Telecom Companies Have Fans Dialing in on Twitter, but are Missing the Call on Facebook

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Engagement Labs ranks the top telecom companies in Germany, France, Italy, Spain and the United Kingdom on Social Media

London, UK – December 3, 2015 *– Technology and data company Engagement Labs(TSXV:EL), creator of the eValue™ score, today released data rankings on how the largest mobile telecom companies in Germany, France, Italy, Spain and the United Kingdom perform on social media.*

According to the eValue data, the top overall telecom companies are:

	eValue	
Ranking	**Facebook**	**Twitter**
1	TIM (Italy)	EE (UK)
2	Vodafone (Germany)	O2 (UK)
3	Orange (Spain)	Bouygues Telecom (France)
4	Bouygues Telecom (France)	o2 Hilfe (Germany)
5	Wind (Italy)	Wind (Italy)

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

According to Engagement Labs' eValue rankings, TIM (Italy) ranked the highest on Facebook with an eValue score of 80.2, out of the possible 100. Bouygues Telecom (France) and Wind (Italy) were the only two companies to rank in the top five across both social channels.

When looking at Twitter, EE took the top spot and had an impressive eValue score of 97.4 with O2 close behind. Both of the brands' content on Twitter had widespread impact and reach. Additionally, the brands were also quick to respond to customer queries in the channel.

Germany - Telecom Rankings Based on eValue Scores.

	eValue	
Ranking	**Facebook**	**Twitter**
1	Vodafone Duetschland	o2 Hilfe
2	Deutsche Telekom	Vodafone Duetschland

Media:

Related Sectors:

Business & Finance :: Computing & Telecoms :: Consumer Technology :: Media & Marketing ::

Related Keywords:

Telecom :: Mobile :: Wind :: TIM :: Vodafone :: Moviestar :: o2 :: EE :: 3 UK :: Yoigo :: Bouygues :: Telecommunications :: EValue ::

Scan Me:

3	o2 Hilfe	Deutsche Telekom

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

France - Telecom Rankings Based on eValue Scores.

	eValue	
Ranking	**Facebook**	**Twitter**
1	SFR	Bouygues Telecom
2	Orange France	Free Mobile
3	Bouygues Telecom	SFR
4	Free Mobile	Orange France

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

Italy - Telecom Rankings Based on eValue Scores.

	eValue	
Ranking	**Facebook**	**Twitter**
1	TIM	Wind Italia
2	Wind Italia	Vodafone Italia
3	Vodafone Italia	TIM
4	3 Italia	3 Italia

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

Spain - Telecom Rankings Based on eValue Scores.

	eValue	
Ranking	**Facebook**	**Twitter**
1	Orange España	Movistar España
2	Vodafone España	Vodafone España

3	Movistar España	Yoigo
4	Yoigo	Orange España

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

UK - Telecom Rankings Based on eValue Scores.

	eValue	
Ranking	**Facebook**	**Twitter**
1	Vodafone UK	EE
2	O2	O2
3	3 UK	3 UK
4	EE	Vodafone UK

Source. Engagement Labs eValueTM 2015 rankings of European telecoms brands.

“Social media has provided telecom companies with an opportunity to expand its reach among customers. In such a competitive industry, many of these companies are making their mark through social media, whether it's promoting services or answering customer questions," said Steve Thomson, UK Managing Director of Keller Fay. “How these brands are using its social media channels will undoubtedly have an impact on how current and potential consumers feel about their products and services. We also know that impressive brand activity via these channels will be discussed and amplified in offline conversations people have with their friends and family."

Germany

In Germany, Vodafone has the highest eValue score on Facebook. The brand also had an impressively high Responsiveness score, demonstrating that a big part of its social media strategy is responding to follower questions and comments. Although O2 Hilfe ranked third on Facebook, the Company had the highest Responsiveness score of 83.5, and the fastest response time of less than two hours.

On Twitter, O2 Hilfe took the top spot with an eValue score of 89.2 and an Engagement score of 92.9. The brand's Impact score however was below the group average, spanning from their low number of admin tweets, which were 50 percent less than the group average.

France

Bouygues Telecom scored a 90.9 on Twitter, almost 30 points higher than its Facebook eValue score. The brand also received the highest number of mentions and favourites per 1000 fans. Free Mobile came in second place with an eValue score of 82.1, almost twenty points higher than its Facebook score and had the highest Engagement score of the group, showcasing its content is resonating with followers. Free Mobile, however, had the lowest number of admin tweets of the group, indicating more emphasis should be placed on creating content to drive its reach and impact.

“Overall in the telecom industry we found that across all countries measured eValue scores on Twitter were much higher than on Facebook. Twitter is a medium to have real-time conversations, so when consumers are seeking answers about their mobile devices, Twitter is normally the first place they go to talk to a brand," noted Thomson. “These eValue scores are indicating that telecom brands across Europe should focus on Twitter, particularly for responding to followers to increase and maintain brand affinity."

Italy

Wind ranked first on Twitter for telecom rankings in Italy with an eValue score of 86.5 and second on Facebook with a score of 72.0. On both channels, Wind maintained the highest Responsiveness score demonstrating its brand's commitment to engaging and interacting with its followers. On Twitter, Vodafone ranked a close second with an eValue score of 85.1. The second ranked brand on Facebook, TIM ranked third on Twitter and had the highest Impact subscore of 77.6. The brand also had the highest follower growth and highest number of followers.

Spain

For Spain telecom brand, Movistar took the first place ranking on Twitter, along with the highest Impact score and the highest follower growth in the timeframe measured. Vodafone came in with an eValue score of 83.34, just under that of Movistar. Yoigo had the highest Responsiveness score of 78.22 and an impressive response time of just over an hour.

United Kingdom

In the UK, Vodafone ranked first on Facebook with the highest eValue score and top Engagement score of the group. The brand also had the highest number of likes and comments on the channel. O2 came in a close second with the highest Impact score of 69.1 along with the highest active user base. On Twitter, EE's high eValue score reflected strong performance across all key dimensions, with a particularly impressive Responsiveness score of 84.8. O2 came in second with an eValue score and the highest Engagement score.

About Engagement Labs

Engagement Labs (TSXV:EL) offers intelligent Total SocialTM data, analytics and insights for marketers and organizations enabling them to track, measure and benchmark the conversations happening around their brand or industry both online and offline. These conversations are proven to drive critical business outcomes, including sales, while Engagement Labs' tools provide data and actionable insight to help guide business decisions and power marketing effectiveness.

Engagement Labs' eValue™ Analytics tool is the global benchmark for social media scoring. eValue's proprietary data technology offers real-time analysis to measure a brand's social media and digital marketing efforts, distilling it down to a single meaningful number between 0 and 100 - an eValue score. Composed of a series of metrics and Key Performance Indicators (KPIs), an eValue score measures social media Engagement, Impact and Responsiveness which is benchmarked against 100,000+ handpicked and verified brands. The Keller Fay Group, an Engagement Labs company, is the only firm to regularly measure offline conversation, which independent research finds is a significant driver of sales with twice the impact of online conversation.

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