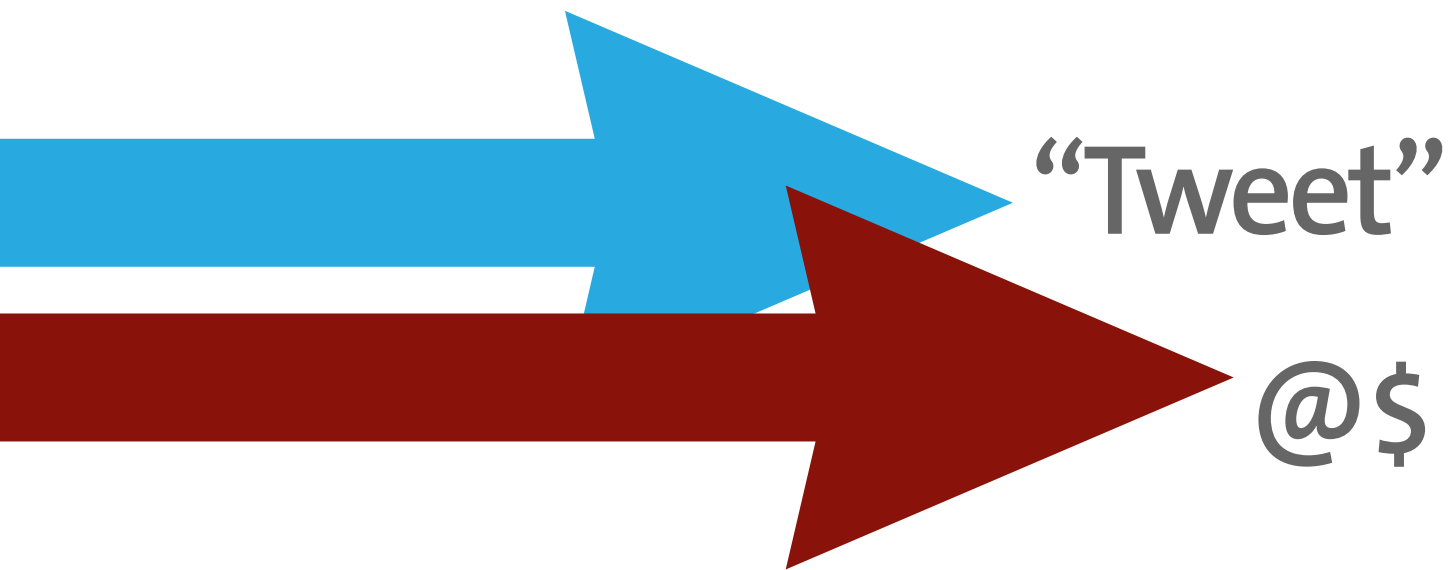


How To Automatically and Hands-free Send News Over Social Media

UPDATED for 2015

*A tactical (and colorful) disclosure roadmap for Investor Relations
plus the difference between Twitter and StockTwits*



HOW TO AUTOMATICALLY AND HANDS-FREE SEND NEWS OVER SOCIAL MEDIA

Since the SEC’s April 2013 action of rolling social media networks into the 2008 RegFD guidance, the topic of “Social Media and Investor Relations” has had a ceaseless barrage of webcasts, news stories and white papers (like this) on the topic.

For the most part - including a 2013 survey from NIRI and our IR benchmarking survey - the reaction from corporate counsel and IR departments have been that the new SEC guidance didn’t change much.

Many of our clients have expressed concerns over the time and energy needed for social media.

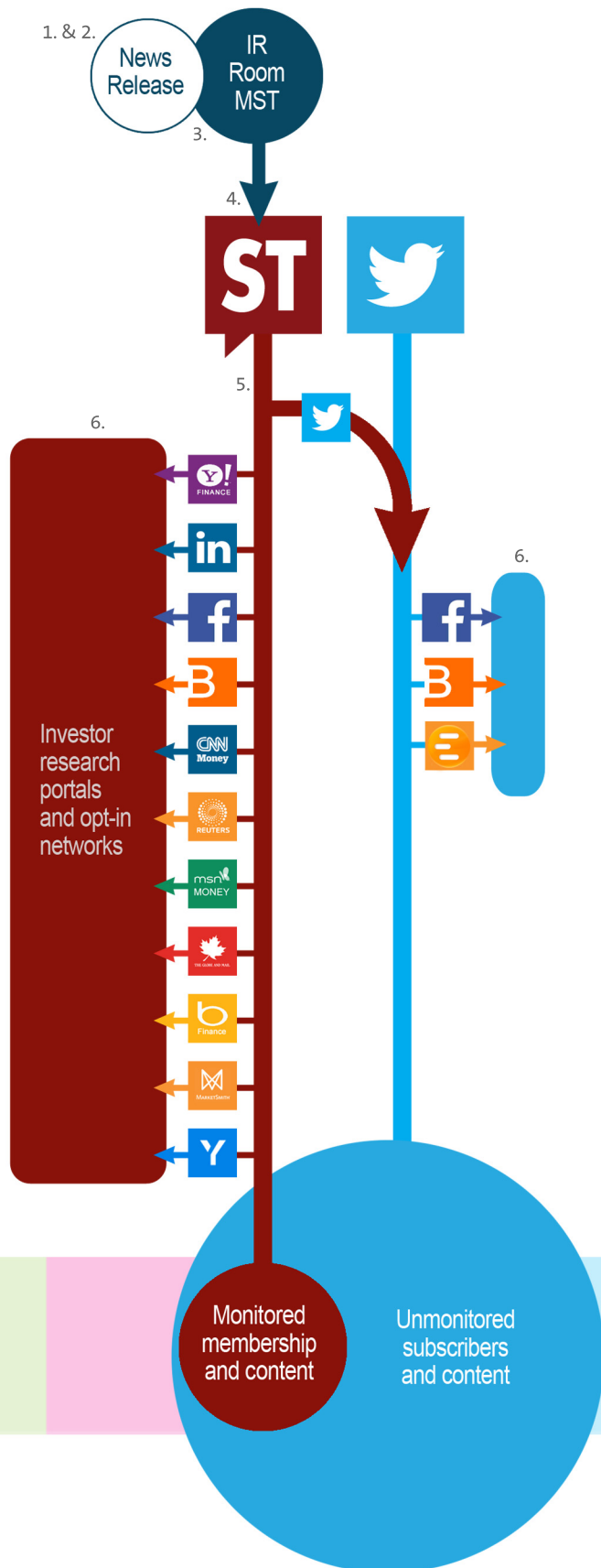
2015 UPDATES: In February 2015, Google announced that Twitter “tweets” will again show up in their search results, expanding the distribution.

