



Twitter for Investor Relations

Implementation Case Studies

A short presentation of successful
implementation of IR twitter
campaign in different markets





Euroland Market Pulse is a twitter application aimed for communicating the share related information and performance to social community.

Market Pulse is an automated tweeting robot that tweets the company's share performance and also includes many other features.



IR Audience on twitter

Basware

basware

Twitter is a great tool for reaching and engaging with a seemingly unlimited audience. Over the last few years investor community have been proactively using it as a medium of active communication.

In the Nordics, more and more Institutional Investors, Analyst Groups,

Private Investors are using twitter as a medium of sharing investment advice, their estimates on stock performance and present live comments on quarterly/annual reports and AGMs.

— Basware official twitter account:

<http://twitter.com/Basware>

Basware 
@basware

The global leader in providing purchase-to-pay and e-invoicing solutions in the world of commerce. Unlocking value in a connected business world.

basware.com
Joined January 2009

[Tweet to Basware](#)

All followers

Markkinapuussi 
@EiviTweet
Seuraa salin tunneilmaa suoraan meklareiden työmaalta.

Inderes Tweets
@Inderes
Palkittu analytiikkoliimi.

Kimmo Matikainen
@KimmoMatikainen
Stockbroker, owner of two miniature schnauzers: Boris and Felix. Active private investor. These Tweets represent my personal views.

Mikael Rautanen
@mikaerautanen
Analyytisyhtiö Inderesin CEO ja perustajaosakas. Tavoitteena tehdä Helsingin pörsistä parempi markkinapaikka. Osakkeet, yrittäjyys...

@Basware

TWITTER HANDLE

5,643*

FOLLOWERS

120,420+

IMPRESSIONS

* The number of followers change over time

+ Impressions are total number of times tweets were delivered to timelines (including repeats) as measured by www.tweetreach.com

Basware uses Euroland Market Pulse to present their weekly share performance to their IR twitter audience

Fortum Oyj Helsinki



1 Market Open Alerts

Automated Market Open Alerts when the Helsinki market opens.

2 Market Close Alerts

Automated Market Close Alerts when the Helsinki market closes.

3 End of Day Summary

Daily summary of the stock performance with an image.

4 End of Week Summary

Automated weekly summary of the stock performance with chart.

— Fortum Oyj official twitter account:

<http://twitter.com/Fortum>

@Fortum

TWITTER HANDLE

984 *

FOLLOWERS

1,198 *

TWEETS

* The number of followers and tweets change over time

Note: Only part of the tweets (stock data related) sent from Fortum twitter account are automated.

The screenshot shows the Twitter profile for Fortum Corporation (@Fortum). The profile header includes the company name, handle, and a bio: "Catch up with the latest from Fortum - the next generation energy company. @Fortum_Oyj @FortumSverige @FortumNorge @FortumPolska @FortumIndia @FortumLietuva Espoo, Finland • fortum.com". The profile statistics are: 1,198 Tweets, 67 Following, and 984 Followers. The profile is currently being followed. Below the profile information, three tweets are visible, all from Fortum Corporation (@Fortum). The first tweet is from 09/10/2014 at 15h, providing a close summary for FUM1V with a price of 18.62EUR and a change of -0.01 (-0.05%). The second tweet is from 09/10/2014 at 10:00 AM, reporting a price of 18.83 EUR and a change of 0.20 EUR (1.07%). The third tweet is from 08/10/2014 at 1d, providing a close summary for FUM1V with a price of 18.63EUR and a change of 0.06 (0.32%).

Automated Alerts for your IR Audience

Kemira

Kemira Oyj uses Euroland Market Pulse to update IR audience with automated tweets about their share performance, daily and weekly summaries and unusual change alerts.

@KemiraIR

TWITTER HANDLE

*944**

TWEETS DELIVERED

— Kemira official IR twitter account:

<http://twitter.com/KemiraIR>

5

Unusual Change Alerts

Automatic change alerts when the stock activity is beyond a certain threshold.



* Tweets delivered by Euroland Market Pulse. The number of tweets delivered change over time

Kemira change alert as seen via iPhone Twitter App.

Multi-Language support Localized Content



Capcom (Japan) uses Euroland Market Pulse to tweet automated daily and weekly share performance summaries in 2 languages, English and Japanese. Capcom also uses specialized hashtags (#CapcomIR) for content discovery.

@CapcomIR

TWITTER HANDLE

1,374 *

FOLLOWERS

— Capcom official twitter account:

<http://twitter.com/CapcomIR>

* The number of followers change over time

The screenshot shows a Twitter search for the hashtag #CapcomIR. The search results are displayed in a list format. Each tweet is from the account @CapcomIR and contains Japanese text providing stock market data for Capcom (東証1部). The tweets include the date, closing price, daily change, high price, and volume. The tweets are dated 4 days ago, 6 days ago, and 10/10/14. Each tweet has a profile picture of the account, a star icon for favoriting, and a retweet icon with the number 1. The tweets are separated by a card that shows the account's profile picture and name, along with a 'More people' button.

Search results for #CapcomIR:

- Tweet 1 (4d):** 株式会社カプコン 広報IR室 @CapcomIR [9697] カプコン(東証1部) 本日の終値:1571円 前日比:-46円(-2.84%) 高値:1600円 安値: 1567円 出来高: 407200株 #CapcomIR pulse.euroland.com/i/9697/EOD-141...
- Tweet 2 (6d):** 株式会社カプコン 広報IR室 @CapcomIR [9697] カプコン(東証1部) 本日の終値:1614円 前日比:-40円(-2.42%) 高値:1643円 安値: 1611円 出来高: 470200株 #CapcomIR pulse.euroland.com/i/9697/EOD-141...
- Tweet 3 (10/10/14):** 株式会社カプコン 広報IR室 @CapcomIR [9697] カプコン(東証1部) 本日の終値:1654円 前日比:-21円(-1.25%) 高値:1672円 安値: 1643円 出来高: 613100株 #CapcomIR pulse.euroland.com/i/9697/EOD-141...

Get in Touch...

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EUROLAND INVESTORS