

# Financial Results Conversation Monitoring

**Social360 offers a results day monitoring service which takes the strain from communications and investor relations teams at an especially busy time. We decipher the mass of complex online information, highlighting important and influential commentary while removing the risk of missing critical conversation.**



## Corporate Announcements and Online Conversation

Results and AGMs can be the busiest times of the year for communications and investor relations teams. Workloads are overwhelming with the preparation needed for the announcements and colleagues often managing a wide range of internal and external stakeholders during and after the delivery of the update.

The next stage in the results cycle – the way companies manage the response to the announcement – can pose similar demands. The stream of responses can become unmanageable, and communications and IR professionals need to prioritise how they handle their approach.

Online and social media conversation adds a real-time dimension to response handling. The ability of influential stakeholders to comment publicly and immediately on corporate events can stretch any well-resourced team, struggling to find the critical content in what can seem like a sea of noise.

We know from our experience monitoring major corporate events, the critical content is usually out there – often hiding in plain sight. Companies cannot afford to ignore social media conversation, with key commentators such as activist investors, shareholder groups and high-profile journalists taking to Twitter first and foremost to air their opinions.

Conversation happens on investor forums and chat sites, which can be time consuming and difficult to access, but they can often provide important insight into emerging thought and actions within influential communities.



## Risk and Reputation Intelligence

Social360 has a long-established track record in providing board-level intelligence and analysis, focused on managing corporate reputation. We cut through the noise of online chatter to deliver targeted insight which picks up any likely risks, while focusing on key trends and influential conversation.

It is critical to stay ahead of social media conversation during large announcements, specifically results days or AGMs. We deliver intra-day reporting, providing accurate and relevant content without time lag. Our analysis is succinct and easy to digest, perfect for communications and investor relations professionals to use in reports to an executive or C-Suite team.

We provide four monitoring reports within a 48 year period, at any intervals you determine.

### Sample timetable 1

- Results Day**
- 8am First report goes out, covering announcement and initial reaction
- 12pm Second report covers morning activity
- 4pm Final report of the day covers any afternoon/US morning comment
- Day 2**
- AM Report covers any overnight or Asia conversation

### Sample timetable 2

- Results Day -1**
- 5pm First report goes out, monitoring conversation ahead of announcement
- Results Day**
- 9am Second report – announcement and initial reaction
- 12pm Second report covering morning activity
- 4pm Final report of the day covers any afternoon/US morning comment

While our standard service consists of four reports, we easily supplement the frequency.

## Indepth Monitoring

We work with clients to set up any specific keywords you have around company, executives and results day, and deliver content across publicly available online sources, forums and social media platforms. We have our own datasets of standard results keywords, and search investor forums to look for relevant conversation relating to your company announcement.



We monitor any conversation mentioning key executives, board members and spokespeople and track reaction to comments they make.



We analyse your own social platforms and your own activity around results, highlighting any relevant commentary from your followers.



We also identify any key topics being discussed, and any emerging narrative. We highlight key influencers, split by category (eg investors, journalists, activists).



As well as narrative content, our service also detail metrics including sentiment, reputational impact, volume, platform and geomapped data to establish the location of conversation.

## Advanced Technology combined with Qualitative Analysis

Clients engage with Social360 a few weeks ahead of any big announcements, so we can agree search criteria and build a dataset that aligns with their corporate context.



Our technology powers our process, constantly scanning and harvesting data from over 60 million sources. We index and categorise in real-time, seeking out correlation and determining sentiment.



Machine learning capabilities prioritise reputationally significant content across the indexed results, based on ten years of corporate reputation datasets.



Qualitative human analysis adds narrative context, investigates anomalies, uncovers trends. Tailors output to client requirements.

The result is an actionable, high-level analysis of relevant content and critical insight delivered direct to your inbox, aligned completely with your results and announcement day communications needs.

## Additional Services

Communications strategies often benefit from Social360's other products and services.

### Real-time Influencer Alerts

Alerts delivered straight to your inbox notifying you of social media activity mentioning your company from our list of premium influential sources which include key investment, media and political commentators. You can prescribe any sources you would like to feature.

### Wrap Reports

Comprehensive post-event analysis looking at trending topics and narrative, key influencers and top social media comment and its reach. Delivered a few days after results to include content over a longer timeframe.

### Pre-Results Reporting

Reporting in the lead up to results, frequently in week ahead to include any weekend conversation.

## For more information

All of our services have full technical, account and editorial support which means there is always someone to answer any queries and deal with urgent requests.

Please email [info@s360group.com](mailto:info@s360group.com) for further information.

Follow Us  
Twitter: [twitter.com/social360](https://twitter.com/social360)  
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Social360 helps management teams understand the online narrative which will influence their reputation.

We collect and analyse vast datasets in the context of your organisation, using machine learning trained over ten years and on tens of millions of industry sources, to extract meaning and surface risks in real time. A team of analysts tailor delivery for specific corporate functions..