SOCIAL SUCCESS
White Paper

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Who's winning the social media battle in the semiconductor industry?

Issue 4, January 2017

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Table of Contents

Introduction

This is our fourth annual analysis of the social media practices and activities within the semiconductor industry, and although we've seen some big changes since last year, some of the most notable changes relate to the acquisitions and mergers that have occurred with Freescale being acquired by NXP, and Altera by Intel.

As always, the main question is: what value does social media bring to my business?

With the exception of companies that sell directly from ecommerce websites this can be difficult to answer, so the question needs to be turned on its head, and instead be: what value do I want to get from social media?

From a PR perspective, social media may be a means of getting news stories seen by more people, or reaching online influencers that are otherwise difficult to engage with.

Social media can be used for thought leadership too, by carefully curating industry news and 3rd party stories alongside company owned content.

Social media also has SEO value, though maybe not in they way you'd expect. Tweets and posts are transient, and Google attributes a low SEO score to each, but they can appear in Google search results, albeit for a finite period of time (this usually occurs when public interest, time-sensitive content is trending, therefore there is little opportunity for semiconductor companies).

Although individual posts and Tweets have very little SEO value, the profile page itself does. We have seen several examples of a company's or an individual's Twitter page ranking highly for niche search terms.

Social media also has a knock-on effect on SEO – by driving additional visitors to a web page, either via social media or through other marcomms activities, there are increased chances of the page being shared across other channels, thereby increasing the number of inbound links, and increasing the SEO value of this page.

Social media metrics

The research for this report covers:

- Blog posts from the start of 2016 until mid-November
- LinkedIn, Twitter, Facebook and Google+ activities over a two month period from mid-September until mid-November
- YouTube figures are all-time results

We've retained the same scoring methodology from last year so direct comparisons can be made when assessing any changes in performance.

An explanation of our overall ranking methodology can be found at the end of this report.

We reference follower numbers in the scoring tables but these numbers are balanced by engagement figures. This scoring system rewards quality over quantity, following the mantra delivered by Jay Baer: "The end goal is action, not eyeballs."

Baer's approach to social media measurements groups the various elements into four parts:

1. **Consumption metrics:** How many people viewed, downloaded, or listened to this piece of content?
2. **Sharing metrics:** How resonant is this content, and how often is it shared with others?
3. **Lead generation metrics:** How often does content consumption result in a lead?
4. **Sales metrics:** Did we actually make any money from this content?

Without direct access to a company's lead generation or sales metrics, we have to focus on the first two – consumption metrics and sharing metrics.

Avinash Kaushik, the analytics guru, proposes a similar theory of engagement, breaking metrics into four parts that can be applied across all social networks:

1. **Conversation rate:** This is simply the number of conversations per social media post. On Facebook, Google+, and LinkedIn, this would be comments. On Twitter, it's replies.
2. **Amplification rate:** The average number of re-shares or retweets for each post.
3. **Applause rate:** The various ways a user can promote a post on different networks — Retweets, Likes, +1s, etc.
4. **Economic value:** The sum of short-term revenue, long-term revenue, and cost savings.

Based on this sage advice, we use best practice scores as a baseline, with engagement as a multiplier.

We therefore manually calculate a company's best practice score (qualitative measure), and multiply this by its "engagement score" (quantitative measure) to create a ranking for each channel.

For LinkedIn, Twitter, Facebook, Google+ and YouTube we use the following formula:

=((Likes+Shares+Comments)÷Total Posts) × (100%÷Followers)

For blog posts, we are unable to determine the number of followers (or in this instance, the number of return visitors) to a blog, and so exclude this metric from the equation. Our formula is therefore:

=(Likes+Shares+Comments)÷Total Posts

The resultant number gives us the channel score and determines the ranking for each semiconductor company in that table. An average of ranking in each channel is then taken to calculate positions in the final table.

Semiconductor companies analysed

The 39 companies analysed:

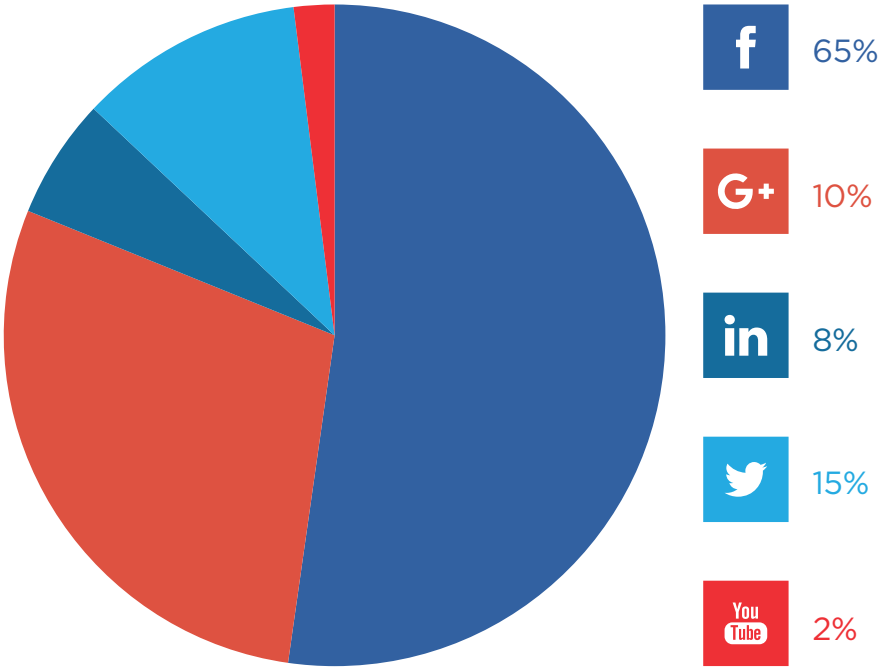
1. AMD
2. Analog Devices
3. ARM
4. Atmel
5. Broadcom
6. Cadence
7. Cypress Semiconductor
8. Dialog Semiconductor
9. Diodes Inc
10. Exar
11. Fairchild Semiconductor
12. Fujitsu
13. IDT (Integrated Device Technology)
14. Imagination Technologies
15. Infineon Technologies
16. Intel Corporation
17. Intersil
18. Linear Technology
19. Maxim Integrated
20. MediaTek
21. Microchip Technology
22. Micron Technology
23. Microsemi
24. Nichia
25. NVIDIA
26. NXP
27. ON Semiconductor
28. Qualcomm
29. Renesas Electronics EU
30. Rohm Semiconductor
31. Samsung Electronics
32. Semtech
33. Silicon Labs
34. SK Hynix
35. Sony Professional Solutions
36. STMicroelectronics
37. Texas Instruments
38. Toshiba Semiconductor
39. Xilinx

Key Findings

Followers

The 39 semiconductor companies surveyed have over 47 million followers over the five social media channels analysed in this report.

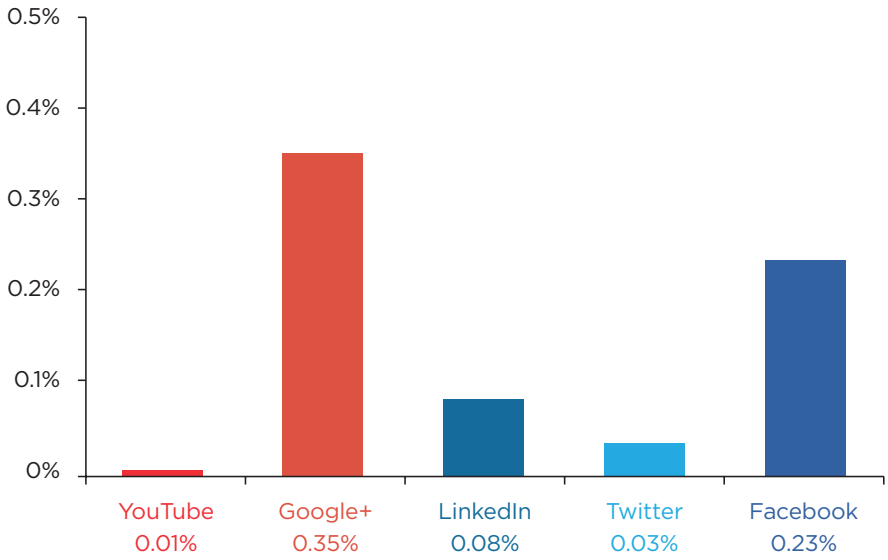
Facebook dominates the audience figures with 65% of all followers, up from 52% last year. This may indicate an increase in the maker audience size, or that semiconductor companies are now creating more content targeting this market segment.



