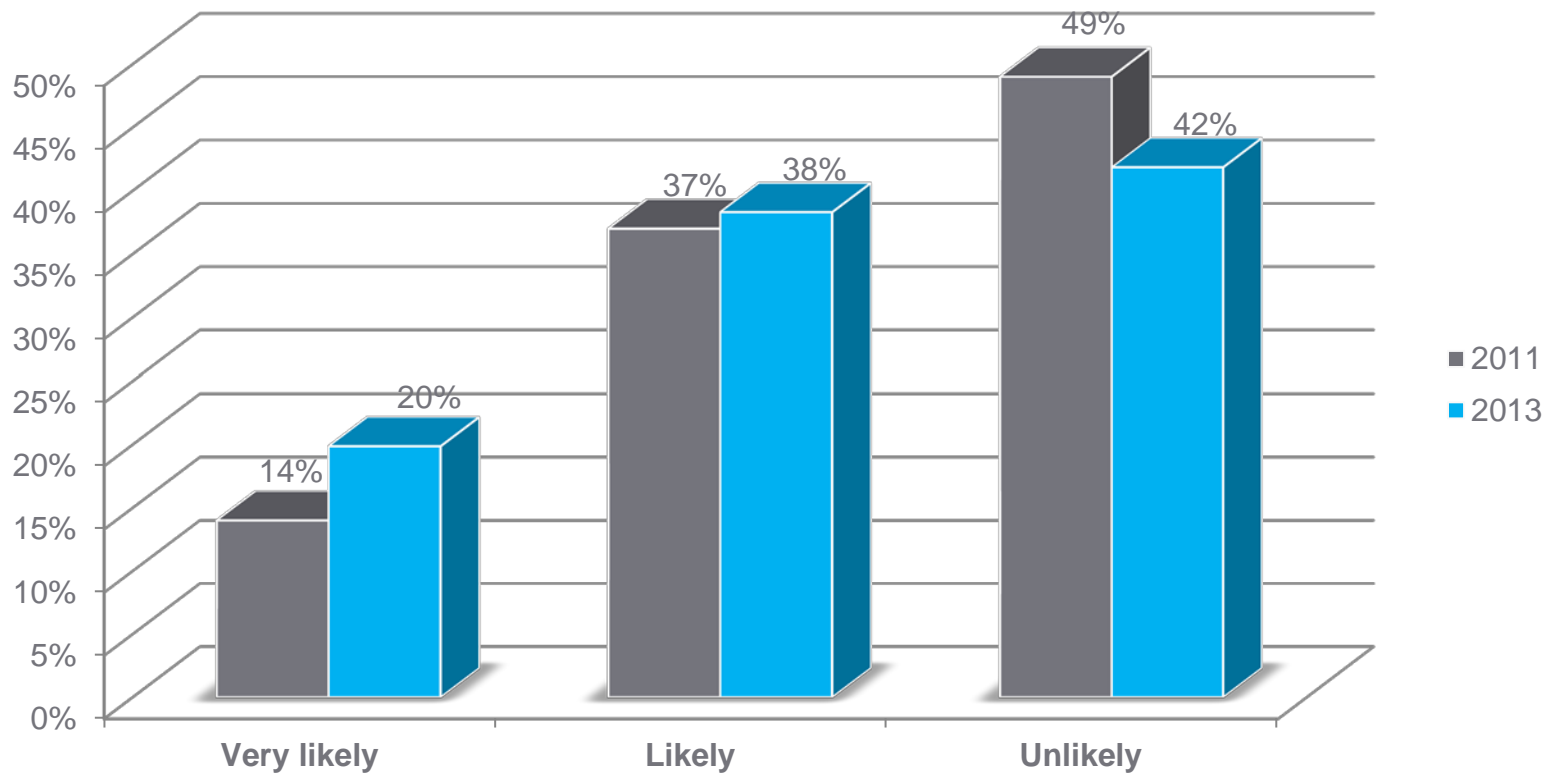
11. If companies (CEOs, CFOs, IROs) were to use social media platforms to engage with the investment community, how likely would you use these channels?

