

Corporates as publishers

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Portland

The new communications landscape

The landscape

- Seismic shift in how business is seen and how corporates must communicate
- Can't control a message through the media anymore
- Impossible to say one thing to some people and another to others
- Clear read across between corporate reputation and consumer behaviour
- Need to tell a consistent story over time
- Leaders have a role in narrating the strategy

How are users consuming media now?

The numbers

74% of Brits
get their news
online

**2 billion on
Facebook**
the combined population of
China, USA, Germany,
UK, France, Italy,
and Greece

83%
of world leaders
are on Twitter

50%
of Instagram users follow
at least one
business

500 million
tweets every day

5 billion
videos viewed everyday
On YouTube

50%
of the world's digital
traffic is mobile

5.5 billion+
Google searches are made
everyday

FTSE 100 companies on social media



96% are now on Twitter compared to 91% in 2015, 90% in 2014 and 88% when we did our first report in 2013.



Total tweets in 2017: 4,800,483, up from 3.9 million last year.



53% of the FTSE100 have more than 10,000 followers, which is much better compared to last year's 39%.



46% of the FTSE100 are now on Instagram.



59% of the companies that are on Twitter have verified accounts, up from 50% in 2016.



9 companies have fewer than 1,000 followers, an improvement from 11 last year.



The FTSE 100 has 16,435,451 followers compared to 13,932,665 last year, which is an increase of 18%

“77% of investors have investigated an issue based on information viewed on digital and social media.”

