

April 2013

Living Ratings of social media and brand content in professional services firms

## Professional services firms embrace social media – accountants edge the lawyers.

Living Ratings combined accountancy and law firm rankings 2013 (out of a total of 48)

Rank	Company name	Score
1	Deloitte	39
2=	Ernst & Young	35
2=	Eversheds	35
2=	PwC	35
5	BDO	34
6	KPMG	32
7	Grant Thornton	31
8=	Allen & Overy	30
8=	Mazars	30
10	Baker Tilly	29
11	Taylor Wessing	28
12=	Bird & Bird	27
12=	Berwin Leighton Paisner	27
12=	Irwin Mitchell	27
15=	Smith & Williamson	24
15=	Kingston Smith	24
17	Freshfields Bruckhaus Deringer	23
18	Clifford Chance	19
19	Nabarro	18
20	CMS Cameron McKenna	16

With the rapid rise of social media in global communications Living Ratings takes a timely look at the relative maturity of the social media output of the UK's leading legal and accountancy firms.\* We feature the latest league tables and highlight two examples from the firms that lead our respective ratings: Deloitte and Eversheds.

### Social channel use expanding

While our Living Ratings league tables show that it's the accountants that hold a clear advantage over the lawyers, our research clearly shows that both these sectors are embracing the core social media channels as part of their PR and communications.

Twitter is by far the most popular social channel, although only a small number of firms are generating original branded content based on unique insight linked to their company website. Our research shows far too many rely on re-tweets and links to non self-generated external

content. The use of Facebook and LinkedIn is also extensive with decent commercial content, links, regular updates and posts and rich-media content such as video and infographics. Graduate-focused content is generally good across the sectors.

\*Sources: Accountancy Age Top 50 Rankings 2012 by UK Fee income – published: 16th August 2012. The Lawyer UK 200 2012 – published: 15 October 2012

## Meeting the content challenge

The fact that firms are opening social media accounts is a clear indicator that branded content will become an increasingly valuable asset as firms look to build and manage their corporate reputations, promote thought leadership and attract talent through social media channels.

## A new era of content curation, creation and publication

To exploit this trend – one that is set to link up social media, microsites and websites like never before – companies will need to curate, create and publish more original, and compelling branded content. In response, we predict the next 12 months will see a rapid expansion of firms' in-house social media teams. For those firms where this is not an option the role of their communications agencies will be crucial if they are to compete in this new era – when social media will become an integral part of corporate communications.

### The rapid rise of corporate social media



According to recent research more than 2.7 million people now follow FTSE 100 corporate Twitter accounts - an increase of 131% since December 2011. There has been a 98% rise in the number of fans of FTSE 100 corporate Facebook pages - 27.4 million. And there have been 82 million views of corporate YouTube videos - an increase of 105%\*\*.

\*\*SOURCE: PR WEEK, 1ST FEBRUARY 2013

\*\*\*To find out more about Kred's Influence and Outreach scoring please go to Kred.com

## Top 10 rankings: accountancy firms

Rank	Sector position	Company	Score
1	2	Deloitte	39
2=	4	Ernst & Young	35
2=	1	PwC	35
4	6	BDO	34
5	3	KPMG	32
6	5	Grant Thornton	31
7	11	Mazars	30
8	9	Baker Tilly	29
9=	18	Kingston Smith	24
9=	8	Smith & Williamson	24

## Top 10 rankings: law firms

Rank	Sector position	Company	Score
1	11	Eversheds	35
2	4	Allen & Overy	30
3	18	Taylor Wessing	28
4=	15	Berwin Leighton Paisner	27
4=	16	Bird & Bird	27
4=	19	Irwin Mitchell	27
7	5	Freshfields Bruckhaus Deringer	23
8	2	Clifford Chance	19
9	25	Nabarro	18
10	8	CMS Cameron McKenna	16

## Ratings criteria and methodology

Our ratings focused on a shortlist of companies ranked by the strongest performers by social media influence according to kred.com: 'Your Kred story shows off your most influential content'. Every firm or person on Twitter has a Kred score made up of two parts; the 'influence' score and the 'Outreach' score.