For a majority (58%) the use of social media could be triggered if companies use it to engage.



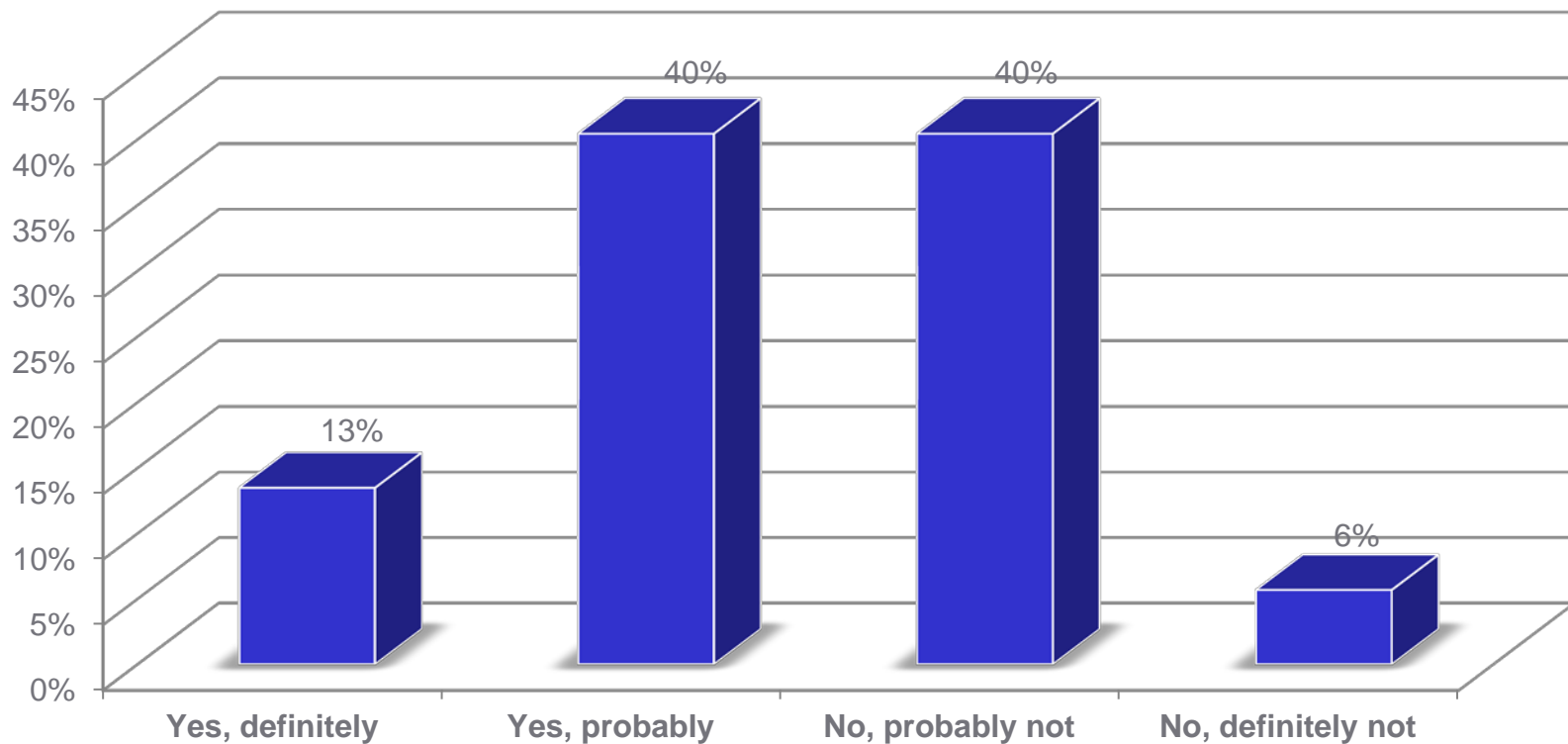
Comparison 2011 vs. 2013:

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



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?

