

# **SOCIAL MEDIA USAGE IN THE FINANCIAL COMMUNITY**

INVESTOR RELATIONS DHL GROUP

Bonn, January 2024



## Key Findings

### Social Media – Usage Purpose

- Three out of four institutional investors use social media platforms (76%) at all, two thirds use social media for business purposes (67%)
- Key reasons for business usage are:
  - 1) Getting information (74%)
  - 2) Communicating and interacting with clients and listed companies (61%)
  - 3) Promoting own business or person (56%)
- Overall, institutional investors are ambivalent about information on social media: On one hand, only a minority trusts social media information (7%), most investors check its credibility (69%), and very few search actively for it (13%). On the other hand, 54% use social media information as additional information source for analyzing investment decisions or recommendations
- Most investors expect information on market trends (69%) and business achievements of companies (e.g. milestones) (67%)

---

### Social Media – User Behavior

- Top-Platform for business usage is LinkedIn (59% usage) followed by YouTube (29% usage)
- 80% of institutional investors use social media at least once a week, 11% are heavy users that use social media multiple times a day
- Most investors use one or two social media platforms (84%), only 16% use at least three different platforms
- Preferred format for social media is plain text / posts (76%)

---

### Future Trends

- Majority of investors expect their own social media usage to increase in the next 3 to 5 years (75%)
- Every second investor predicts a growing influence of social media on investment decisions (54%)

# Content

## Survey Scope

Social Media – Usage Purpose

Social Media – User Behaviour

Future Trends



## Survey Objective and Methodological Approach



### Goal

Understand social media usage patterns and motivations in financial community, identify content and layout preferences, and future developments



### Target group

- Institutional DHL investors (3,335 eMail addresses) plus investors of DIRK members
- Screening criteria: Social media usage of institutional investors for business purposes



### Method

- Quantitative online interviews, 12 closed questions plus 2 open comments
- eMail-invitation with personalized survey link for DHL investors, distribution of generic survey link for DIRK members
- Average interview length: ~ 9 Min.



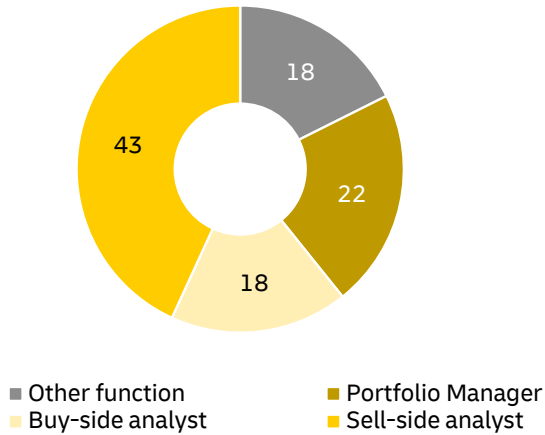
### Field phase

- Sept. 4<sup>th</sup>, 2023 – Sept. 29<sup>th</sup>, 2023
- Response Rate: 1%, n=68, 20 screen-outs, 43 complete interviews

