



Brackendale
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The Brackendale Private Equity Social Media LP sentiment survey 2021



Why?

Brackendale wanted to explore how the use of social media amongst investors may have changed since the pandemic in light of the lack of access to more traditional meetings.

Who?

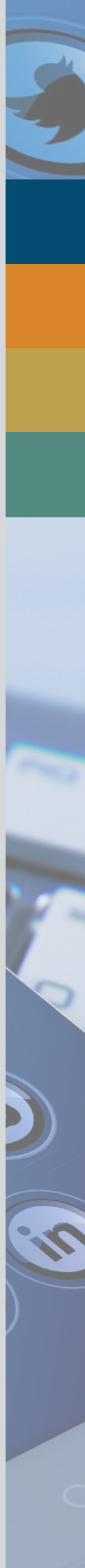
LPs surveyed hail from across Europe and the US, and comprise a mix of pension funds, insurance companies, family offices and fund-of-funds from our extensive contact network.

What?

Questions in our survey were designed to find out what importance LPs place on social media, the role of social media in investment decisions, which platforms LPs are using and what types of content matter.

Key finding

Over a third of LP investors track their private equity investee funds on social media, with almost a quarter claiming social media has influenced their investment decisions in a given fund.



With the global coronavirus pandemic having such an impact on institutional investors' ability to meet private equity fund managers via face-to-face meetings, networking events or conferences, Brackendale wanted to explore how the use of social media may have changed over the last year.

Q1: Which of the following social media platforms do you use professionally?
(choice of LinkedIn, Twitter, Facebook, other or none)

LinkedIn – 100%

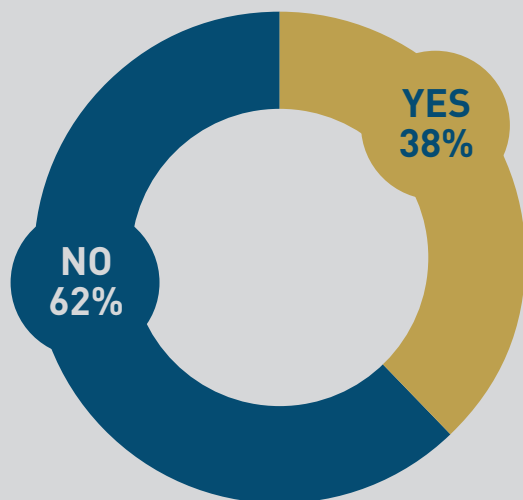


Twitter – 5%

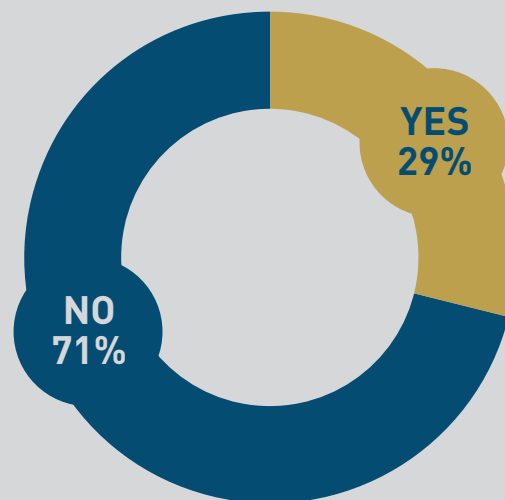
A full 100% of investors surveyed are using social media professionally, with LinkedIn being the platform of choice.



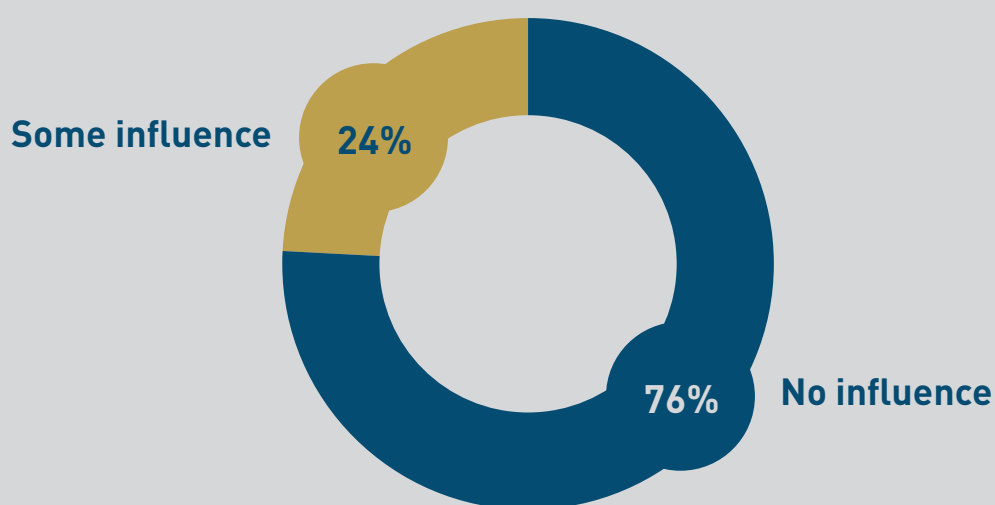
Q2: Do you track existing investee funds on social media?



