



## FIVE CHANGES INVESTOR RELATIONS TEAMS CAN MAKE TODAY TO MAXIMIZE THEIR SOCIAL MEDIA PRESENCE

***IR Teams! Make these changes immediately to ensure your company's social media presence is at its peak.***

Today we discuss the top actions internal IR teams can implement to move the company forward in the social media age.

IDEAL Advisors is an investor relations boutique agency that prioritizes their clients' needs for personalized service in an ever-changing world.

*This is a collaboration between [Maria Barona](#) and [Lizette Chang](#) of [IDEAL Advisors LLC](#).*

### **Strategy**

Identify which platforms fulfill their need the best

### **Centralize**

Create "Newsroom" in the corporate website

### **Maximize Visual Storytelling**

Images, photos, videos and interviews

### **Coordinate timing**

Disclose simultaneously

### **Monitor and Update**

Follow up your posts

## #1 STRATEGY

### Social media as a source of information has grown so fast in the last 20 years!

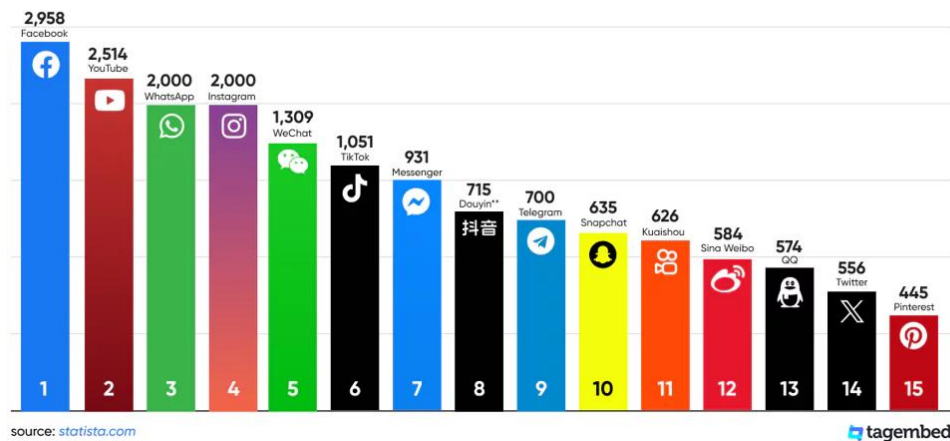
First, it was corporate websites. Then came LinkedIn, quickly followed by Facebook, YouTube, Twitter and Tumblr. If you recall, these were *social sites* meant for people, as their name suggests, and it took investor relations departments a while to effectively use them to distribute valuable information and promote their companies.

Today, we are keenly aware of the importance of using the internet and social media apps as a conduit for connecting companies with the investor market. Due to that relevance, **companies should take a moment to review and maintain the best social media strategy possible.**

That begins with identifying which platforms fulfill that need the best. That very much depends on the company's consumer base, target investor market and industry.

**A quick search shows that Facebook, LinkedIn, X (formerly Twitter), Instagram and YouTube are currently the most popular vehicles** for IR departments to tell their story. However, other platforms have come into the picture that should be monitored if the company wishes to expand its reach down the line. These include Truth Social, Rumble, as well as Podcast Apps. Your company's strategy will continue to require adjusting as the company, and the social media options and formats evolve.