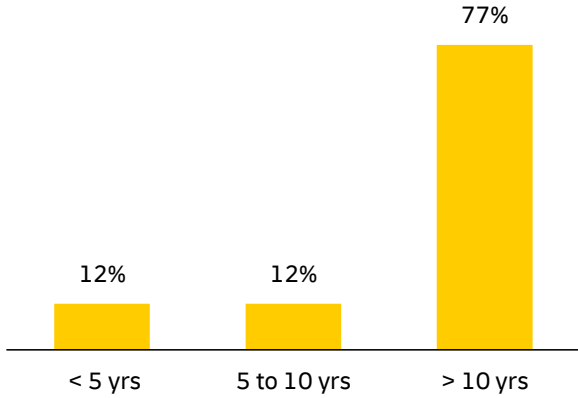


# Sample\*

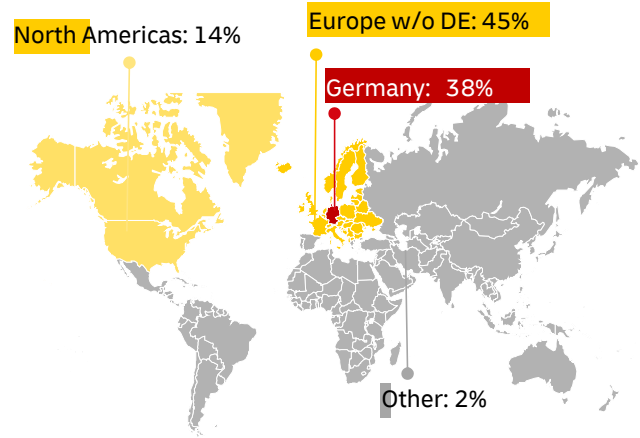
## Current Role in Industry



## Years of Experience



## Location



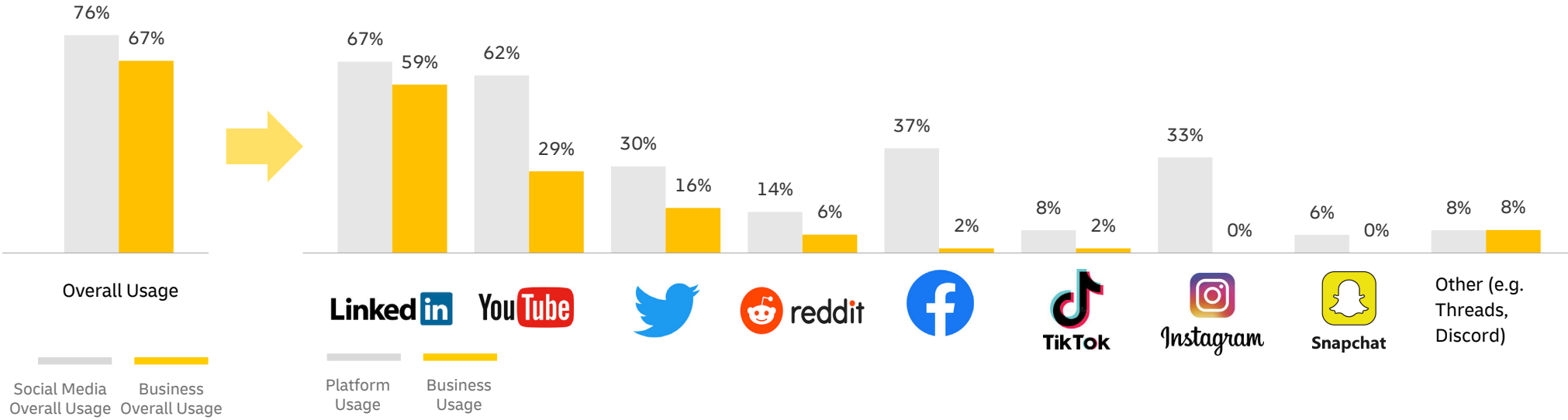
Q1.1: What is your current role in the financial industry ? | Q7.1: How many years of experience do you have in your current role? | Q7.2: In which geographic region are you located?

Values in %, n = 42 to 51  
\* Basis: Complete interviews

# Social Media Usage

## Social Media Usage

## Usage Social Media Platforms



Q1.2: Which Social Media platforms have you already used for private and/or business purposes?.

Values in %, n = 65

# Content

Survey Scope

**Social Media – Usage Purpose**

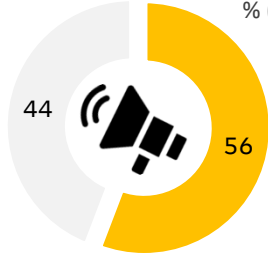
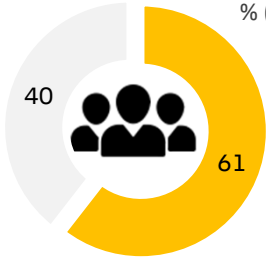
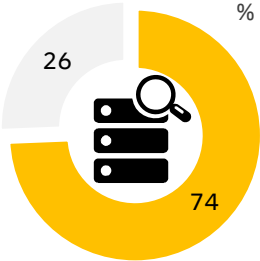
Social Media - User Behaviour

