

Press release

## **IRF Communications Barometer: Digital Technologies Gain Importance**

**Zurich, 7 November 2012 – IRF Communications presents its ‘IRF Communications Barometer’ for the first time, a survey among Corporate Communications and Investor Relations professionals of SIX Swiss Exchange listed companies. The barometer explored the use of communication instruments in Swiss companies. Besides questions about positioning, crisis communications and financial reporting, IRF Communications analysed media relations and the use of social media. The results of the 2012 IRF Communications Barometer reveal digital technologies and new media platforms are becoming increasingly important beside the use of proven communication tools.**

The main findings of the study include:

- 53% assess media relations as essential for the positioning of the company
- 68% have a crisis concept ready
- 47% further develop online presentation
- 82% track media coverage
- 15% carry out public affairs studies
- 44% respectively 50% make use of Facebook and Twitter.

The survey which was firstly carried out this fall will be conducted again in future years in order to anticipate and identify new communication patterns.

If you are interested in the analysis, please read IRF Communications’ latest Journal:  
<http://www.thecomunicationsjournal.ch>

### **IRF Communications**

IRF Communications is a leading provider of end-to-end communications services with strong international links. Its clients include private and publicly listed companies, business organisations and individuals. The portfolio of services extends from positioning and strategic consultancy to the implementation of individual campaigns.

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