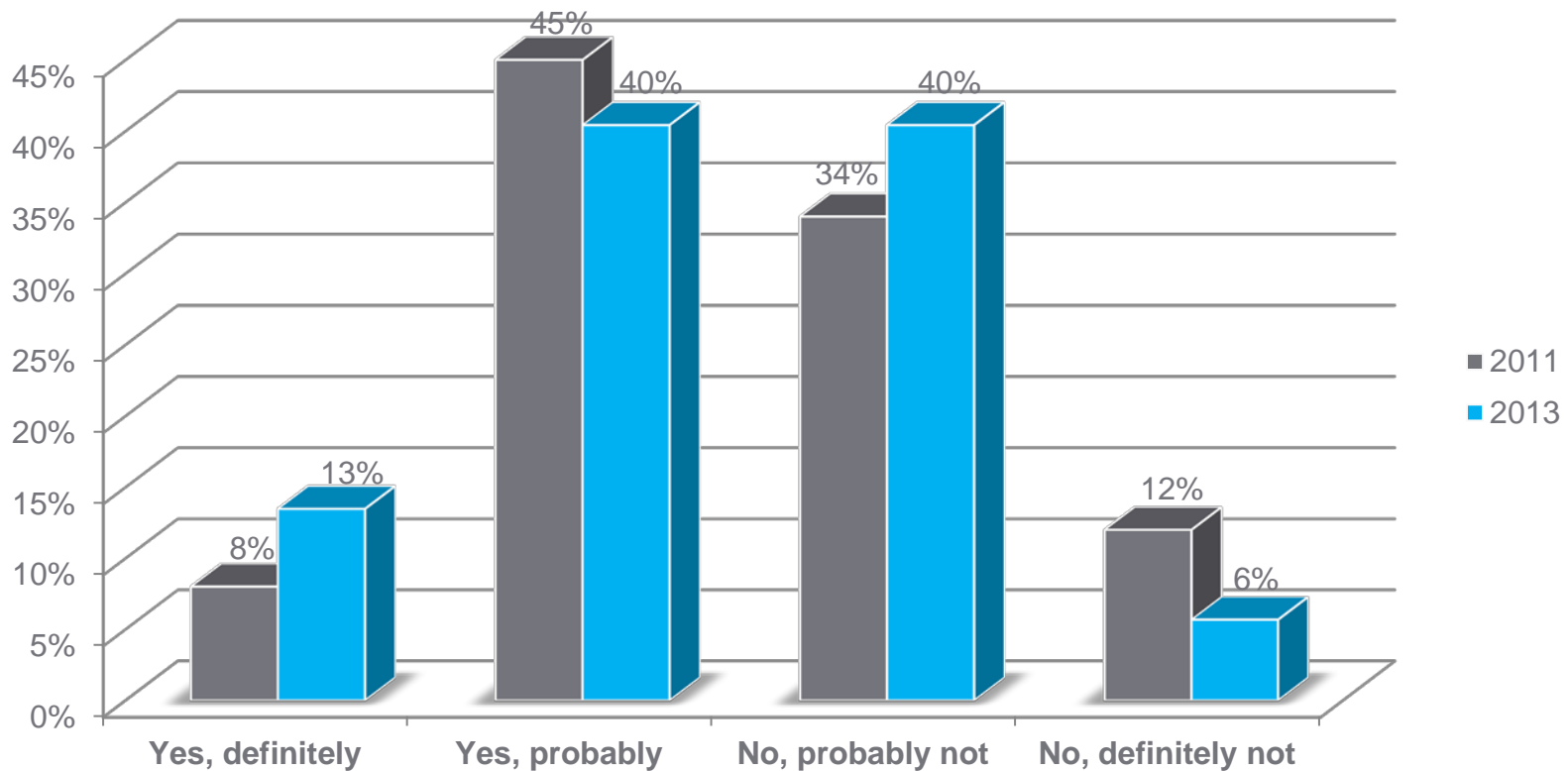
53% of the respondents see the importance of social media for investment decisions to increase.



