

UK #inwardinvestment Social Media Index 2013

Social Media Index 2013

The battle for inward investment is fierce. Promoting a location requires using the best available tools. In such a crowded market, social media has the potential to revolutionise investment promotion.

Social media platforms are increasingly important in building connections and relationships with investors and intermediaries. Smart use of social media can help:

- Potential inward investors to research new markets and locations
- Key intermediaries and multipliers to share intelligence and engage with locations
- Locations to track trends, competitors and investors around the world

But how far is social media being used by UK locations?

Inward investment specialist, Adam Breeze, has reviewed 75 regional and local investment teams and their use of Twitter, LinkedIn and YouTube. The following rankings are based on a range of qualitative and quantitative criteria.

Whilst all teams used some form of social media, only 15% of teams were active on all three platforms. The highest ranked team overall is Business Birmingham which was rated in the top three places for each category and which was the most consistent performer across all social media.

A future study will look at the social media usage of national inward investment teams and will benchmark UK Trade & Investment (UKTI) against teams from other countries.



Social Media Index 2013 - Overall Top 40

Rank	Team
1.	Business Birmingham
2.	Into Somerset
3.	Marketing Derby
4.	Hull Bondholders
5.	Invest in Cornwall
6.	London & Partners
7.	Liverpool Vision
8.	Invest in Nottingham
9.	Scottish Development International
10.	Invest Milton Keynes
11.	MIDAS (Manchester)
12.	Invest Wirral
13.	Invest NewcastleGateshead
14.	Invest Northern Ireland
15.	Invest Thames Valley
16.	Invest Edinburgh
17.	Capital Wales
18.	Invest Essex
19.	Make it Sunderland
20.	Locate in Kent

Rank	Team
21.	Make it Stoke & Staffordshire
22.	Invest in Cheshire
23.	Invest in Cumbria
24.	Tees Valley Unlimited
25.	Barnsley Development Agency
26.	Business Durham
27.	Invest in Fife
28..	Invest in Suffolk
29.	Business Doncaster
30.	RiDO (Rotherham)
31.	Creative Sheffield
32.	Forward Swindon
33.	Invest in Bradford
34.	Torbay Development Agency
35.	Invest in Chesterfield
36.	Locate in Leeds
37.	SCR Invest (Sheffield City Region)
38.	Invest Gloucestershire
39.	Invest Warwickshire
40.	Invest in Bedford



Social Media Index 2013 - Twitter Top 10

With almost 300 million active Twitter users around the world, it is one of the most potent forces in social media. The most active teams on Twitter understand that while the number of followers are important, they only matter if they're the right target audience and you engage them with appropriate messages. The top ten teams all had more than 1,000 followers; averaged between 2-8 tweets per day; and had a retweet ratio of between 20-60%. Most importantly though, they use Twitter to engage in conversations rather than one-way marketing messages.

Marketing Derby achieved top place thanks to their very high scores across all metrics; good use of retweets, mentions and hashtags; use of pictures and videos in tweets; and the way that they adopt a good balance between informality and professionalism.

Rank	Team	Twitter Name
1.	Marketing Derby	@MarketingDerby
2.	Business Birmingham	@business_bham
3.	Into Somerset	@IntoSomerset
4.	Scottish Development International	@ScotDevInt
5.	Liverpool Vision	@LiverpoolVision
6.	London & Partners	@L_Pbusiness
7.	Hull Bondholders	@hullbondholders
8.	Invest Edinburgh	@InvestEdinburgh
9.	Invest Milton Keynes	@InvestMK
10.	Invest in Nottingham	@InvestNott



Twitter Criteria

Key Metrics and Best Practice

Quality of account basics (profile, design etc)

Number of followers (weighted against population size)

Number of followers from inward investment community

What is the frequency of tweets?

What percentage of tweets are retweeted?

What's the quality of tweets and relevance to inward investment?

Degree of engagement through mentions and conversations

Is Twitter accessible through the team's website?

Are there cross-platform links with other social media channels?

