

### Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



INVESTOR RELATIONS  
PUBLIC RELATIONS  
MARKETING



AWARD  
WINNING



33 YEARS OF  
EXPERTISE



EXPERIENCED  
TEAM

## Overview

### SOCIAL MEDIA

Many of our clients have come to us wanting additional exposure, however, they were quite fearful of:

- The “unknown”
- Security
- Privacy
- Management authority
- Regulatory compliance
- Malicious statements from dissatisfied investors
- Inability to monitor the social activities of employees
- Constantly changing regulations by governing organizations

Pristine Advisers team began their training to each become *Certified Social Media Strategists*. Our team of professionals are well trained and well versed in all aspects of Social Media. We understand the needs and rules for Financial Firms utilizing social media. We have developed a program that helps put our clients ahead of the curve in terms of utilizing social media in their marketing campaigns.

Pristine Advisers:

- Implement a Social Media Accreditation Process
  - This ensures that our employees are up to speed with the current social media practices
- Create Community and Research our Clients Needs
  - We believe that achieving social success for our clients is more than just gaining followers and getting likes on their facebook page. Your customers are already online, why not help them become engaged members of your online community?
- Pre-Approve Social Messaging
  - We provide tools to set-up customized workflows that support internal social media policies. These security specific features ensure that the integrity of your messages and reputation is always maintained.
- Automatic Archiving
  - Our archive is engineered to meet the compliance archiving, monitoring, auditing, privacy and business continuity requirements for highly regulated industries.

### The Searching & Sharing Ecosystem



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#### FACT:

- Social media has a wide-reaching and significant impact on not only online activities but also offline behavior and life in general. During a global online user survey in February 2019, a significant share of respondents stated that social media had increased their access to information, ease of communication, and freedom of expression.
- Facebook was the first social network to surpass 1 billion registered accounts and currently sits at more than 2.6 billion monthly active users.
- Most top ranked social networks with more than 100 million users originated in the United States, but European services like VK, Japanese platform LINE, or Chinese social networks WeChat, QQ or video sharing app Douyin have also garnered mainstream appeal in their respective regions due to local context and content. Douyin's popularity has led to the platform releasing an international version of its network: a little app called TikTok.
- The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political, or economic borders. Social networking sites are now estimated to have 3.6 billion users and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets.
- 31.7 million is the projected number of bloggers in the US. 77% of people regularly read blogs online.
- LinkedIn now has almost 740 million members with over 55 million registered companies. Of those LinkedIn users who are frequently engaging with the platform, 40% access it on a daily basis, clocking up over 1 billion interactions every month.
- There are 192 million daily active users on Twitter. 63 percent of all Twitter users worldwide are between 35 and 65.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. 39% of customers only trust brands if they have interacted with them on social platforms. 76% of American consumers purchased a product after seeing a brand's social post.
- Over 2 billion logged-in users visit YouTube each month, and every day people watch over a billion hours of video and generate billions of views. More than 70% of YouTube watch time comes from mobile devices. YouTube has launched local versions in more than 100 countries.
- 1.785 billion people are on Facebook
- According to Facebook's most recent investor's report, Facebook currently has 2.701 billion monthly active users (MAUs). Furthermore, the number of Facebook's daily active users (DAUs) currently stands at 1.785 billion people, meaning 66.09% of the total monthly users log in on a mobile device or desktop each day
- According to a 2020 survey, only 16% of US adults got their news from newspapers, among other sources.

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Pristine Advisers seeks to raise our client's corporate profile in the social media by:

- Creating Social Media pages in each of the below outlets:
  - Social Networks (Facebook)
  - Blogs
  - Podcasts
  - Vlogs
  - Social calendars (Meetup, Upcoming)
  - YouTube
  - LinkedIn
  - Comments
  - RSS feeds
  - Wiki
  - New Media Releases

The following countries have the highest number of Facebook users:

- India (251 million)
- United States (240 million)
- Brazil (139 million)
- Indonesia (136.96 million)
- Mexico (78 million)
- Philippines (71.76 million)
- Vietnam (66.72 million)
- Thailand (46 million)



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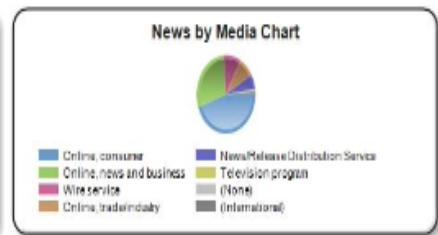
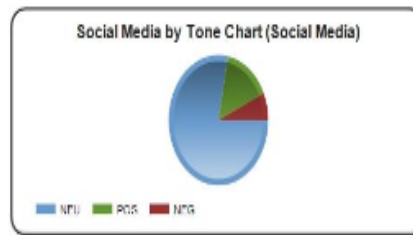
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“Journalism is an artifact of the 20<sup>th</sup> Century”  
– Louis Rossetto, founder of *Wired*

Television viewership ↓↓↓↓↓	Online video ▲▲▲▲▲
Radio listenership ↓↓↓↓↓	Podcasting ▲▲▲
Print readership ↓↓↓↓↓	Digital Music ▲▲▲
	Blog Readership ▲▲▲▲▲
	Social Networks ▲▲

One thing we’ve learned through the years: If your target audience is large enough, and you do things right, it’s very difficult to fail.

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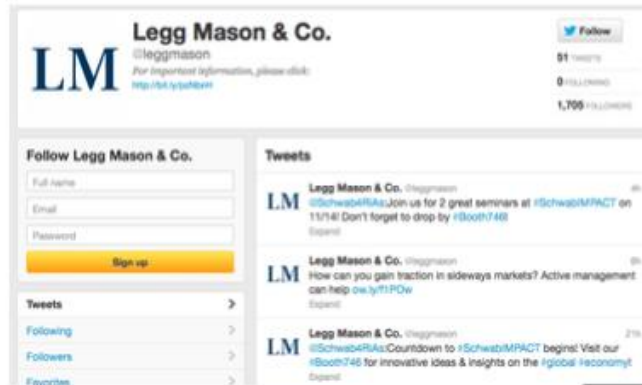
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**Oh how you've grown, little website**

By Greg Davis on November 6, 2012 9:05 am

I would call myself a "jack rat," except the comparison might offend pack rats. For the most part, it's not a good thing to have such a messy office. But on occasion I unearth something interesting. Like this screenshot of [vanguard.com](http://vanguard.com) from shortly after its launch in 1995—not long after I joined the company. The 1995 site looks positively prehistoric now. But it is home to the how much our site has evolved since then.

[Read more »](#)

**Put your tie-dye away: It's not the '70s**

By Jim Davis on November 2, 2012 11:22 am

Any long-term investor knows that inflation is the enemy. A spike in inflation can drastically reduce your real investment returns, particularly for fixed income investments. [Read more »](#)

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CATEGORIES

- college
- economy
- investing
- personal finance
- retirement
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