rounding differences may occur

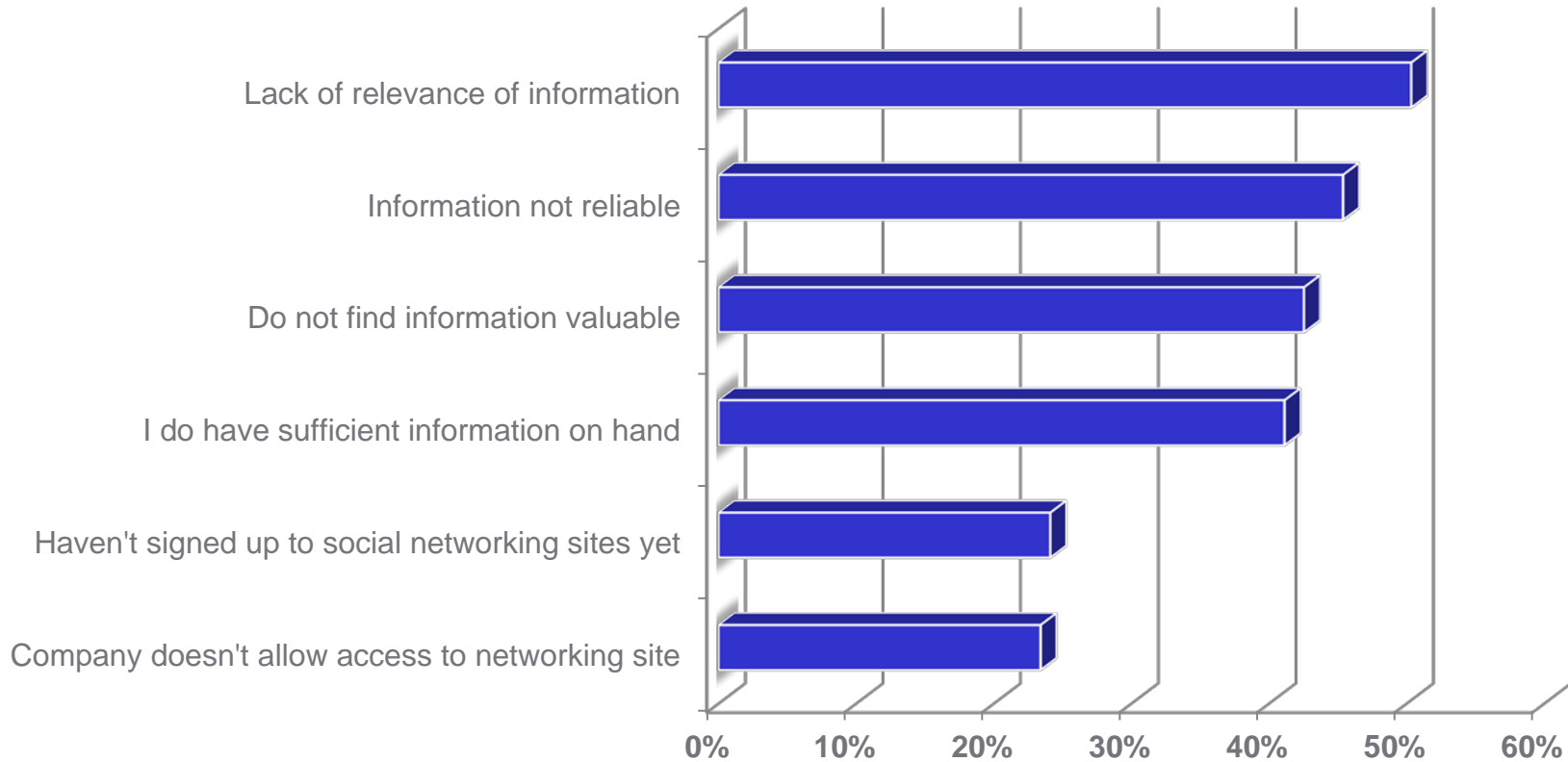
Comparison 2011 vs. 2013:

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?



