

StockTwits® Investor Relations Account

Executive Summary

Investor Relations Reality:

Investors are increasingly turning to the social web for information and conversation. Financial information and news travels on the social web in real-time, around the globe and around the clock. It influences investor behavior even before the company's message reaches traditional disclosure channels. In this lightning-fast environment, companies need new tools. They need a strong voice in the online conversations about their companies. And they must have reliable ways to quickly get accurate and authoritative information to the market, and then be able to measure its effectiveness.

Traditional IR solutions are ill-equipped to handle the new realities created by the real-time social web. But existing social media tools also don't meet the unique requirements of the heavily regulated investor relations role. Consequently, many IR departments' experience with the social web is one of frustration. They see only irrelevant chatter and noise, consumer-grade tools, unproven ROI, and barriers that make it a challenge to disseminate information, participate in conversations and track information on communication and social media platforms. Not surprisingly, many companies are forced either to sit on the sidelines of social media.

Investor Relations Solution Verified IR Account:

The StockTwits® Verified IR account is the first easy-to-use social media service designed specifically for investor relations departments. It offers a simple yet powerful solution that allows companies to communicate, monitor and engage with investors in real-time on multiple web platforms -- and all in a way that will keep company lawyers happy.

By filtering out the noise and honing in on a strong signal, conversations and messages can be tracked in an easy and efficient way. The easy-to-use Verified IR account gives a company an authoritative presence on the social web. Information can also be shared on other communication platforms such as Twitter and Facebook. Through the monitoring of user sentiment and message volume from the community, alerts can be sent by email to the IR team when there is strong signal and spike in the volume of messages regarding the company and ticker symbol. The IR account can be used as an effective issues management tool by allowing proactive engagement with investors and the ability to respond in real-time.

Verified IR Account Features:

Real-time:

- Real-time dissemination of news and financial information
- Real-time engagement with investors
- Real-time email alerts for proactive issues management
- Real-time tracking of trends and sentiment

Relevance:

- Relevant information delivered to a targeted audience
- Strong "signal-to-noise*" ratio
- Algorithms used to monitor and filter SPAM
- Strong qualitative content moderation

Reliability:

- Investors can trust Verified IR accounts
- 99.99% Up-time
- Standalone API
- Independent of Twitter API

Simple:

- Set up is as simple as filling in a form
- Messages are easy to write and links are automatically shortened
- Easily add your StockTwits® stream to your IR website in two clicks
- We monitor and alert you to activity around your company to save you time
- Integrates with your IR website to automatically update your followers
- Distribute your message to other platforms automatically in real time



Verified IR Account Profile Page and Badge:

This tells investors that the account has been verified by StockTwits® and the messages are from the official source. It shows your company's commitment to communicating openly with the community.

Highlighted Investor Relations Update:

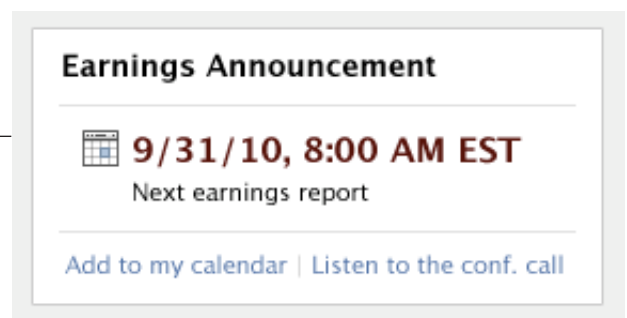
A highlighted message appears at the top of the stream on the ticker page with the most update-to-date breaking news and financial information. This helps to make sure investors get your most important information.

Metrics: Monitor real-time metrics by clicking on the view report button on the IR account setting page. Track mentions, visitors, unique visitors, time spent on the page, bounce rate and much more.


Conference Calls: Real-time conference call engagement with the investors: View stream for the latest messages, questions, feedback and dynamic conversations.