2015 Brunswick Investor Use of Digital and Social Media Survey



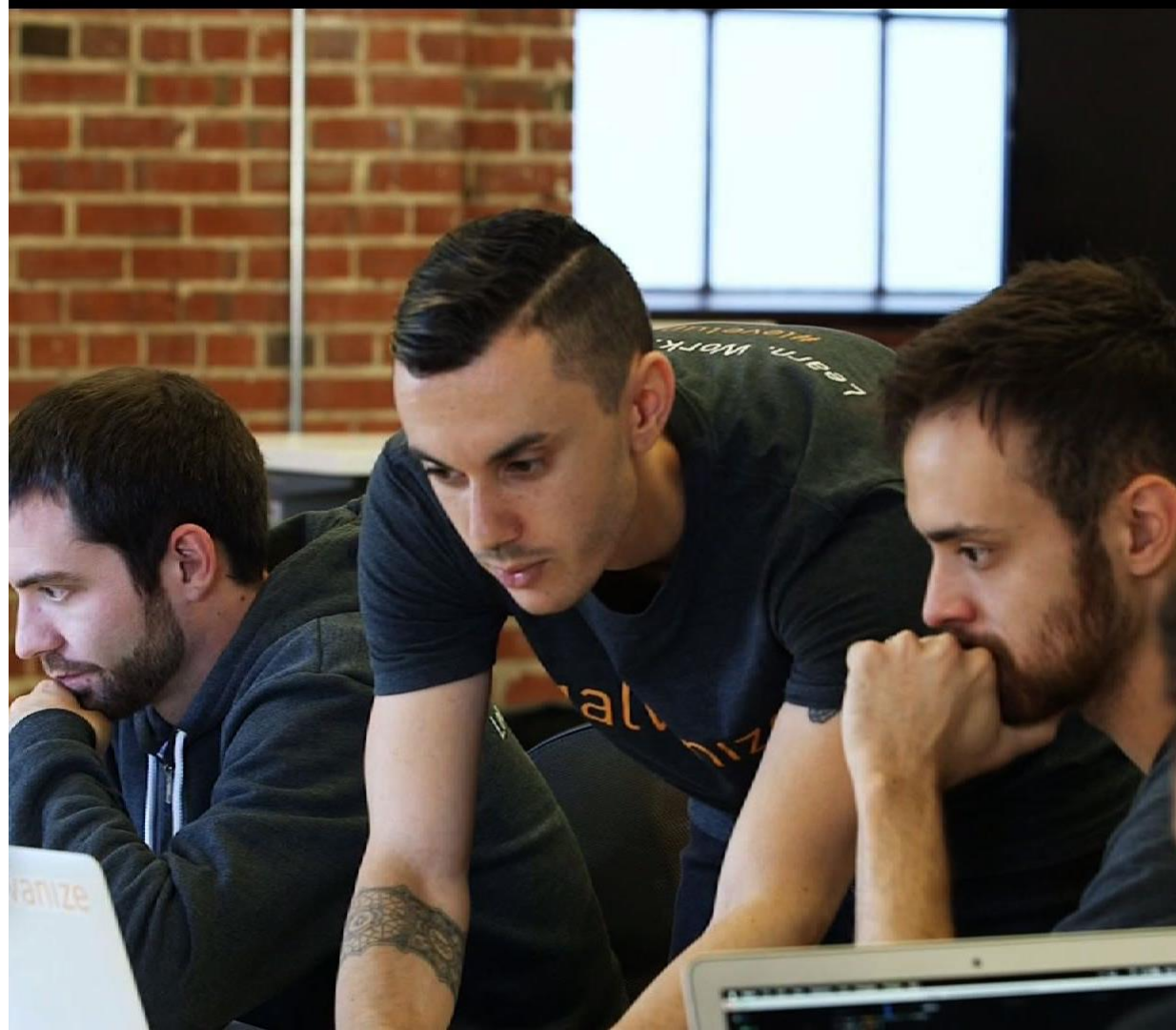
What this means for corporates

**Senior leaders regard
corporate reputation
as their top
business risk**



The evidence demonstrates that a reputation crisis, where a company might lose more than one-fifth of its value suddenly and unexpectedly, carries an 80% likelihood in a five-year period

Oxford Metrica (2012), *Reputation Review*



Modern, service orientated corporates are most at risk from reputational damage.

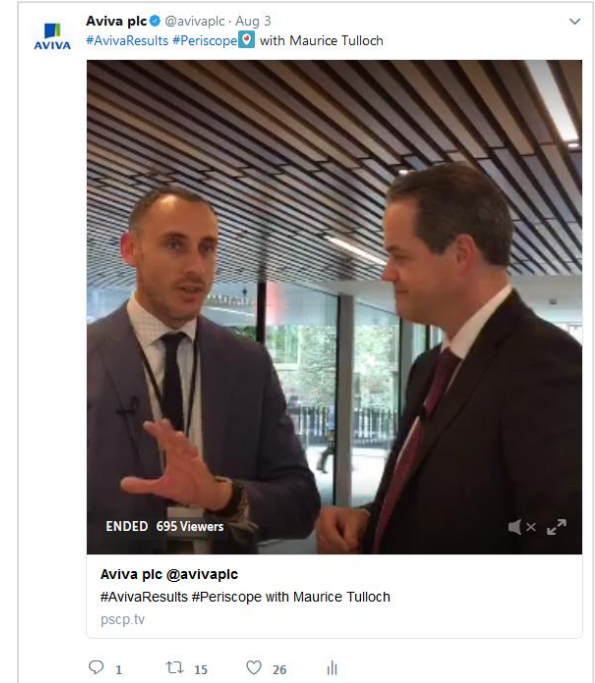
Eccles, R., Newquist, S. and Schatz, R. (2007), Reputation and its risks, Harvard Business Review



The opportunity

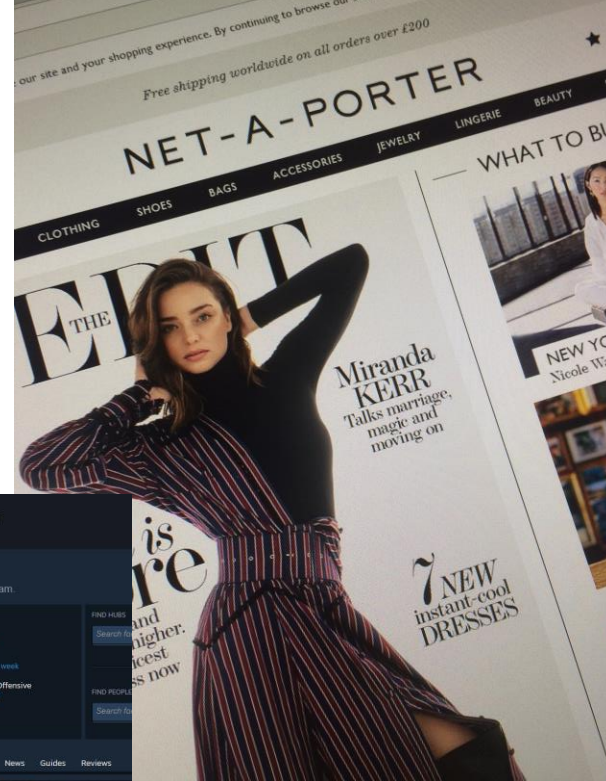
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Narrating the business strategy