Engagement

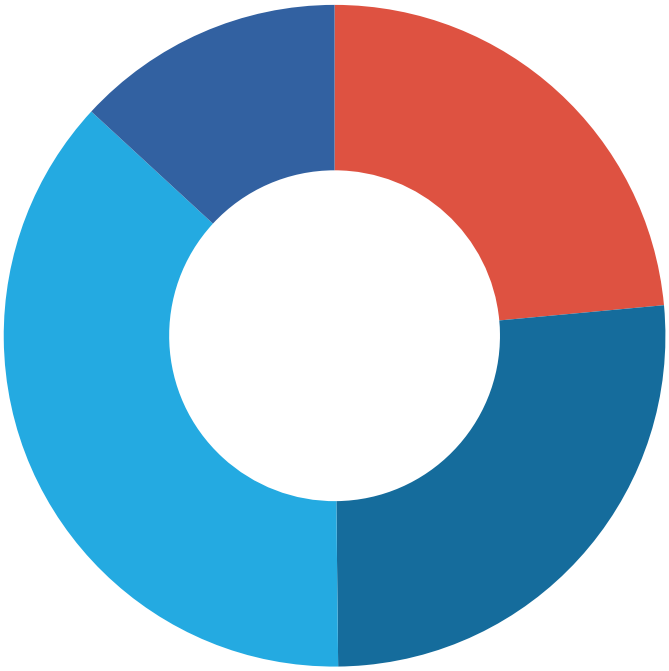
Overall engagement levels across the social channels has increased slightly from last year, but this still means that less than 0.5% of the audience engages with content published by companies.

The biggest change is Google+, which has seen engagement rates nearly triple to 0.35%. Facebook comes in next at 0.23%.



Activity

Another similarity from previous years: despite having a small share of followers (15%) of the total audience and with lower engagement than other channels, semiconductor companies are still more active on Twitter than on any of the other social channels.



Blog post shares by social network

Each blog post created by semiconductor companies is shared 324 times on average, up from 262 the previous year.

What type of blog post gets shared the most?

69% of all blog posts shared contained either were based on answering a "what" question (43%) or lists (26%).

The impact of the length of a blog post on the number of shares

Long content of 2,000-3,000 words works best across all channels.

Which company gets the most blog post shares?

NVIDIA is the big winner this year with 57% of total shares across all the companies analysed.

Which day of the week is best for posting a blog post?

Posting on a Tuesday generates an additional 62% shares compared to the next most popular days of the week (Wednesday and Thursday).

Blogging

Blogs and forums are a great way to generate fresh, keyword-rich content to help with search engine optimisation and social media activities.

The benefits are numerous. By defining a well-structured architecture, usually defined around key products and technologies, content is generated around key search terms, and cross-linked back to key landing pages within a website.

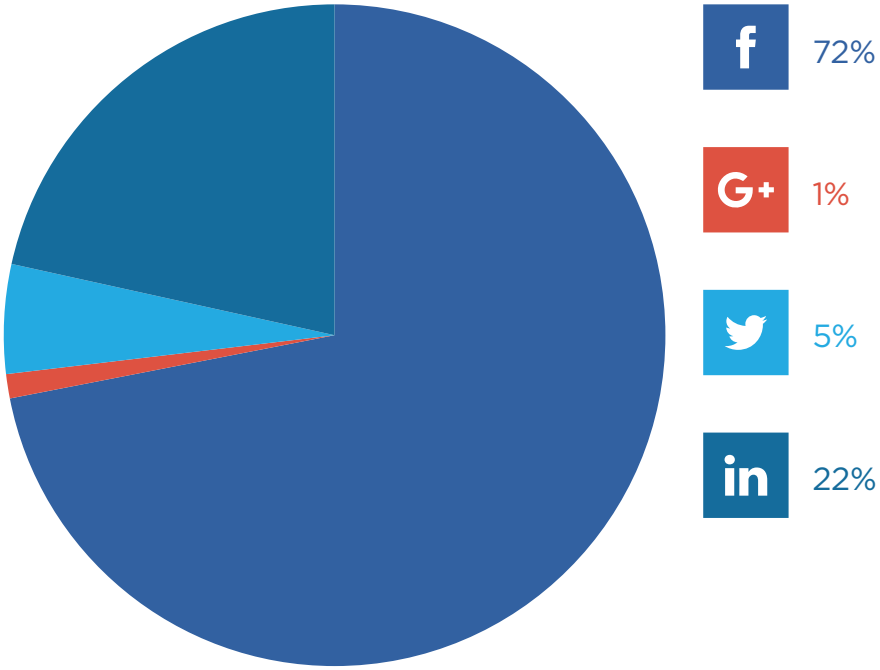
With a forum, companies are leveraging the power of user-generated content, and whilst engineers aren't traditionally known for being active on company run forums, the maker community certainly is, and many companies are taking advantage of this newer, more socially active audience.

Average shares by network

Blog analysis: what content gets shared, where, and when?

We analysed 2,376 blog posts published by semiconductor companies in 2016 to answer these questions.