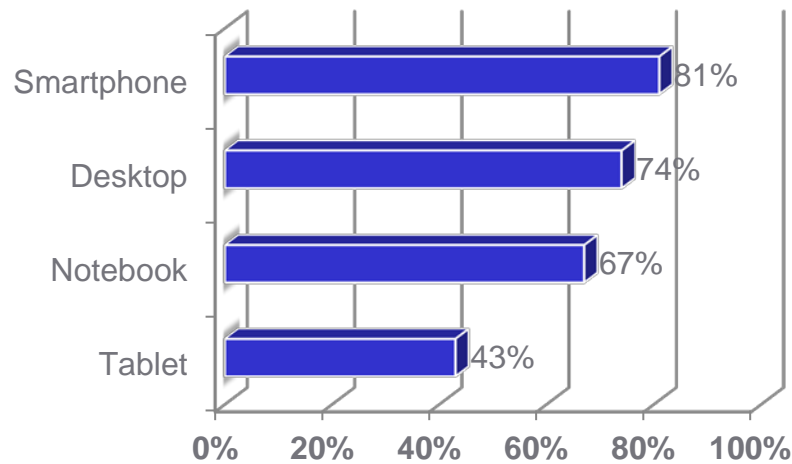
13. What are reasons why you have not used information from a social networking site in your job in the past year or so?

50% of the respondents are sceptical about the relevance of the information on social media platforms.

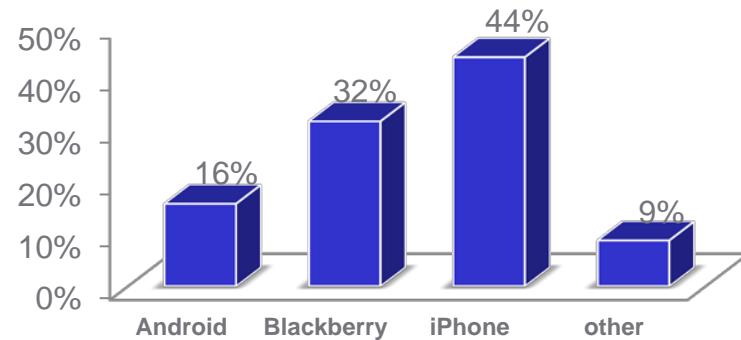


14. What hardware do you use?

Smartphones are the preferred hardware solutions (81%), 44% use an iPhone as smartphone.