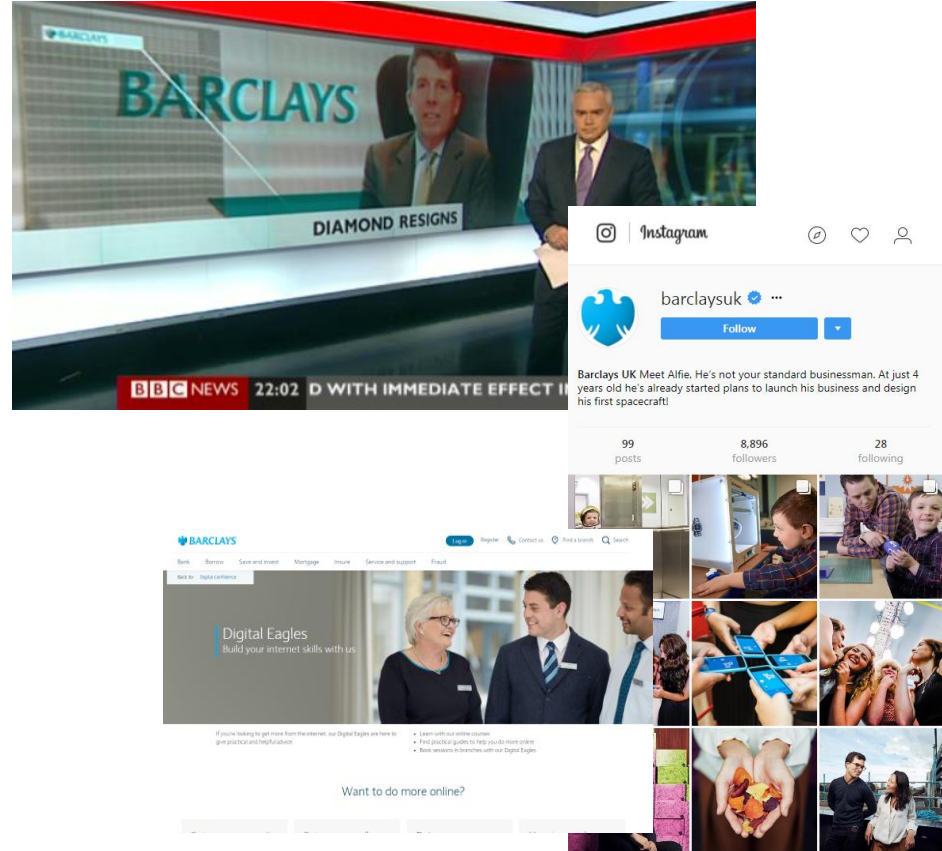
2

Combining direct to
consumer selling
with editorial
content to drive
growth



3

Reset your corporate reputation on your own terms.



4

Show your value to
government to help
defend against
regulation.



Medium

Followed by Tom Williams and Andrew McLaughlin

Uber Under the Hood

Insights and updates from the Uber public policy team

Editor of Uber Under the Hood

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By Judy Chevalier (William S. Beinecke Professor of Finance and Economics at Yale University) and Emily Oehlisen (Uber)

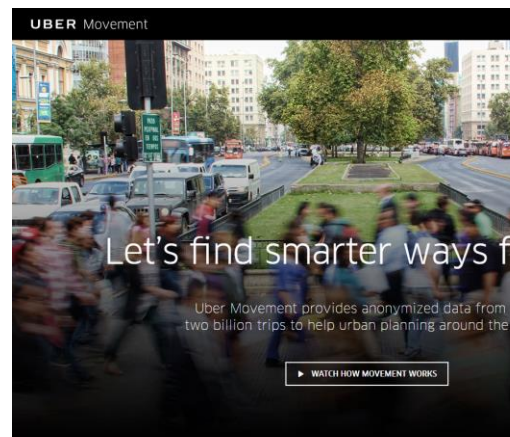
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by Curtis Scott, Head of Insurance

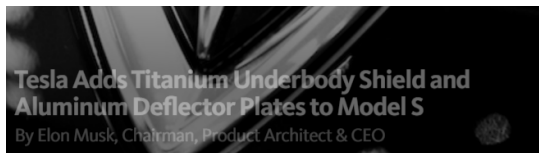


Ready to start exploring cities? Sign in to your Uber account

SIGN IN

5

Rebut false stories
before they can
effect a businesses
reputation.