Future Trends



# Business Purposes - Overview

## Business Purposes



**1** Gathering Information

**2** Communicating and Interacting

**3** Promoting own Business

Q2.3: Please think back on your investment decisions or recommendations in the past 12 months and evaluate the following statements.  
(Calculation: Top2-boxes for all items belonging to business purpose)

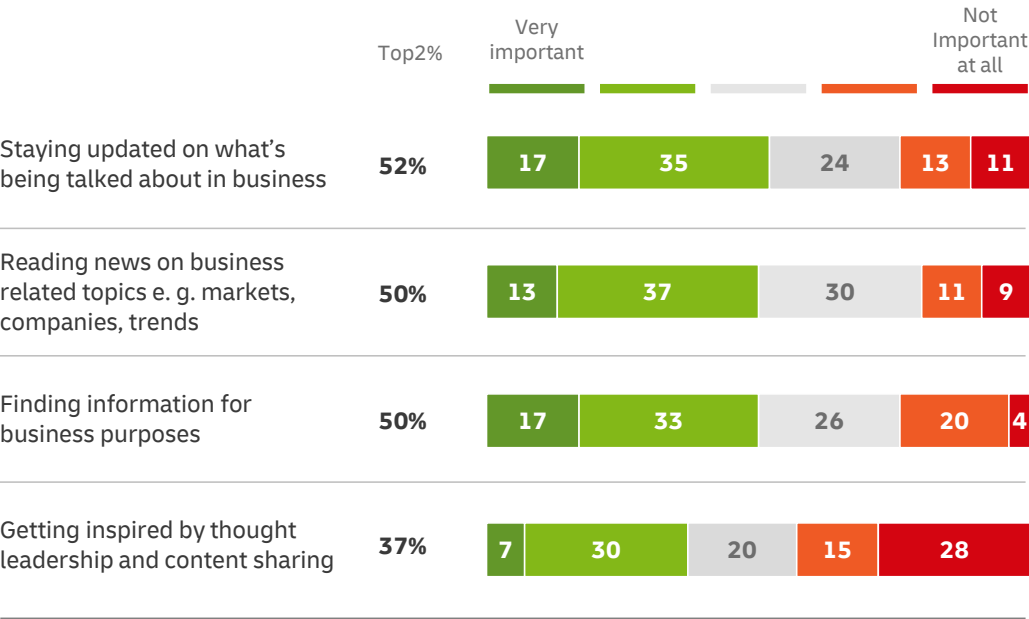
Values in %, n = 44 to 46



# Business Purposes in Detail (1/2)



## 1 Getting Information



## In own Words



*Its great to discover the latest trends and to get some insights first-hand however knowing that the majority of social media users use it as a tool to present themselves I do not really take the online discussion serious. Some always wants to see; either a product or themselves as a product or "expert" for something...*

*Getting access to slightly less sanitized information*

*Easier to get industry peer information and views*

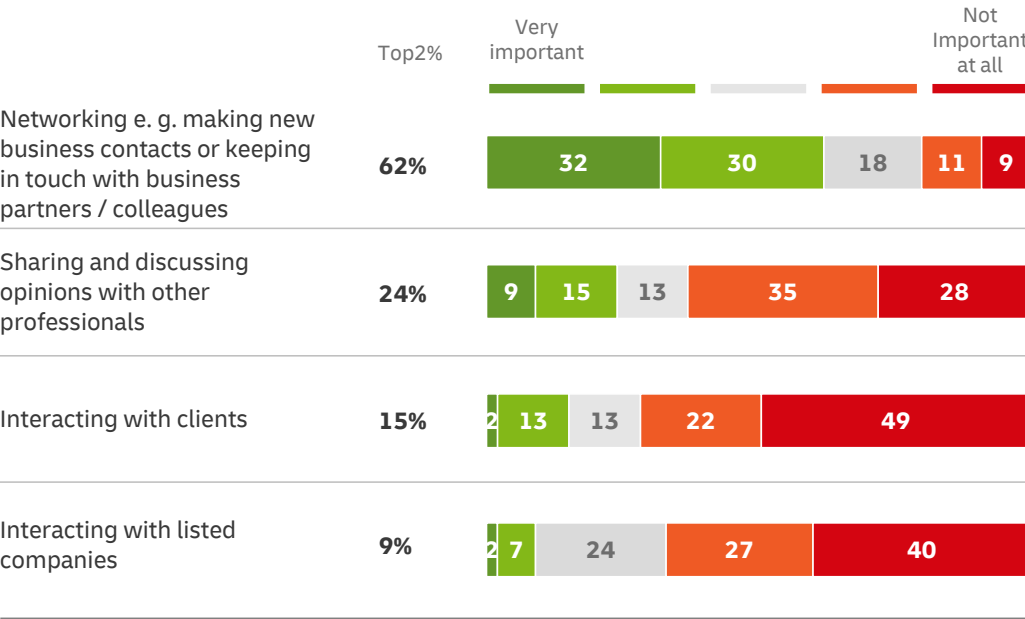
*LinkedIn is a good source of macro thoughts from a wide array of economists. Also highlights interesting articles in relevant magazines, newspapers, etc.*