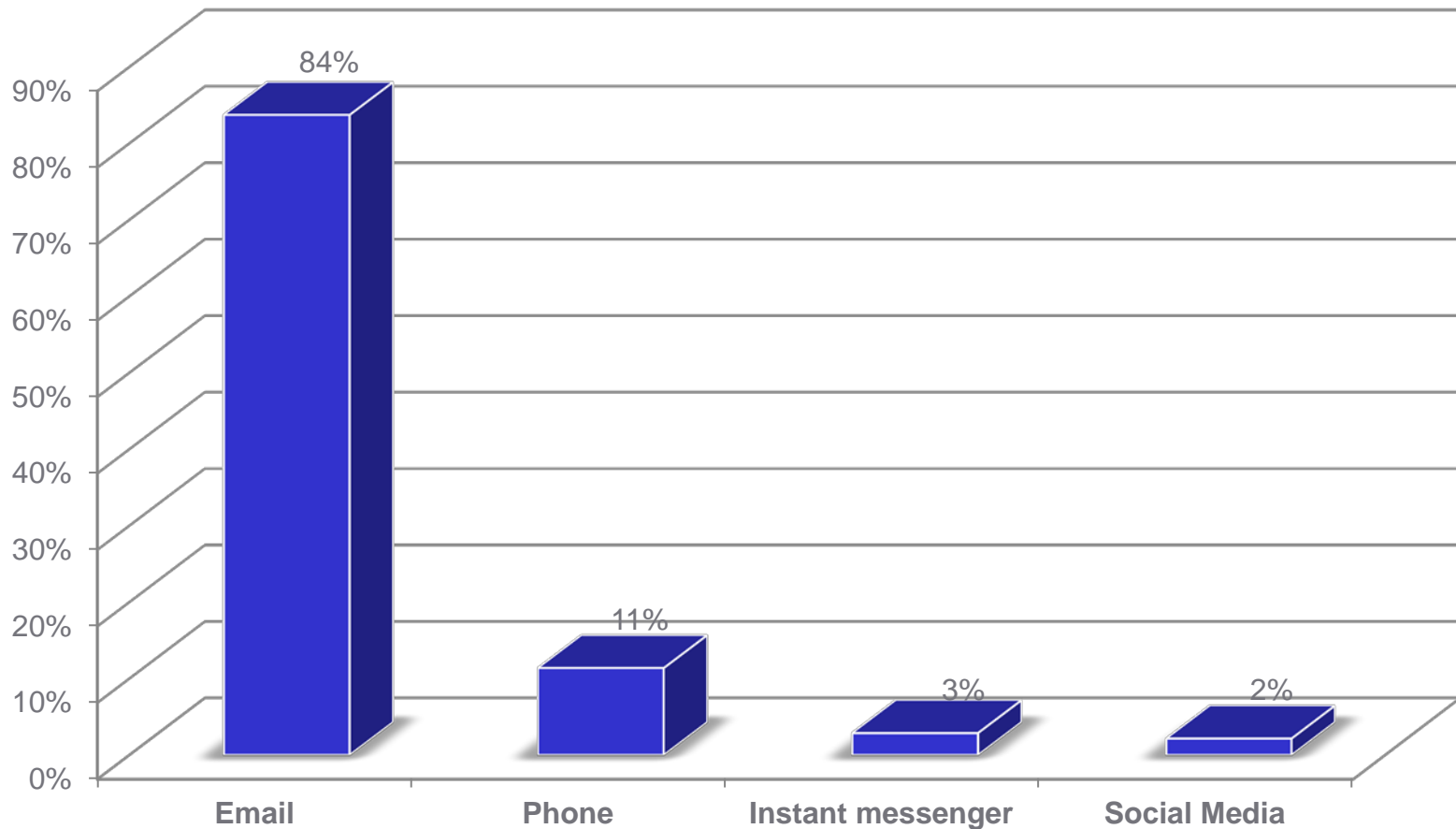


Which Smartphone technology?