The strongest 20 performers were then rated and ranked according to four additional criteria:

- 1. Brand presence:** The number of social media channels that a company is using.
- 2. Brand content:** The relevance of social media content and its alignment with a company's brand.

**3. Twitter frequency:** The frequency and consistency of a company's Twitter output.

**4. Response:** Time taken for a company to respond to an enquiry through Twitter.

See page 7 for more information and the individual category scores.

Research undertaken in February and March 2013.

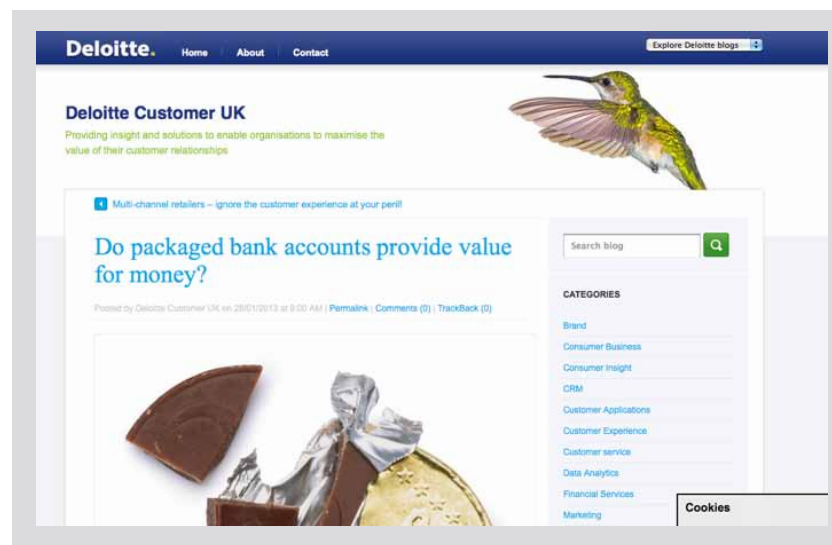
## Example 1: Deloitte

*The home page of Deloitte's company website features clear links to Twitter, Facebook, LinkedIn, YouTube, RSS and a Blog. 'Business advisory firm' Deloitte's social media channels feature the most media-rich branded content of all the companies we rated.*



### Blog

Deloitte UK's blog page 'Our latest industry knowledge and insight' - accessed direct from the link on the home page of the company website - is a really great example of how a company can promote its blog posts. As well as a collection of 'latest posts' that are well presented and feature well-branded graphic or video content the reader can explore Deloitte's blog posts by category or subscribe to all blogs.



### Slideshare

This Slideshare page is managed and maintained by Deloitte's Analytics team and is another great example of how a company can use social media to share their intellectual property. Set out on a clearly branded page with links to the US company website and contact details viewers can access over 100 presentations and documents or share them via social media links to Twitter, Facebook and LinkedIn.



### Facebook

Deloitte's dedicated UK Facebook page is one of the most impactful we have surveyed, using the same strong banner image of the cyclist as their Twitter profile. It has links to photos, features, including some stunning infographics promoting the launch of Deloitte's renowned annual Football 'Money League' survey. You can access all their Tweets, videos and all the Deloitte UK blogs from here too.



### LinkedIn

Deloitte's dedicated UK page is clearly well maintained and is consistently branded with its other social media channels. As well as a range of frequent and recent updates on 'Digital haute couture', recruitment, and 'Controlled creativity' they feature a company profile, Careers, Services and Insights sections.