Earnings Announcement: Investors can listen to your earnings calls in real-time from the ticker or official IR page by simply clicking on the "Listen to the earnings call" link.

[Earnings Announcement]



Earnings Announcement

 **9/31/10, 8:00 AM EST**
Next earnings report

[Add to my calendar](#) | [Listen to the conf. call](#)

Share information on Multiple Platforms: Information can be pushed out to other communication and social media platforms. Leverage your Twitter, Facebook and other accounts to share up-to-date information and data. Spreading your company's information widely and in real-time can help to support compliance with Reg FD.

Add your StockTwits® messages to your IR website for compliance: All of your StockTwits® activity can easily be added to your IR website using the StockTwits® widget. This means that any information you share on StockTwits® can be brought under the umbrella of a Reg FD compliant website. Each StockTwits® account has a real-time Atom feed that can be merged into your IR website's disclosure feed.

Targeted Audience: StockTwits® has a highly engaged and targeted audience. With a wide breath of investors that include, hedge fund managers, professional traders, independent day traders and long-term investors, there are 2 million+ pageviews per month.

Slideshare Integration: We've partnered-up with Slideshare, so companies can share a wide range of investor related content such as analysts presentations, quarterly reports and operational updates.



What is a verified IR account? Corporate accounts with a green IR badge by their logo have been authenticated as an official account for investor relations. Each IR account is being managed by the IR department and is the official stream for the latest company news and updates.

How does a company get verified? To get verified you must first log into the account you would like to verify and complete the IR account request form. All the information in each field must be completed.

Once the information is submitted a confirmation email will be sent and the information will be reviewed for verification.

Best Practices: Sharing information with investors in real-time can be vital but it's also important to build a valuable relationship with the investment community.

Here are a few tips that we'd like to share:

- Upload a profile image or logo to the account and have a completed profile page with contact information.
- Monitor the messages from your investors so issues, concerns or comments can be addressed in *real-time*.
- Friendly and professional engagement with investors is encouraged and a great way to build a community.
- StockTwits® widget can be integrated on your website so real-time information can be shared with the investors.
- Include the StockTwits® URL (ie <http://StockTwits.com/username>) on the website, corporate publications and even background images used on other sites.

More information: Visit <http://stocktwits.com/ir> for more information and to sign up.

IR Stream Page

AR NOW Bespoke Investment Group - Think BIG - What Happened to Top
StockTwits Network

Real Investors. Real Ideas. Real Time.

View Free Real-Time FX Quotes with CME E-equivalents

HPQ 12311	Change	EE (1)	Volume 295,079
Low 12172	Close/Prev 506 129,000		National 36,885M
Last 12287			in force
21	12286	12289	11
2.625	1.2281	1.2282	3.375
Forward Points =	+4.2	+4.2	Submit

Rules: Please do not mention OTCBB, Pink Sheet, or stocks trading below \$1.

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Real-Time Streams

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(NYSE:HPQ) Trade Now >>

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Investor Relations Update

HPQnews

\$HPQ Introduces the Future of Printing: Web Connected and Cloud Aware <http://stk.ly/bniltD>

Jun. 15 at 12:30 PM

hpnews

DreamWorks Animation Looks to HP for Its Next-generation Networking Infrastructure <http://bit.ly/a3plq7> <- news release \$HPQ

Jun. 23 at 3:26 PM

bradfranklin

"@VentureBeat: HP launches netbook for primary school students \$HPQ <http://bit.ly/b2iSTc> by @deantak

Jun. 23 at 12:24 AM

trefisnotes

Partnership with Symantec Doesn't Matter Much for Dell: <http://bit.ly/allDWL> \$SYMC \$MFE \$DELL \$HPQ

Jun. 22 at 4:19 PM

firstadopter ★

Exited \$AAPL \$HPQ with +2.9K profit. Was going to hold but in this mkt you take profits when opp is there. Executions: <http://bit.ly/b4jije>

Jun. 22 at 1:33 PM

firstadopter ★

Long 0.8K \$AAPL 273.50 and short 4.5K \$HPQ 47.825. Thesis here: <http://bit.ly/ajwodq>