Q2.1: Thinking about your professional life, how important are Social Media platforms for the following business purposes for you? | Q2.2: Thinking specifically about your investment decisions or recommendations, how has social media helped your work?

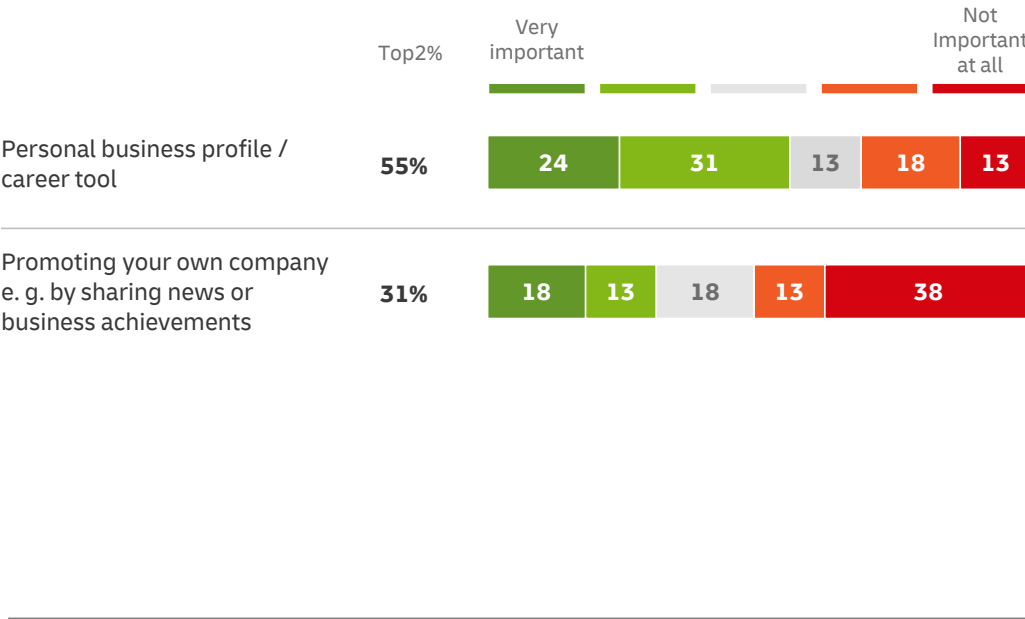
Values in %, n = 44-46

# Business Purposes in Detail (2/2)

## 2 Communicating and Interacting



## 3 Promoting own Business



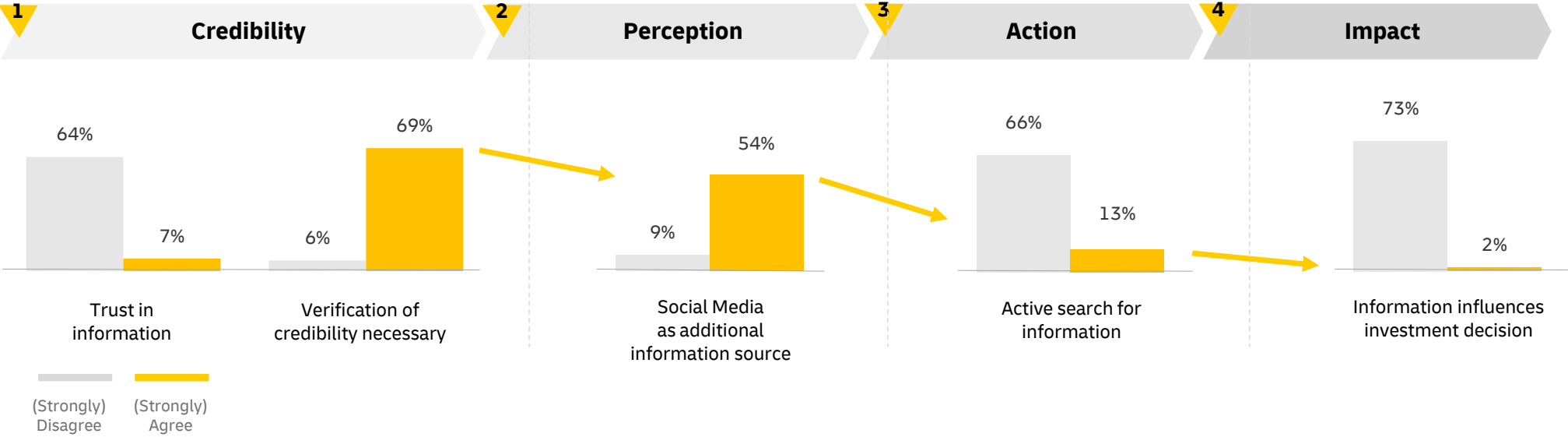
Q2.1: Thinking about your professional life, how important are Social Media platforms for the following business purposes for you?

Values in %, n = 44 to 46

# Purpose “Getting Information” (1/2)



## Information Funnel



Q2.3: Please think back on your investment decisions or recommendations in the past 12 months and evaluate the following statements.