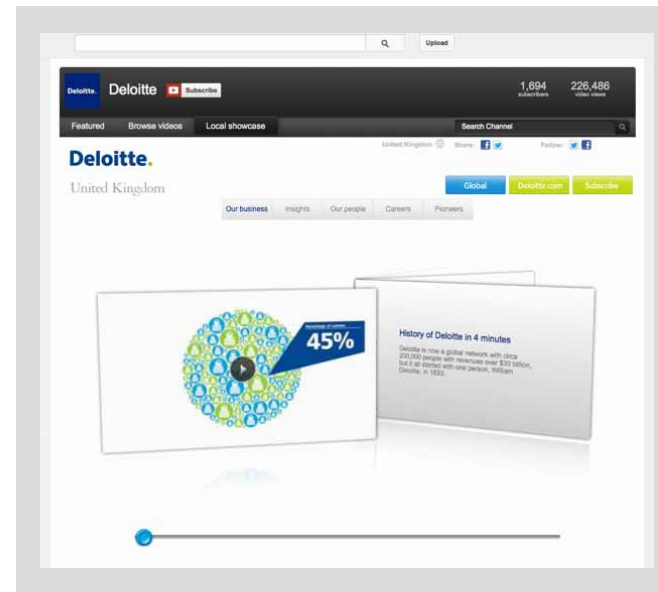
## Twitter

With a well designed and strongly branded Twitter profile with links to the company website Deloitte's Twitter feed has frequent hourly and daily posts which include links to

a host of features and Blogs with clear text and strong graphic content such as the 2012 'Consumer Tracker' survey pdf available in the assets section of the company website.



## YouTube



From the moment you land on Deloitte's YouTube channel it looks different from the standard video gallery. Using interactive graphics, it has a great index, content and graphics including the launch of the annual football Money League research in the 'local showcase' section. This also includes a super animated video; 'The History of Deloitte in 4 minutes', Plus 'get a guided tour from your desk' – an expert 3D view of our offices'. Additionally they issue an invitation to 'Join the conversation'.



## Pinterest

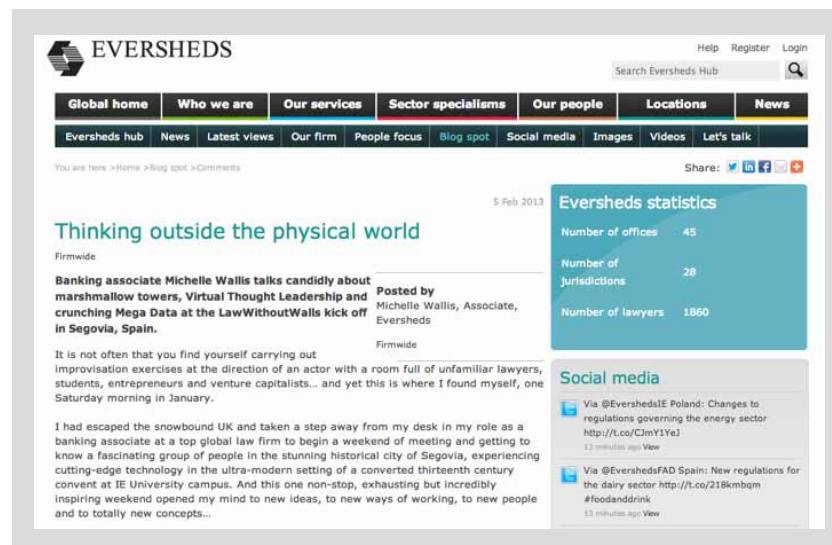
Deloitte UK has a dedicated company Pinterest page with a board featuring info-graphics from the launch of their annual Football Money League Survey 2012. Pinterest is a great way to display really strong info graphic content.

## Example 2: Eversheds

*Eversheds' company website shows their commitment to a broad range of social media channels with a home page featuring clear icons with links to Facebook, Flickr, Linked In, Twitter, YouTube and RSS.*

### Blog Spot

Eversheds' 'Blog Spot' is a great case study in itself. The page consists of a dedicated social media section displaying all its Tweets plus blog posts from various Heads of Practice Groups and Teal Grindle, a gymnast sponsored by Eversheds. All Blog features can be shared via prominent social media links.