Elon Musk Lays Out His Evidence That New York Times Tesla Model S Test Drive Was “Fake”

Posted Feb 14, 2013 by Darrell Etherington (@etherington)

In 2013, two extremely unusual Model S cc that led to car fires. These incidents, unfort headlines than the other 200,000 gasoline America alone. In both cases, the occupant car's safety features. The onboard compute



Next Story



Jay Carney

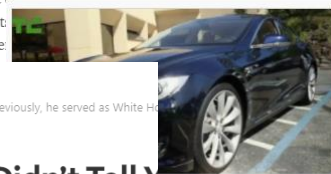
Senior Vice President for Global Corporate Affairs at Amazon. Previously, he served as White House press secretary from Oct 19, 2015 · 6 min read

What The New York Times Didn't Tell You

“Nearly every person I worked with, I saw cry at their desk.”

If you read the recent *New York Times* article about Amazon's culture, remember that quote. Attributed to Bo Olson, the image of countless employees crying at their desks set the tone for a front-page story that media outlets described as “scathing,” “blistering,” “brutal” and “hars. Olson's words were so key to the narrative the *Times* wished to constr they splashed them in large type just below the headline.

Here's what the story didn't tell you about Mr. Olson: his brief tenure Amazon ended after an investigation revealed he had attempted to de vendors and conceal it by falsifying business records. When confronted the evidence, he admitted it and resigned immediately.



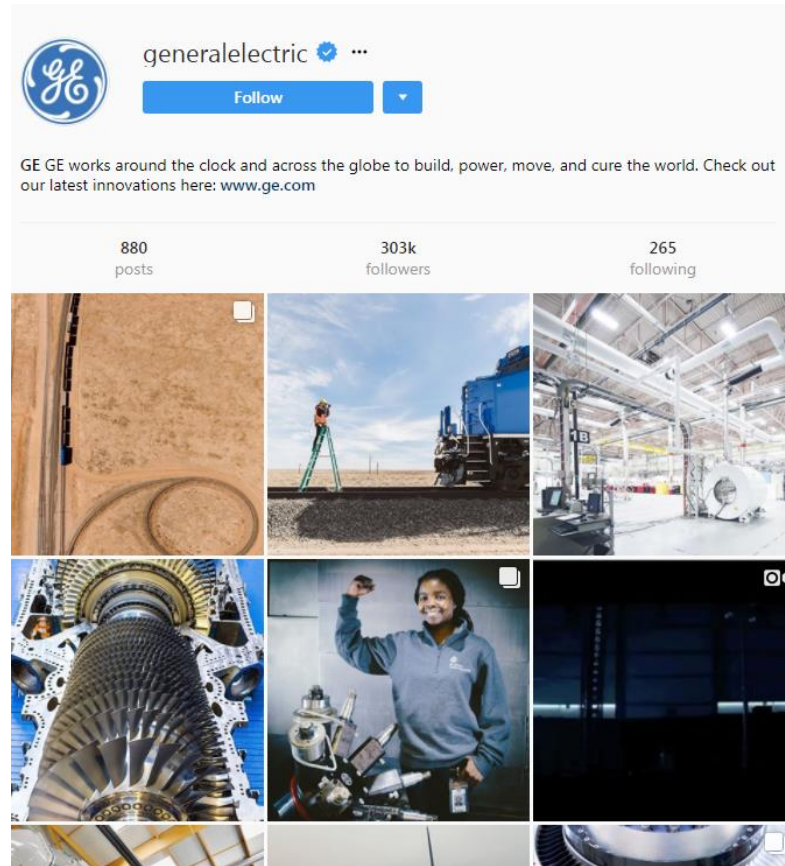
Tesla Motors CEO and founder Elon Musk definitely isn't the best guy to try to pull a fast one on. The visionary entrepreneur set Twitter a titter when he claimed earlier this week that New York Times writer John Broder had fudged details about the Tesla Models S car's er, resulting in what he termed a “fake” article. Musk promised he has delivered, via the official Tesla blog.

brief description of what was wrong with the review from his claid out how vehicle logs (standard practice after Tesla ran into ir, which dramatized a breakdown where none actually existed) Broder was driving for his article was improperly charged, took an ip and essentially seemed to have been set up to fail.

what went wrong in a number of bullet points, but basically an out of juice completely; was charged to a level which he knew to get to his destination at one point; actually exceeded its was driven past charging stations which could've helped it finish the ken for a lengthy detour through Manhattan not included in the

6

Position you within a market



The challenges

- To create content that is not simply a mouthpiece for product
- How do you make corporate entities engaging?
- The implications for resources, internal structures and skills gaps
- You'll need content strategies and editorial processes
- The hurdle is not really one of technology but of habit and culture
- Metrics, KPI's and bloody ROI

Thanks

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