Values in %, n = 45

# Content

Survey Scope

Social Media – Usage Purpose

**Social Media – User Behaviour**

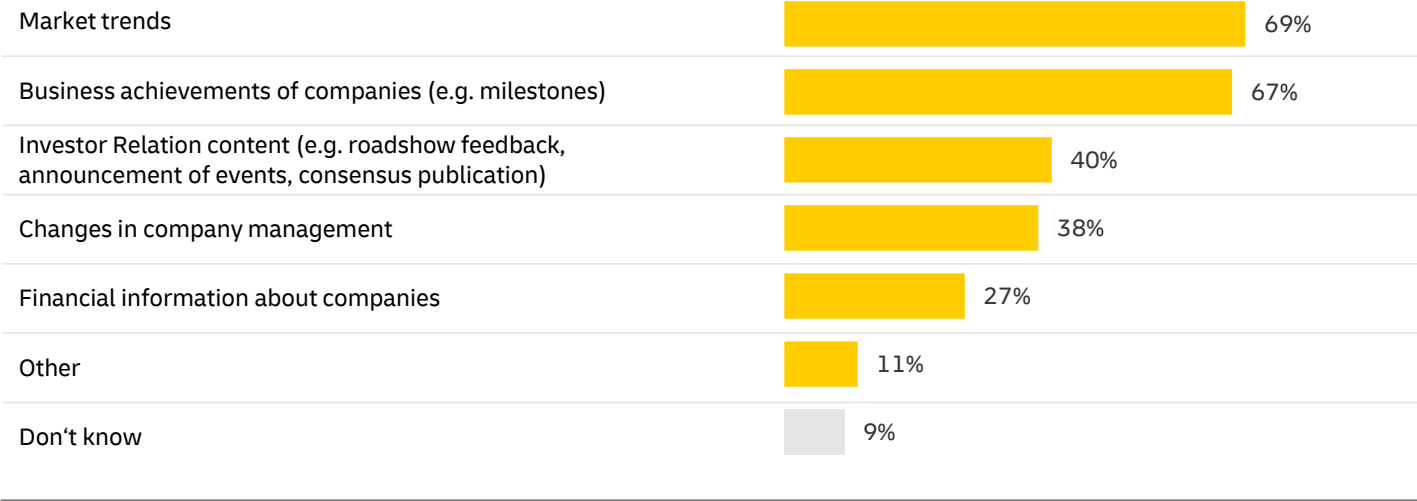
Future Trends



# Purpose “Getting Information” (2/2)



## Content Expectations

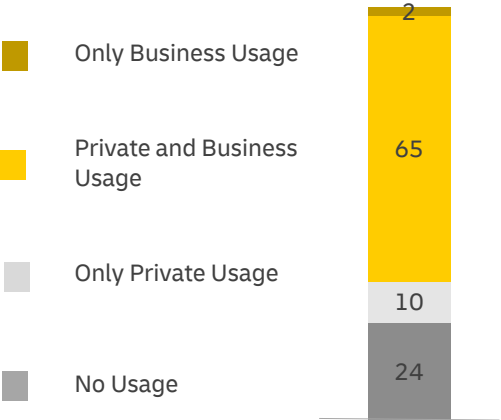


Q 5.1: Which information for your investment purposes would you expect to find on Social Media platforms?