Q3: Do you track potential investee funds on social media?

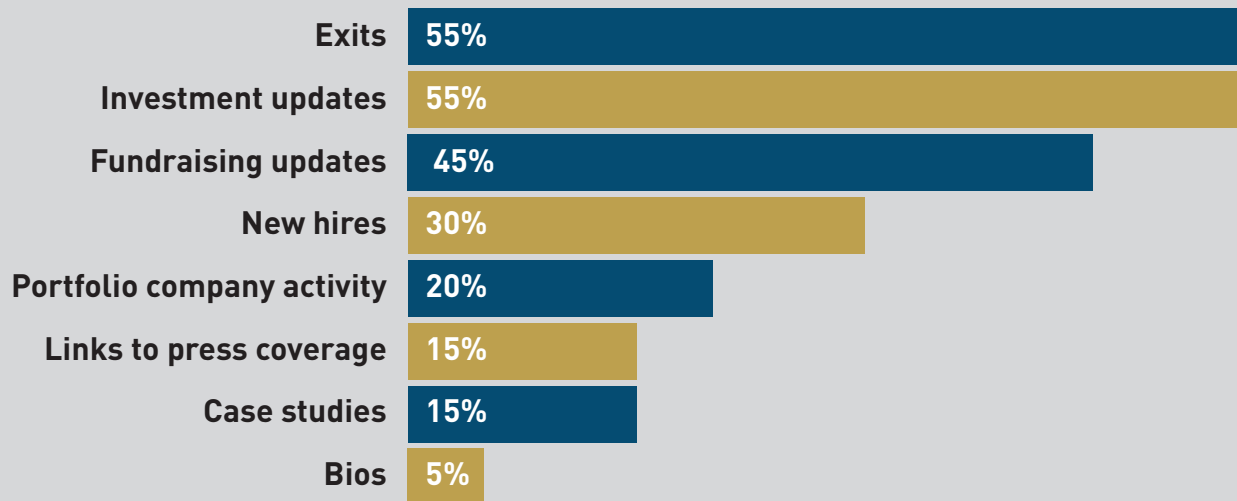


Q4: Has social media helped influence your investment decisions in a given fund?



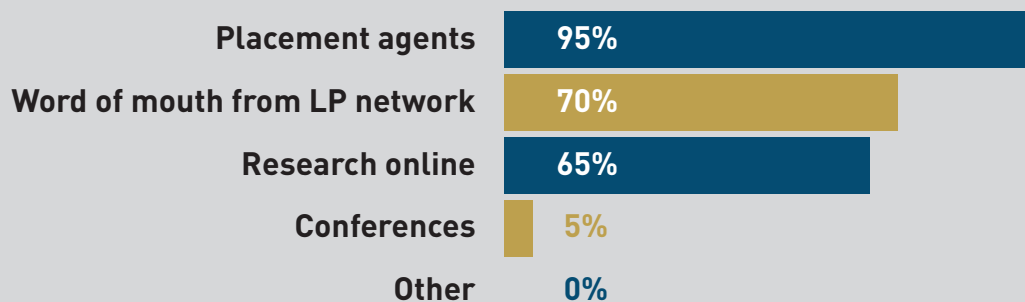
Our study has found that 38% of LP investors surveyed are using social media to track their investee funds. Furthermore, 29% use social media as part of their due diligence on potential investee funds. With almost a quarter of LPs acknowledging that social media has influenced investment decisions regarding private equity funds, fund managers who are still not choosing to engage with social media are likely to be missing out on valuable investor attention.

Q5: If you do use social media, what types of content do you find helpful or interesting?
Please choose the 3 most important:



In terms of content, our survey shows that exits, investment updates and fundraising updates are the top three most important items investors would be looking for on a fund manager's social media page.

Q6: In the absence of face-to-face meetings, where do you get your information on new GPs/funds from? Please choose the two most important:



Significantly, LPs still value personal relationships and recommendations, evidenced in the fact that the top two most important sources of information on new GPs and potential investee funds are placement agents and word of mouth from their LP network.

With a hybrid model of working likely to be continuing long after the pandemic, fund managers would be well-advised to consider their social media strategy as a valuable tool in attracting investor attention.



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Brackendale is global agency specialising in marketing and PR within the alternative assets space. The firm offers investor marketing, media relations, graphic design and investor pitching services to private equity and VC firms globally. We devise and manage effective PR campaigns, using our journalism experience and extensive media contact network to tailor stories to fit the type of coverage required by our clients.

Brackendale also provides well-written and compelling content for investor pitchbooks, PPMs, ESG reports, quarterly reports and newsletters, geared at increasing investor interest. Our in-house graphic design team professionally designs investment materials and presentations, as well as creating corporate identity and branding, logos, social media graphics and adverts. We also offer online pitch training courses to help private equity fund managers pitch successfully to potential investors.

For more information please visit www.brackendaleconsulting.com.

