

# socialinvestors

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## How listed companies profit from investor social media

1.

It allows companies with many retail shareholders to talk directly to them. No more relying on the business press to amplify your official announcements.

2.

Social media is the cheapest form of investor communications. Save travel and accommodation costs on roadshows and investor conferences.

3.

It levels the playing field by offering extraordinary reach. Smaller companies get a massive number of followers per dollar of market capitalisation.

4.

It builds a following beyond the geographic and demographic reach of traditional media and newswires, which have limited distribution. Engage new shareholders around the world.

5.

Your messages can reach hundreds of thousands when shared by your followers on their networks. Social media's viral nature means you find people whose email addresses you don't know.

6.

Direct contact allows companies to monitor what investors are saying about them. Negative attitudes can be dealt with instantly, long before proxy fights develop.

### Discover more ways to profit

[Click here to get our FREE 24-page ebook Investor Social Media that Pays Dividends](#)