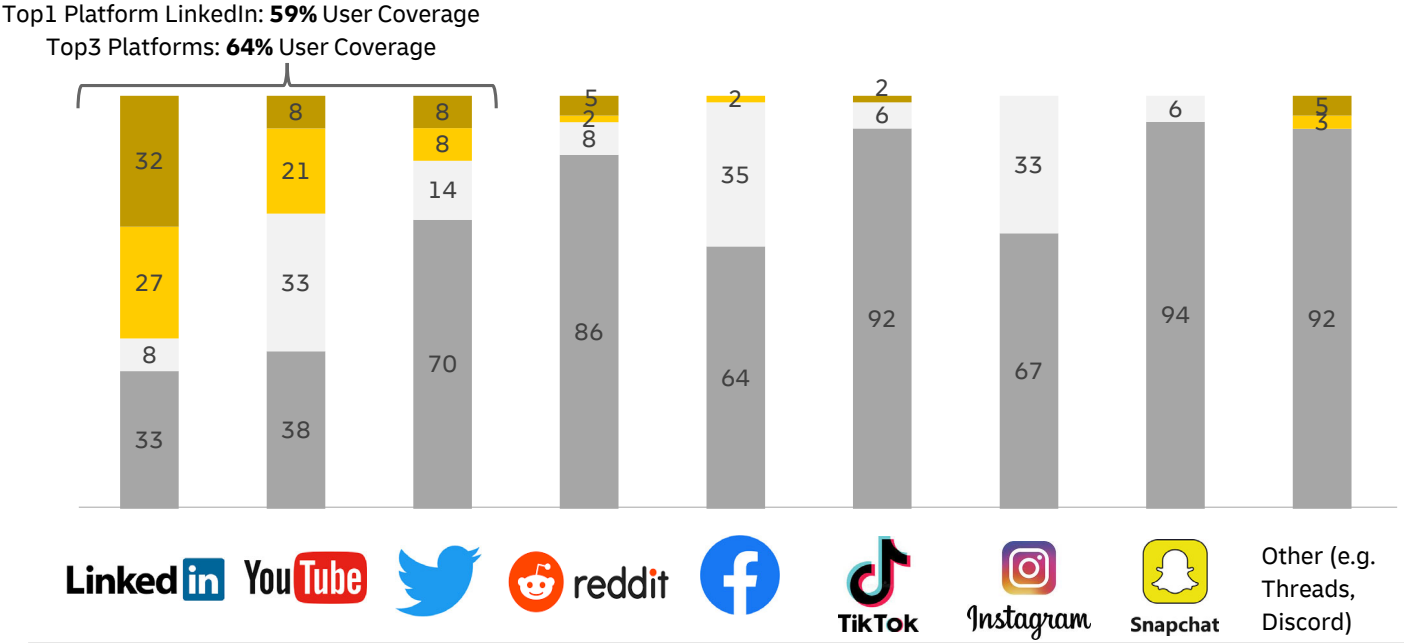
Values in %, n = 45

# Social Media Usage

## Business vs. Private Usage



## Platform Usage for Business and Private Purposes

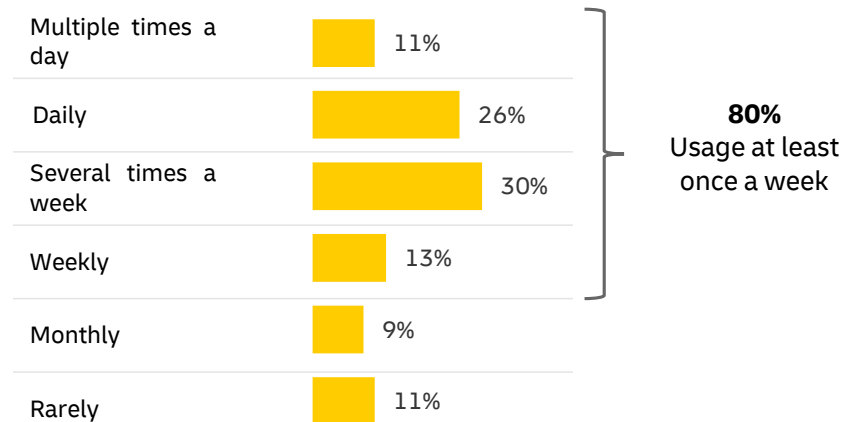


Q1.2: Which Social Media platforms have you already used for private and/or business purposes?

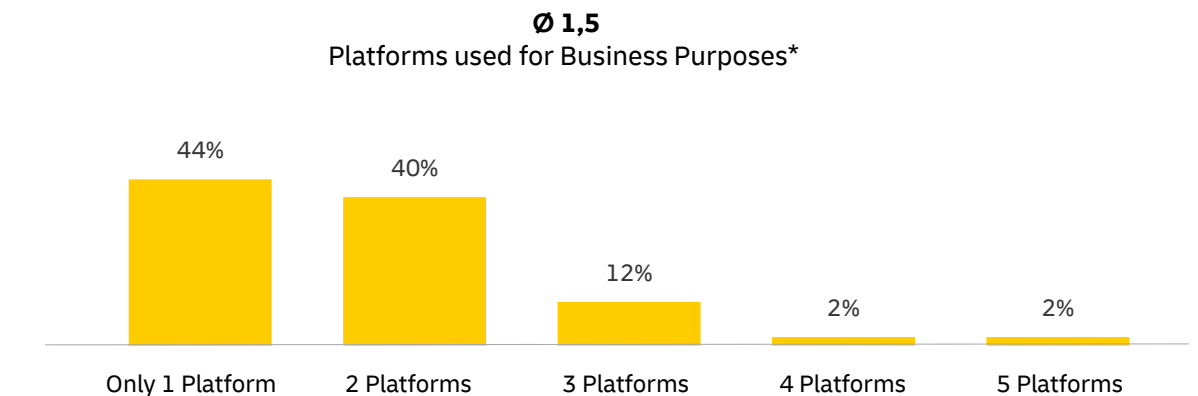
Values in %, n = 65

