

Overcoming the Social Divide

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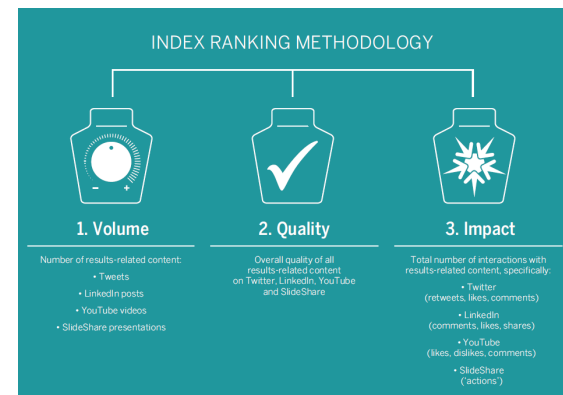
Social Divide



Social Divide 2015-17



Social Divide



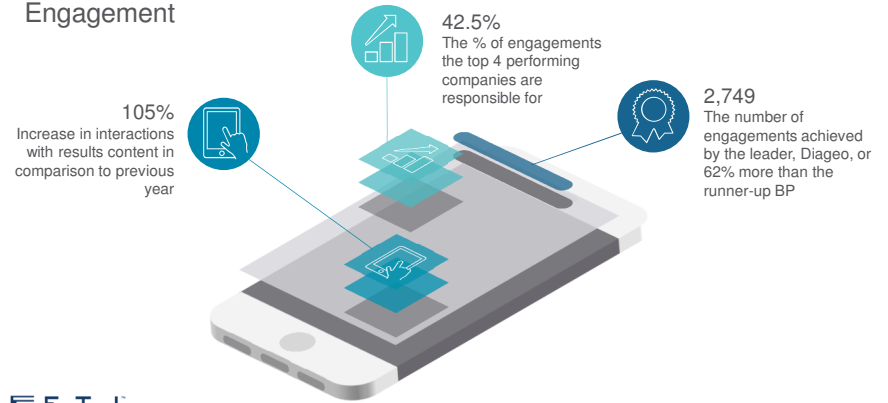
Social Divide 2017

Top 20 2017			
1	Diageo	11	Anglo American
2	BP	12	Unilever
3	GSK	13	easyJet
4	Tesco	14	National Grid
5	TUI Group	15	Lloyds
6	Barclays	16	RSA
7	Rio Tinto	17	BAE
8	Aviva	18	RELX
9	HSBC	19	BHP
10	Royal Dutch Shell	20	Taylor Wimpey

- 69 (+1)** FTSE 100 companies that reported results
- 639 (+33)** Results-related posts across 4 platforms analysed
- 17,085 (+8,775)** Engagements with results-related content



Social Divide 2017 Engagement



Sector leaders


FINANCIAL SERVICES Overall Ranking Company 6 Barclays 9 HSBC 15 Lloyds Banking Group 35 Standard Chartered 39 Old Mutual 48 Royal Bank of Scotland 53 Schroders 62 London Stock Exchange Group 63 Provident FIN	FMCG Overall Ranking Company 13 Diageo 15 Unilever 16 Imperial Brands 24 British American Tobacco	INSURANCE Overall Ranking Company 8 Aviva 16 RSA Insurance 31 Legal & General 34 Admiral Group 46 Direct Line Insurance 50 Standard Life
RESOURCES Overall Ranking Company 2 BP 7 Rio Tinto 10 Shell 11 Anglo American 19 BHP Billiton 27 Antofagasta	PHARMACEUTICALS Overall Ranking Company 3 GlaxoSmithKline 21 AstraZeneca 39 Hikma Pharmaceuticals	REAL ESTATE Overall Ranking Company 20 Taylor Wimpey 22 British Land 28 Land Securities 38 Hammerson 42 Intu Properties 61 Barrat Development 63 Berkeley Group Holdings
RETAIL Overall Ranking Company 4 Tesco 24 Sainsbury's 33 Marks & Spencer 37 Kingfisher 68 Marks & Spencer		



FTSE 100 Autumn 2017 Update

Top 20's performance in Autumn 2017			
1	Diageo	11	Barclays
2	BHP	12	BAE
3	BP	13	Unilever
4	GSK	14	TUI Group
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The image displays three social media posts. The first is a tweet from Diageo News (@Diageo_News) dated 14/07/17, featuring a graphic titled "DIAGEO ALL REGIONS CONTRIBUTED TO NET SALES GROWTH OF 4.3%". The graphic shows a world map with regional sales growth percentages: North America (3%), Europe (5%), Asia Pacific (9%), Latin America & Caribbean (5%), and Africa (3%). The second post is a video from BP (@BP) dated 13/07/17, showing a man speaking and titled "BP Results for the year ended 30 June 2017". The third post is a tweet from BP (@BP) dated 02 Aug 2017, titled "The future is bright but different!" and featuring a video of BP's CEO speaking.

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Key trends in 2017



A hand silhouette is shown holding five speech bubbles, each containing a numbered trend:

- 01 Results content gets a paid boost
- 02 CEO's perspective is in demand
- 03 Instagram gains ground in financial reporting
- 04 Companies are more adventurous with content
- 05 Employee advocates are key

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