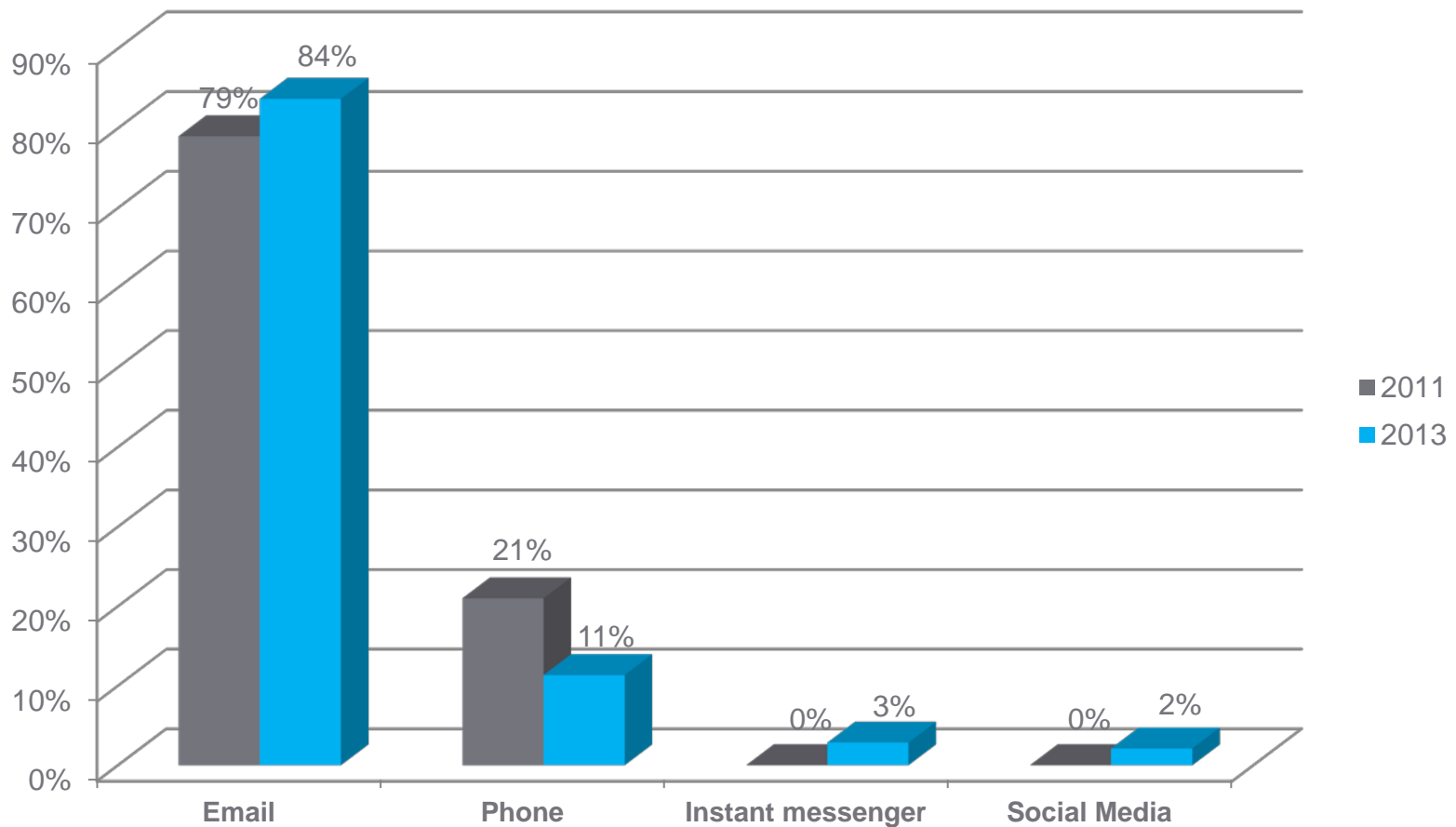
15. What is your most frequently used communications medium?

If the respondents don't meet in person, they prefer the dialogue via email (84%).