### Twitter

Impressive, well-maintained and up to date Eversheds' Twitter feed features frequent updates spread throughout the day. Of the four links we reviewed all of them took us deeper into Eversheds' operations, offering further insight about their skills and expertise. One link took us to the website of their Poland operation, another previewed a deal in China and another featured comment on the mid-Staffs enquiry, via the really impressive Eversheds' 'Blog Spot' page.

### Facebook

The global Facebook page accessed from the company website is a relatively standard template but the dedicated Eversheds London page is right up to date with frequent updates and a combination of CSR content, graduate info and news about their recent 'Business Superbrands' nomination plus a link that takes you to the excellent 'Blog Spot'.

### YouTube

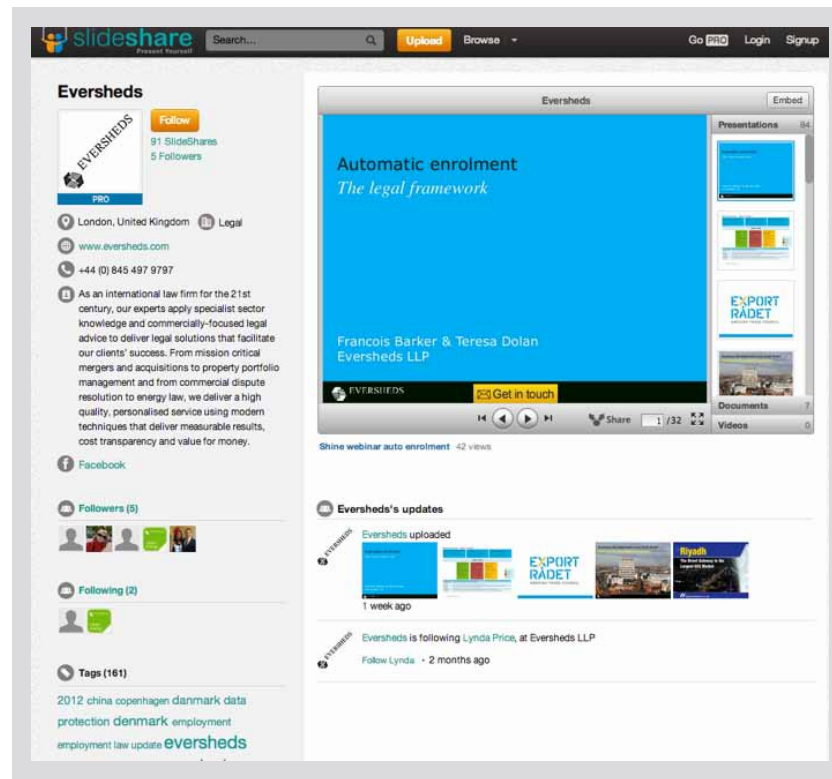
In its dedicated YouTube channel Eversheds has attracted well over 11,000 video views with a strong range of well-produced video content including a feature on its work with SportsAid as well as commercial videos on Contract Law, Graduate Recruitment and Eversheds in the Middle East. In addition there are great featured playlists, a company profile and a clear link to the company website.



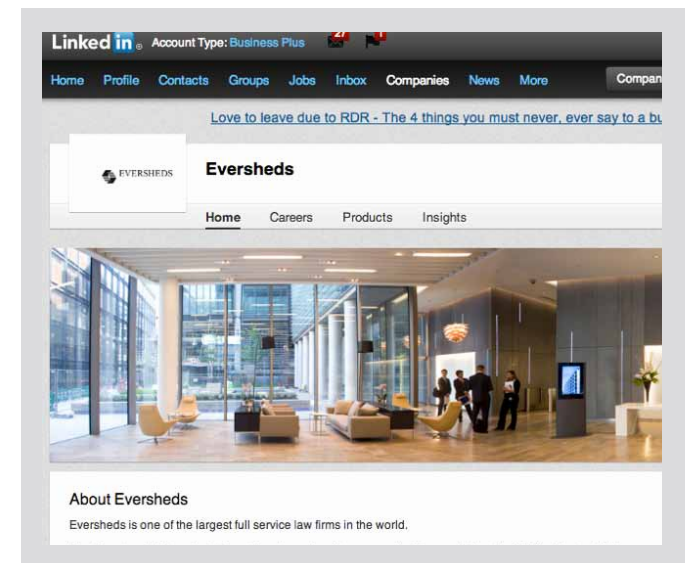
Eversheds' 'Slideshare' presence shows again that the company understands how social media can be used to effectively communicate their insight and services. Their Slideshare page is really well maintained with branded page, links to the company website and contact details. Over 60 presentations are available to view including; Employment Law, Pensions and Auto Enrolment. Any of these can be shared via social media links or pinned on Pinterest or Google+.