# Social Media Usage – Frequency / Number of Platforms used

## Frequency of Business Usage



## Number of Platforms used for Business Purposes

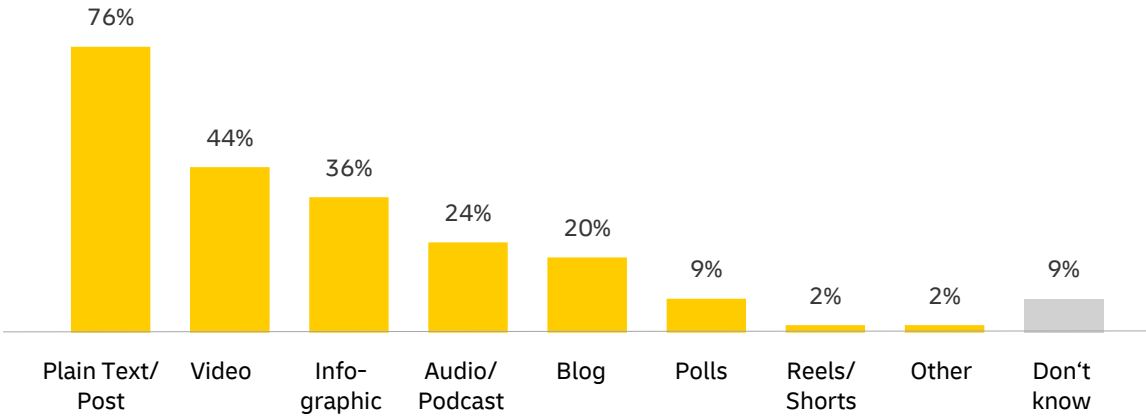


Q3.2: How frequently do you use Social Media for business purposes? | Q1.2: Which Social Media platforms have you already used for private and/or business purposes? (Basis for calculation, \* Ø 2,5% Platforms used for Private Purposes)