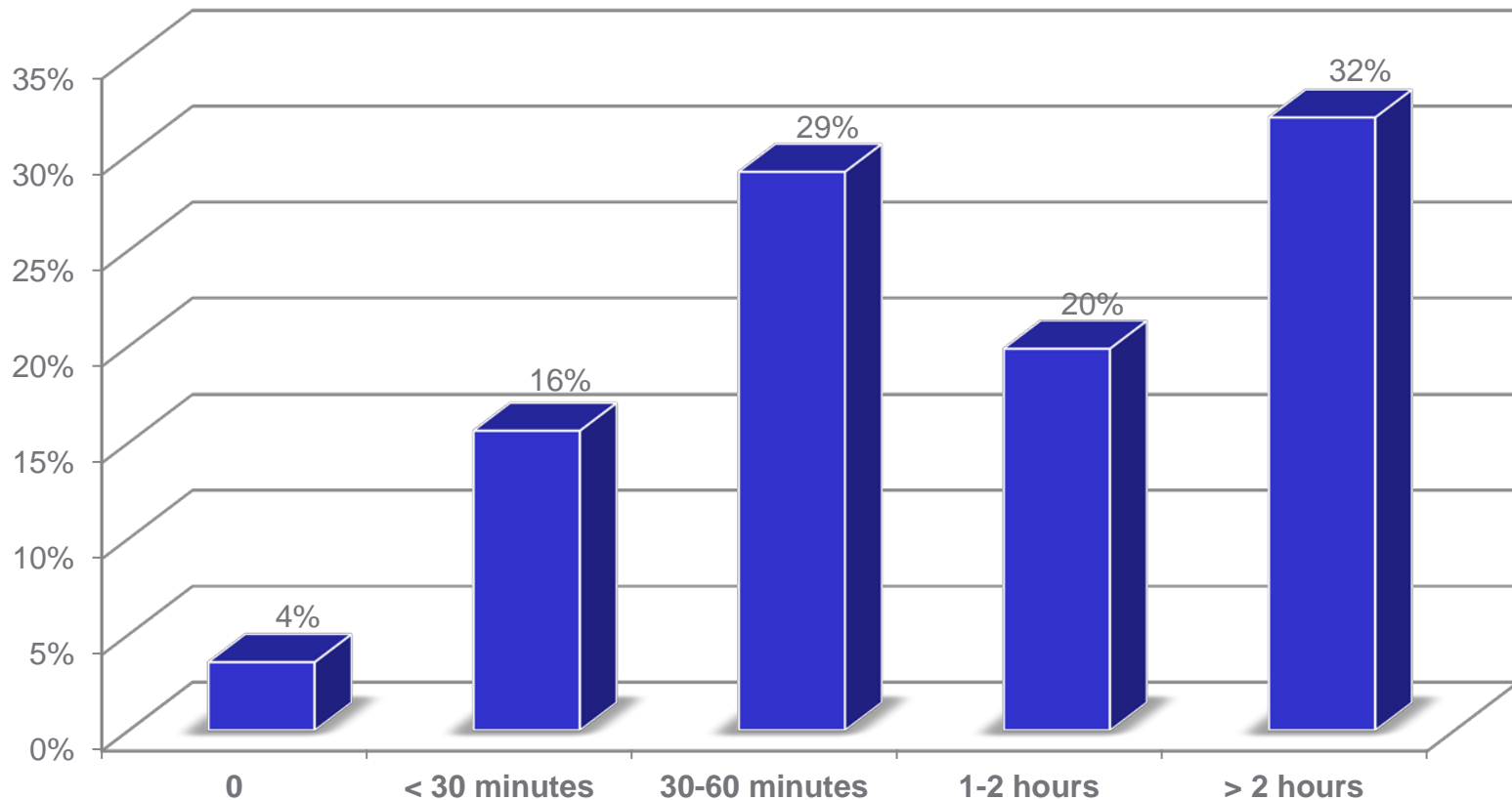
Comparison 2011 vs. 2013:

What is your most frequently used communications medium?



16. How much time do you spend in the world wide web and in social media channels per day?

52% of the respondents spend more than 1 hour in the www and in social media per day.



rounding differences may occur

Executive Summary

- ▶ 4 out of 5 respondents are German, so it would be exaggerated to speak of a pan-European survey.
- ▶ The majority of the respondents is sceptical about the relevance of the information on social media platforms, but nevertheless they expect the importance of social media to increase.
- ▶ Unsurprisingly the importance of companies' websites is still increasing
- ▶ Xing and LinkedIn are the favoured social networking sites, especially for the maintenance of contacts.
- ▶ A majority (58%) would follow if companies start to use social media to engage with the investment community, even if 56% don't expect companies to do so.
- ▶ Smartphones are widely used and for mobile purposes the iPhone dominates.
- ▶ If the respondents don't meet in person, they prefer the dialogue via email (84%); 81% spend more than 30 minutes per day in the www and in social media channels.

Contact



- ▶ Patrick Kiss
IR Club
Op'n Schierenholt 9c
22587 Hamburg
Fon: +49 (0) 177 232 000 1
email: mail@irclub.de
www.irclub.de



- ▶ Ralf Frank
DVFA GmbH
Mainzer Landstraße 47a
60329 Frankfurt am Main
Fon: +49 (0) 69 26 48 48-0
email: ralf.frank@dvfa.de
www.dvfa.de