NB: All profiles were monitored and assessed in May 2013



Social Media Index 2013 - LinkedIn Top 10

LinkedIn has more than 200 million members and around a third of them check their account on a daily basis. It is increasingly being used as the ultimate business network tool around the world and the most savvy inward investment teams are exploiting its full potential.

Best in class is Invest Milton Keynes who have shown that from not having a presence until last year, they have quickly built a formidable network; very active individual and corporate profiles; and a fast-growing group to support their messages. Perhaps most significantly, IMK is one of the best teams when it comes to using LinkedIn to identify intermediaries; manage global relationships with UKTI; track potential investors; and support other social media activities.

Rank	Team
1.	Invest Milton Keynes
2.	Invest NewcastleGateshead
3.	Business Birmingham
4.	Into Somerset
5.	Hull Bondholders
6.	Invest Wirral
7.	Invest Thames Valley
8.	Invest North East Lincolnshire
9.	Marketing Derby
10.	Capital Wales



LinkedIn Criteria

Key Metrics and Best Practice

Does the team have a profile page?

Is there a dedicated LinkedIn discussion group?

How many group members do you have?

Are discussions facilitated, amplified and moderated?

Are key members of the team individually active on LinkedIn?

Are profiles completed, well written and connected?

Is LinkedIn accessible through the team's website?

Are there cross-platform links with other social media channels?

Is LinkedIn being used to target potential investors?

NB: All profiles were monitored and assessed in May 2013



Social Media Index 2013 - YouTube Top 10

Surprisingly few inward investment teams are making full use of video sharing platforms like YouTube, although almost all agencies have video footage on their websites. Those that use YouTube to its fullest potential recognise the viral power of a short, impactful video. That said, too many clips are still very predictable and far too long.

The best team is Into Somerset whose 24 videos have been watched more than 67,000 times. This shows the phenomenal reach and tremendous value for money of social media videos. Into Somerset have developed neat case study testimonials for key industries and link their channel well across other platforms.

Rank	Team
1.	Into Somerset
2.	Business Birmingham
3.	Invest Northern Ireland
4.	Invest in Cornwall
5.	Invest in Nottingham
6.	Marketing Derby
7.	Liverpool Vision
8.	Hull Bondholders
9.	Scottish Development International
10.	Invest Essex



YouTube Criteria

Key Metrics and Best Practice

Quality of account basics (profile, design etc)?

Number of videos?

Number of views?

Number of subscribers?

Quality of messaging in the videos?

Is YouTube accessible through the team's website?

Are there cross-platform links with other social media channels?

NB: All profiles were monitored and assessed in May 2013

Breeze Strategy

Breeze Strategy is the UK inward investment specialist.

Adam Breeze, founder of Breeze Strategy, has worked with hundreds of inward investment teams across the world from North Carolina to South Tyneside. He has advised major cities like London, Berlin, Manchester, Munich, Leeds, Edinburgh, Copenhagen, Newcastle, Glasgow and Sheffield, as well as many smaller district, borough and county councils across the UK. In the UK, we advise all levels of government agencies from UKTI and Local Enterprise Partnerships to local councils, on how they can attract new jobs and inward investment to their area.

Having advised more than 100 inward investors such as BMW, Capital One, Marks & Spencer, Airbus and Pfizer, as well as dozens of tech start-ups, we understand what companies want and we know how to communicate with them.

At the forefront of the latest technology and social media tools, Adam manages the [@InwardInvest](https://twitter.com/InwardInvest) Twitter feed; the inwardinvestment.co.uk blog and the 'Inward Investment' group on LinkedIn with more than 650 UK members.

Breeze Strategy is a partner in the new iPad App for inward investment – see www.idealocation.co.uk for more details.



adam@inwardinvestment.co.uk
www.inwardinvestment.co.uk
uk.linkedin.com/in/adambreeze
+44 (0) 1925 757916
+44 (0) 7738 593671
@InwardInvest

Our Services

Attracting Inward Investment





Contact Us to Improve Your Social Media Performance

adam@inwardinvestment.co.uk

www.inwardinvestment.co.uk

uk.linkedin.com/in/adambreeze

+44 (0) 1925 757916

+44 (0) 7738 593671

@InwardInvest