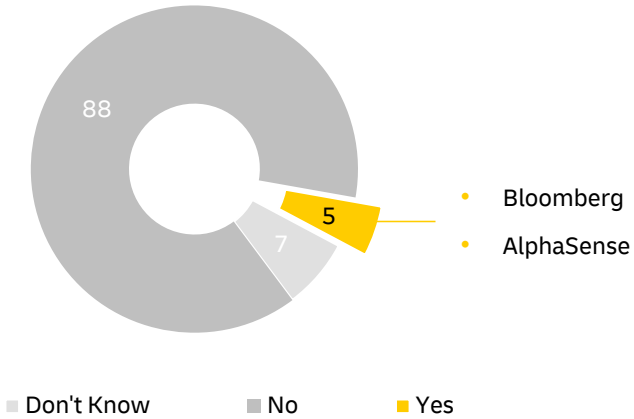
Values in %, n = 43-46

# Social Media Usage – Format + Data Tools

## Preferred Format for Business Purposes



## Usage Data Tools



Q3.2: How frequently do you use Social Media for business purposes? | Q5.2: Do you use any tools or services to track or analyze social media data (e. g sentiment analysis) related to financial markets?

Values in %, n = 42-45



# Content

Survey Scope

Social Media – Usage Purpose

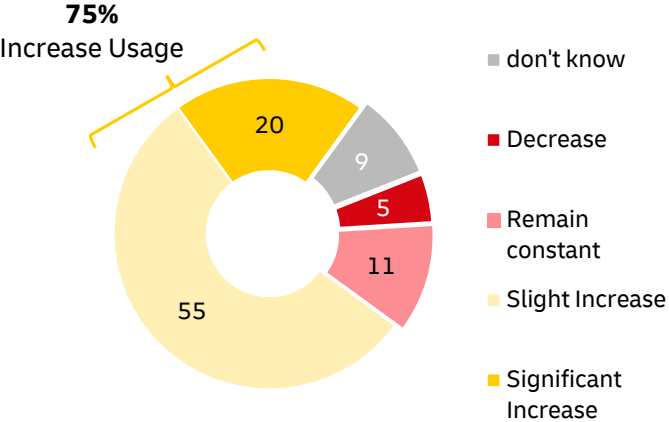
Social Media – User Behaviour

**Future Trends**



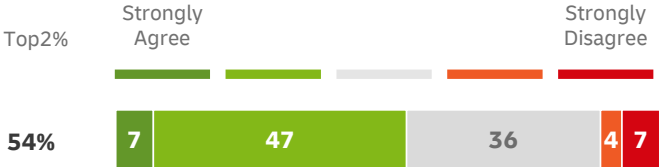
# Future Trends

## Usage of Social Media in 3 to 5 Years



## Future Importance of Social Media

The role of social media for investment decisions and recommendations will increase in the future.



## In own Words

- Blurring reality like smoke and mirrors*
- Different sources of information. Converging to multi-media platforms*
- It will be increasingly difficult to filter what information is real and what is fake.*
- It will become the most important communication platform for companies to disseminate relevant info to investors' community.*

Q6.1: Looking forward to the next 3 to 5 years, do you expect your usage of Social Media platforms for business purposes to increase? | Q2.3: Please think back on your investment decisions or recommendations in the past 12 months and evaluate the following statements. | Q6.2: What emerging trends do you see in the use of social media in the financial industry?

Values in %, n = 44-45

**Stay tuned to the  
DHL Group Investor Relations LinkedIn channel**

**Contact: [IR@dhl.com](mailto:IR@dhl.com)**