

Hacking the Investment Management Business



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“Business cat isn’t the only way to get attention.”

Tips for Social Media Success

Be authentic and transparent

Select the right channels

Use the right tools

Incorporate hashtags to increase discovery of your content

Think visually

Measure results of your efforts

There is no question that investment firms need to be aware of, and engaged in, social media.

- › Almost three-fourths of adults online worldwide use Facebook.
- › Every month 32 million social users generate 68 million social actions related to finance.
- › Nine in ten high net worth investors use social media to research financial decisions.

Investment firms that want to be effective users of social media should be aware of these myths:

Myth: LinkedIn is the best B2B channel.

Reality: Twitter generates 82% of leads from social, outperforming LinkedIn and Facebook 9:1. While LinkedIn has a wealthier, and better educated audience, it skews older.

Myth: B2B brands should stick to traditional social media channels.

Reality: Channels such as Instagram, Tumblr, and Snapchat have enormously active and engaged users (and younger audiences), in part because they are so visual. Many B2B brands are actively posting on Tumblr. Instagram is the most highly engaged network of all, with more content, more “likes,” and higher-quality posts. Snapchat is an

example of where social media are going; you post a photograph and within a relatively short time, it disappears. That is powerful because young people are smarter about data privacy than we think.



Myth: Cats and memes are the only way to get attention.

Reality: Visuals and data visualizations are powerful. Tweets with images get 35% more retweets, and posts with photos account for 87% of Facebook shares. Many brands don't have a physical product, but can use photos relating to people, events, or content—even outtakes or content usually held behind the scenes.

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