Social Media Platform Users in Millions



<https://tagembed.com/blog/social-media-platform-users/>

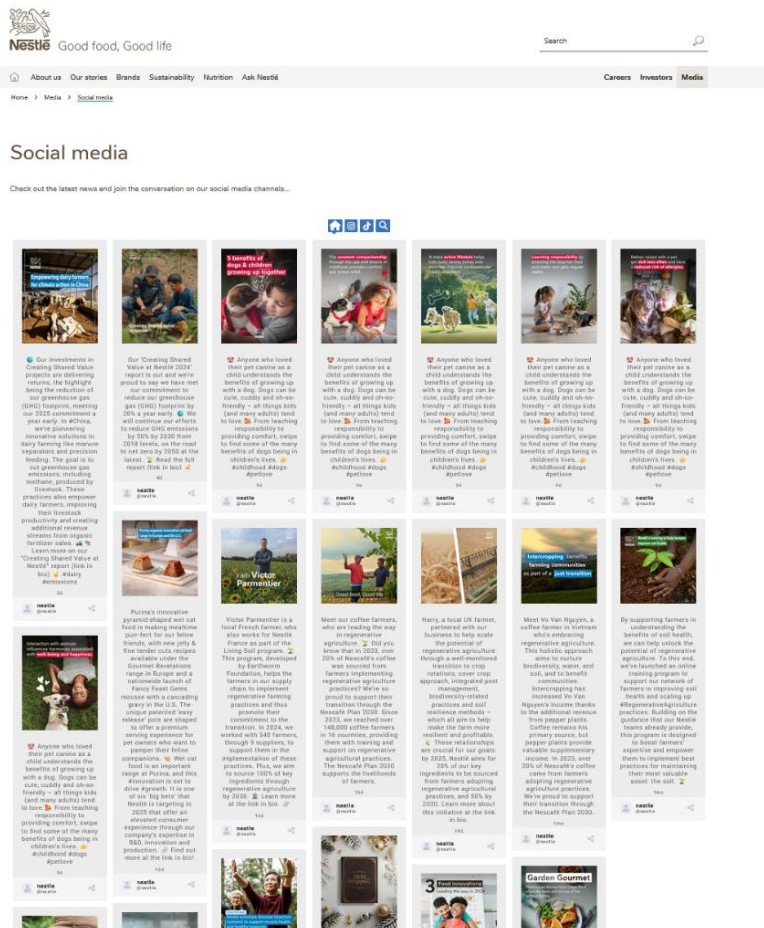
## #2 CENTRALIZE

I recently did some research on a regional food company we were pitching. First, I visited the company website and hunted around for the social media handles until I found them – hidden -- on the bottom right corner of the home page. They were not as obvious as I needed and seemed to be missing a YouTube handle. Additional investigation on YouTube confirmed that the company *did* have a presence there although it had not been updated in over a year!

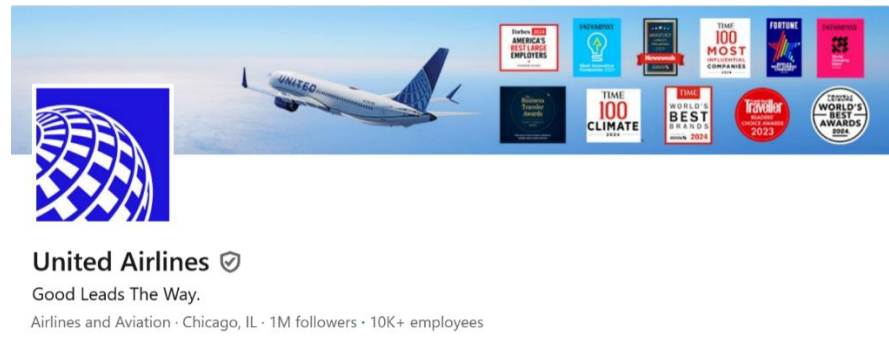
I wondered why companies did not just centralize all their social media platforms in one place on their website, thereby

creating an efficient one-stop-shop resource for journalists and investors. The more I poked around, the more I realized that some companies were implementing this concept and calling it a “Newsroom”, a “Media Dashboard” or simply “Social Media”.

Nestlé is an excellent example. They offer viewers a concentrated snapshot of its social media handles on one section of the website. This section entitled “Social Media” also allows viewers to see the feeds from all the social media platforms in one location at once! Wouldn’t this be an unbelievable resource for a journalist or an investor who is just becoming familiar with the company?



Source: <https://www.nestle.com/media/social-media>



**United Airlines** ✓

Good Leads The Way.