One other commercial social media network has made a major policy change to their distribution algorithm that has evolved “company pages” into a pay-per-view model. Without this new additional payment, the actual distribution (disclosure) of a “post” will only reach less than 10% of a company’s current opt-in follower (stakeholder) base. *This change does not affect the network’s viability as a communications media:* it is just no longer free.

###

This paper offers a tactical “how-to” for social media newsflow. **Once technically set-up, this example is hands-free:** an Investor Relations Officer will not need to log-in to any social media portal. We’ll also explain the difference between Twitter and StockTwits in context to news distribution. This newsflow example is 100% automated, a social media “monologue” as the newsflow begins simply with the IR or PR departments’ standard news release process.

Product disclosure: this newsflow is based on PR Newswire news distribution, our investor relations website service, **IR Room** and our partnership with StockTwits, the leader in financial social media, and their investor relations product, StockTwits IR.



TECHNICAL SET-UP

- A.) You need a Twitter account: we suggest a simple “@yourticker_IR”
- B.) Create a Twitter and StockTwits bio that will set expectations with followers. We suggest: “Investor relations news feed from (your company name): \$YOURTICKER. For in-depth shareholder information, visit our IR website (IR Room URL here).”
- C.) Do not “follow” anyone back *or follow everyone back*. Don’t follow *some* people.
- D.) You need a StockTwits membership and a StockTwits IR subscription.
 - This may be purchased from PR Newswire and will be integrated with your IR Room MST
 - You do not need to have a StockTwits IR subscription to distribute news over StockTwits, but you do need a subscription for 100% social media newsflow automation
- E.) Connect your IR Room MST with your StockTwits IR, account, company LinkedIn page +/- Facebook page

NEWSFLOW AND IRO WORKFLOW

- 1.) Upload your news release into your PR Newswire client portal (Online Member Center)
- 2.) As scheduled, your news release will be distributed to “the wire” and optional sector microlists
- 3.) Automatically, your news release will be posted onto your IR Room MST
- 4.) Automatically, the news release headline and a link back to the news release’s page on your IR Room will be sent to your StockTwits IR account
- 5.) StockTwits IR will automatically distribute your news release headline and link as well as adding the essential stock symbol “cashtag” (\$TICK)
 - Without a cashtag, investors and media will have a *difficult time filtering and finding* you in both Twitter and StockTwits
- 6.) Automatically, your news release will be sent and distributed throughout the StockTwits networks of news and financial portals, API data feeds, into Twitter and to the individual StockTwits members who follow your company by name or by cashtag
- 7.) Done! *Automatically and hands-free!*

STOCKTWITS AND TWITTER

- StockTwits and Twitter are both “microblogs” limited to 140 characters
- StockTwits and Twitter are two different companies and platforms
- Posts made to StockTwits can be automatically sent to Twitter however, posts made on Twitter will not show up on StockTwits
- StockTwits only allows posts about the capital markets and investing ideas
- StockTwits members have identified themselves as a targeted networked audience interested in the capital markets and investing
- StockTwits proactively monitors conversations and expels members who are pump-and-dump promoters
- StockTwits does not allow conversations about pennystocks or pink sheets unless the OTC firm itself have requested to become a StockTwits IR subscriber and have demonstrated their transparency and truthfulness
- Because of this strict monitoring, StockTwits has earned the trust of financial portals – which facilitated the professional integrations
- Because of the financial portal integration, targeted social media shareholder communications newsflow is best - *and automatic* - via StockTwits IR
- Although a generalist news channel, Twitter has investors
- Both StockTwits and Twitter send news to Bloomberg
- Cashtags are essential in both!

CLOSING COMMENT

This newsflow example is for 100% hands-free, monologue social media distribution. It is not an illustration for two-way conversations. This will mitigate Reg FD risk.

Comprehensive Investor Relations and Regulatory Compliance Services

In today's age of information transparency and 24/7 availability, public companies need to go much further than simply disclosing information and actively engage with shareholders and stakeholders. PR Newswire and Vintage integrate shareholder engagement and compliance to promote improved communication between public companies and their stakeholders.

Investor visibility / IR services include:

- Investor Relations websites and smart device Apps
- Earnings calls with webcasts
- Press release distribution
- Investor targeting
- Virtual investor conferences

Vintage partners with its clients to provide the knowledge and service necessary to meet the SEC's ever-changing filing regulations. Vintage provides high-quality, cost-effective compliance filings and production services:

Regulatory compliance services include:

- Transactions / registrations
- EDGAR filing
- XBRL tagging, filing and display
- Financial printing and typesetting
- Annual Report printing
- Investment management services
- In-house / mobile drafting sessions
- Virtual Data Rooms (VDR)

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