

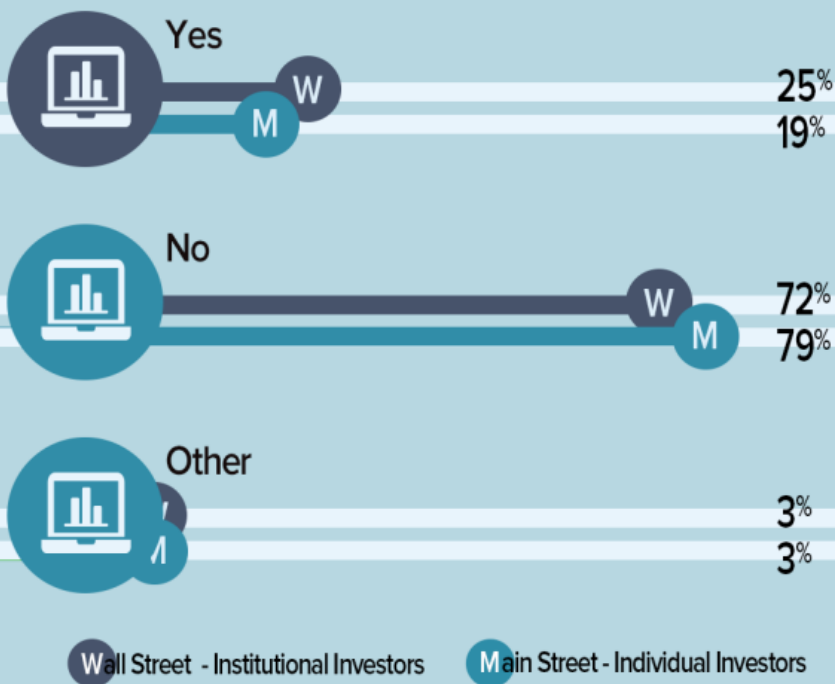
# IR Study Reveals 1 in 4 of Institutional Investors Use Social Media for Research



With 25% of Wall Street investors and 19% of Main Street investors reporting they use StockTwits and Twitter for investment news, IR needs to have a strategy in place to assure their voice is in the social stream – even if that strategy is using social media as a one-way newsflow of press releases. It’s an important tile in the shareholder communications mosaic.

2016 Shareholder Confidence 365 Study question #6

# Do you use Twitter or StockTwits for stock research and investor news updates?



[CLICK here to download the full report with verbatim comments from investors.](#)



The 2016 Shareholder Confidence 365 Study is comprised of 6,870 responses. Cumulatively, the study has over 50,000 responses since 2012.

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One absolute benefit of social media for IR is that it's easily monitored for real-time investor sentiment. ***This could be useful during crisis periods or a proxy battle.*** Our newly released [Cision Communication Cloud™](#) will easily monitor the streams, topics and \$cashtags that matter to your brand and shareholder value.

How are investors consuming your investor relations content?

**REQUEST OUR EXCLUSIVE SHAREHOLDER STUDY**

6,800 responses from both Wall Street and Main Street investors

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