## ●● Flickr

Eversheds has a dedicated Flickr 'Photostream' with images of all the UK offices plus photos from a whole range of employee events; Eversheds in the Community, International Women's' Day. Content is a little out of date but gives a great overall visual tour of the company.



Eversheds' LinkedIn company home page utilises more of the extensive company photography on the banner and provides a company profile, including its specialities, locations and provides links to the company website. Additional Products and Insights tabs provide further access to information including an app; 'Interactive Global Employment Law Guides'.



## Score by category

### Influence

Kred measures Social Media Influence and Outreach. A firm's Kred Influence score (a maximum of 10 points) increases when someone mentions, retweets or replies to them. A firm's Kred Outreach score (a maximum of 12 points) increases when they mention, retweet or reply to someone else. Scored out of a maximum total of 22 points.

#### **Influence:**

##### *Accountancy firm rankings*

Company	Score
<i>Deloitte</i>	<i>13</i>
<i>Ernst &amp; Young</i>	<i>13</i>
<i>BDO</i>	<i>12</i>
<i>KPMG</i>	<i>12</i>
<i>Kingston Smith</i>	<i>12</i>
<i>Mazars</i>	<i>12</i>
<i>PwC</i>	<i>12</i>
<i>Smith &amp; Williamson</i>	<i>12</i>
<i>Grant Thornton</i>	<i>11</i>
<i>Baker Tilly</i>	<i>10</i>

#### **Influence:**

##### *Law firm rankings*

Company	Score
<i>Taylor Wessing</i>	<i>14</i>
<i>Eversheds</i>	<i>12</i>
<i>Irwin Mitchell</i>	<i>12</i>
<i>Allen &amp; Overy</i>	<i>11</i>
<i>Bird &amp; Bird</i>	<i>11</i>
<i>Berwin Leighton Paisner</i>	<i>10</i>
<i>Freshfields Bruckhaus Deringer</i>	<i>10</i>
<i>Nabarro</i>	<i>10</i>
<i>CMS Cameron McKenna</i>	<i>9</i>
<i>Clifford Chance</i>	<i>9</i>

### Brand presence

The number of social media channels that a company is using out of Twitter, LinkedIn, Facebook, YouTube, Twitter, Client App, Sildeshare, Google+, Blog or Pinterest. Scored out of a maximum total of 11 points.

#### **Brand presence:**

##### *Accountancy firm rankings*

Company	Score
<i>Deloitte</i>	<i>11</i>
<i>PwC</i>	<i>11</i>
<i>Ernst &amp; Young</i>	<i>10</i>
<i>BDO</i>	<i>8</i>
<i>Baker Tilly</i>	<i>8</i>
<i>Grant Thornton</i>	<i>8</i>
<i>KPMG</i>	<i>8</i>
<i>Kingston Smith</i>	<i>5</i>
<i>Mazars</i>	<i>5</i>
<i>Smith &amp; Williamson</i>	<i>2</i>