Airlines and Aviation · Chicago, IL · 1M followers · 10K+ employees

Source: <https://www.linkedin.com/company/united-airlines/>

### #3 MAXIMIZE VISUAL STORYTELLING

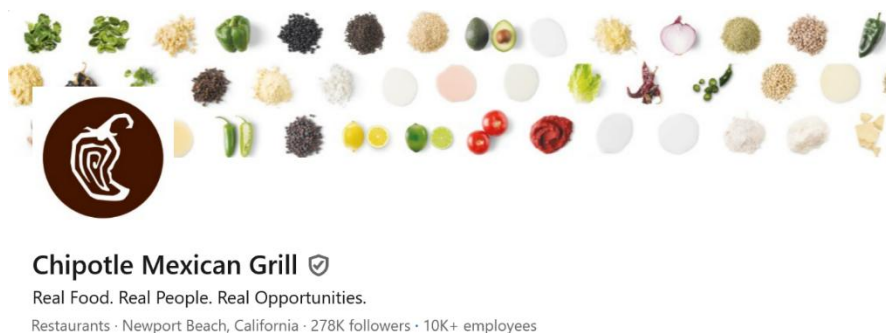
Use different forms of content (i.e. images, videos, text, short interviews) and not just the traditional press releases and presentations that we know and love in Investor Relations. You want to keep the market interested in the posts but also, highlight your company’s logos, products and services, as well as its unique corporate identity.

**Use pictures and videos of your company and its operations, peppered with interviews of the executives sharing their perspectives.** Keep the posts interesting, concise and powerful!

Save the long documents for the website. For example, instead of posting the full quarterly report on LinkedIn, post an image

with the main financial highlights and offer the reader a link to your website if they care to access the full report. This way, you provide the most important figures on social media sites but also drive traffic to the website for the full picture.

Lastly, don’t forget to maximize the impact of the banner on the home page of your accounts. For example, on LinkedIn, Chipotle and United Airlines have each taken a different approach to their banner. Chipotle features enticing food images, while United features its awards. Both have short and catchy taglines. Use every opportunity to ensure your company stands out.



**Chipotle Mexican Grill** ✓

Real Food. Real People. Real Opportunities.

Restaurants · Newport Beach, California · 278K followers · 10K+ employees

Source: <https://www.linkedin.com/company/chipotle-mexican-grill>

## #4 COORDINATE MESSAGING AND TIMING

While content may be presented differently on each platform (Instagram for images and short videos, YouTube for longer ones) **do try to keep the crux of the message consistent and timely across all platforms.** In other words, ensure that all the content is more or less conveying the same material information and that it is released simultaneously. Viewers should be able to receive the same overall information ---at the same time--- no matter what platform they prefer.

## #5 MONITOR, ANALYZE AND UPDATE

This is the hardest part: *Once you have your strategy set, as well as amazing content across all the platforms, **don't fail to consistently monitor posts and track your successes and failures.***

This includes:

- Following accounts back, responding to comments and questions,
- Ensuring all links and posts work and can be viewed properly,
- Keep the story going by updating the information,
- Do a sweep of your company name occasionally and eliminate any fake accounts.
- Lastly, don't forget to check out what your competition and industry leaders are doing.

The goal is to maximize your social media presence with constant feedback and adjustments. **Happy posting!**

\* \* \* \* \*

**To answer your questions and learn about strategies on how your company can be more informative and powerful on social media, contact us: [team@idealadvisorsllc.com](mailto:team@idealadvisorsllc.com)**

## How can we help your company?

### In New York

**Maria Barona**

1.917.797.0062

maria@idealadvisorsllc.com

### Melanie Carpenter

1.917.797.7600

melanie@idealadvisorsllc.com

### In Mexico

**Lizette Chang**

52.81.1778.5926

lizette@idealadvisorsllc.com

[www.idealadvisorsllc.com](http://www.idealadvisorsllc.com)