Jun. 22 at 11:38 AM

Symbol or User

Go

Earnings Announcement

Listen to the earnings call

HPQ Information

Website: www.hp.com

Symbol: [\\$HPQ](#)

Description:
Hewlett-Packard Company (HP) is a global provider of products, technologies, software, solutions and services to individual consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. The Company's offerings span mul ... [more](#)

Headquarters:
3000 Hanover Street
Palo Alto, CA, 94304
United States

HPQ

21 Jul 10 -0.69 (-1.48%) @finviz.com

Chart Type: Daily | Weekly | Monthly

Price Fund



IR User Stream Page

AR NOW Morgan Stanley: Beats Expectation - MarketBeat - WSJ
StockTwits Network

Real Investors. Real Ideas. Real Time.

View Free Real-Time FX Quotes with CME E-equivalents

High 12511	Open 12511	66	Volume 295,079
Low 12372	Close 12500	125,000	National 36,858
Last 12207	Change 12500	12387	in Error
2.625	1.2281	1.2282	1.375
Forward Points 4.7	4.7		Submit

Use [stk.ly](#) to shorten your investment links.

Stream Options

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People

Watch Lists

Real-Time Streams

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- Liked
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THE HUMAN TICKER
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HPQnews

\$HPQ Introduces the Future of Printing: Web Connected and Cloud Aware <http://stk.ly/bniltD>

Jun. 15 at 12:30 PM

HPQnews

\$HPQ Transforms Walmart Photo Departments Nationwide with "Prints in Minutes" Svc and Adv. Creative Tools for Customers <http://stk.ly/cv8IA1>

Jun. 15 at 12:28 PM

HPQnews

\$HPQ Board Declares Regular Dividend <http://stk.ly/ckGLdN>

Jun. 15 at 12:27 PM

Symbol or User

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HPQ Information

Website: www.hp.com

Symbol: [\\$HPQ](#)

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Headquarters:
3000 Hanover Street
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United States

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Investor Rel.

IR Admin Settings

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Real Investors. Real Ideas. Real Time.

Investor Relations Setup

Account
Password
Profile
Picture
Notices
IR

Hewlett-Packard Company

General

Website
Example: www.example.com

Description

Earnings call
Include protocol (http://, https://, mms://)

Headquarters

Show Headquarters

Country

Address

City

State

Postal Code

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IR Report

StockTwits

Investor Relations Report

Hewlett-Packard Company

last month

Date	Symbol Mentions	Visitors	Unique Visitors	Total Time	Average Time	Bounce Rate	Actions	Avg Actions/Visit
2010-06-14	0	3	3	17m 11s	5m 44s	0.0%	10	3.3
2010-06-13	0	0	0	<1m	<1m	0.0%	0	0.0
2010-06-12	0	1	1	1m 46s	1m 46s	0.0%	4	4.0
2010-06-11	0	3	3	1h 26m	28m 43s	0.0%	8	2.7
2010-06-10	0	2	2	45m 56s	22m 58s	0.0%	11	5.5
2010-06-09	0	3	3	42m 17s	14m 6s	0.0%	16	5.3
2010-06-08	0	1	1	3m 11s	3m 11s	0.0%	4	4.0
2010-06-07	8	7	6	1h 45m	14m 58s	0.0%	33	4.7
2010-06-06	4	0	0	<1m	<1m	0.0%	0	0.0
2010-06-05	1	1	1	4m 54s	4m 54s	0.0%	5	5.0
2010-06-04	4	3	3	27m 30s	9m 10s	0.0%	21	7.0
2010-06-03	8	11	8	2h 11m	11m 52s	9.1%	61	5.5
2010-06-02	7	2	2	17s	9s	100.0%	3	1.5
2010-06-01	18	6	5	52m 16s	8m 43s	0.0%	22	3.7
	50	43	38	8h 39m	2h 8m	7.79%	198	52.2