#### **Brand presence:**

##### *Law firm rankings*

Company	Score
<i>Eversheds</i>	<i>9</i>
<i>Allen &amp; Overy</i>	<i>8</i>
<i>Berwin Leighton Paisner</i>	<i>5</i>
<i>Freshfields Bruckhaus Deringer</i>	<i>5</i>
<i>Clifford Chance</i>	<i>4</i>
<i>Irwin Mitchell</i>	<i>4</i>
<i>Taylor Wessing</i>	<i>2</i>
<i>Nabarro</i>	<i>2</i>
<i>CMS Cameron McKenna</i>	<i>2</i>
<i>Bird &amp; Bird</i>	<i>1</i>

## Brand content

The relevance of a company's social media content and its alignment with the company's brand. Scored out of a maximum total of 8 points.

### Brand content: Accountancy firm rankings

Company	Score
BDO	8
Deloitte	8
Ernst & Young	8
Grant Thornton	8
KPMG	8
PwC	8
Baker Tilly	7
Mazars	6
Kingston Smith	4
Smith & Williamson	3

### Brand content: Law firm rankings

Company	Score
Berwin Leighton Paisner	8
Bird & Bird	8
Eversheds	8
Allen & Overy	7
Clifford Chance	5
Irwin Mitchell	5
Taylor Wessing	5
Freshfields Bruckhaus Deringer	4
Nabarro	3
CMS Cameron McKenna	2

## Twitter frequency

The frequency and consistency of a company's Twitter output. Scored out of a maximum total of 4 points.

### Twitter frequency: Accountancy firm rankings

Company	Score
Baker Tilly	4
Deloitte	4
Ernst & Young	4
Grant Thornton	4
KPMG	4
Mazars	4
PwC	4
Smith & Williamson	4
BDO	3
Kingston Smith	3

### Twitter frequency: Law firm rankings

Company	Score
Berwin Leighton Paisner	4
Bird & Bird	4
Eversheds	4
Freshfields Bruckhaus Deringer	4
Taylor Wessing	4
CMS Cameron McKenna	3
Irwin Mitchell	3
Naborro	3
Allen & Overy	1
Clifford Chance	1



## Response

Time taken for a company to respond to an inbound enquiry through Twitter.  
Scored out of a maximum total of 3 points.

### Response: Accountancy firm rankings

Company	Score
<b>BDO</b>	<b>3</b>
<b>Deloitte</b>	<b>3</b>
<b>Mazars</b>	<b>3</b>
<b>Smith &amp; Williamson</b>	<b>3</b>
<b>KPMG</b>	<b>0</b>
<b>PwC</b>	<b>0</b>
<b>Ernst &amp; Young</b>	<b>0</b>
<b>Kingston Smith</b>	<b>0</b>
<b>Grant Thornton</b>	<b>0</b>
<b>Baker Tilly</b>	<b>0</b>

### Response: Law firm rankings

Company	Score
<b>Allen &amp; Overy</b>	<b>3</b>
<b>Bird &amp; Bird</b>	<b>3</b>
<b>Irwin Mitchell</b>	<b>3</b>
<b>Taylor Wessing</b>	<b>3</b>
<b>Eversheds</b>	<b>2</b>
<b>Berwin Leighton Paisner</b>	<b>0</b>
<b>CMS Cameron McKenna</b>	<b>0</b>
<b>Clifford Chance</b>	<b>0</b>
<b>Freshfields Bruckhaus Deringer</b>	<b>0</b>
<b>Nabarro</b>	<b>0</b>

### **Our conclusion: we are entering a new era of content curation, creation and publication.**

To exploit this trend – one that is set to link up social media, microsites and websites like never before – companies will need to curate, create and publish ever more original and compelling branded content.

As a result, we predict a rapid expansion of firms' in-house social media teams. For those firms where this is not an option the role of their communications agencies will be crucial if they are to compete in this new era.

To discuss how social media and brand content could become an integral part of your corporate communications or organise a presentation with our PR & Social Media team, please call Hannah Gilmore on 020 7739 8899 or email [hannah.gilmore@living-group.com](mailto:hannah.gilmore@living-group.com)