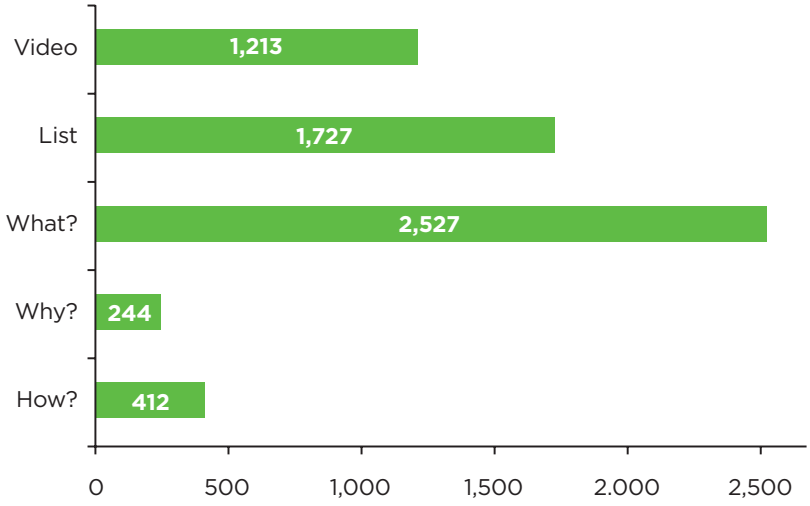
Supporting earlier findings, where Facebook has the largest audience and a highly engaged community, our analysis of where blog posts are shared shows that Facebook gets 72% of the total shares.



Average shares by content type

What type of content gets shared?

69% of all blog posts shared contained either were based on answering a "what" question (43%) or lists (26%). Content has been classified by type, as shown on the chart on the right.



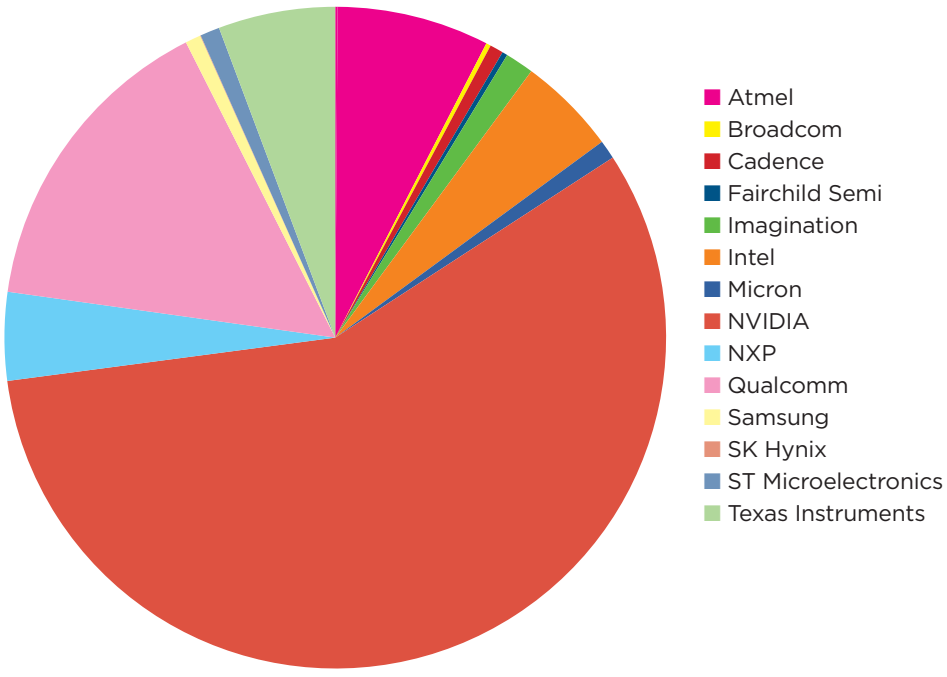
The top 10 blog posts from semiconductor companies

The top ten posts in terms of number of shares belong to NVIDIA and Qualcomm, with the same two companies dominating much of the top 50.

Company	Post	Shares
NVIDIA	NVIDIA DRIVE PX 2 Powers First Robotic Motorsports Competition	35,751
NVIDIA	NVIDIA Brings Interactive Photorealism to VR with Iray	29,803
NVIDIA	NVIDIA Gaming Technology Powers Nintendo Switch	27,728
NVIDIA	3 Reasons Why Computers Will Drive Better Than You	27,668
NVIDIA	What We Just Announced at Our 2016 GPU Technology Conference	25,142
NVIDIA	10 Ways NVIDIA Is Making VR a Reality	22,347
Qualcomm	The foundation and future of IoT [infographic]	18,319
NVIDIA	NVIDIA CEO Jen-Hsun Huang Unveils GeForce GTX 1080, World's Most Advanced GPU	17,242
NVIDIA	NVIDIA-Powered Cars Unveiled at Detroit Auto Show	16,840
Qualcomm	Connected home entertainment tech that brings living rooms to life	15,039

Total shares by company

NVIDIA receives more blog post shares (57%) than all of the other semiconductor companies put together.



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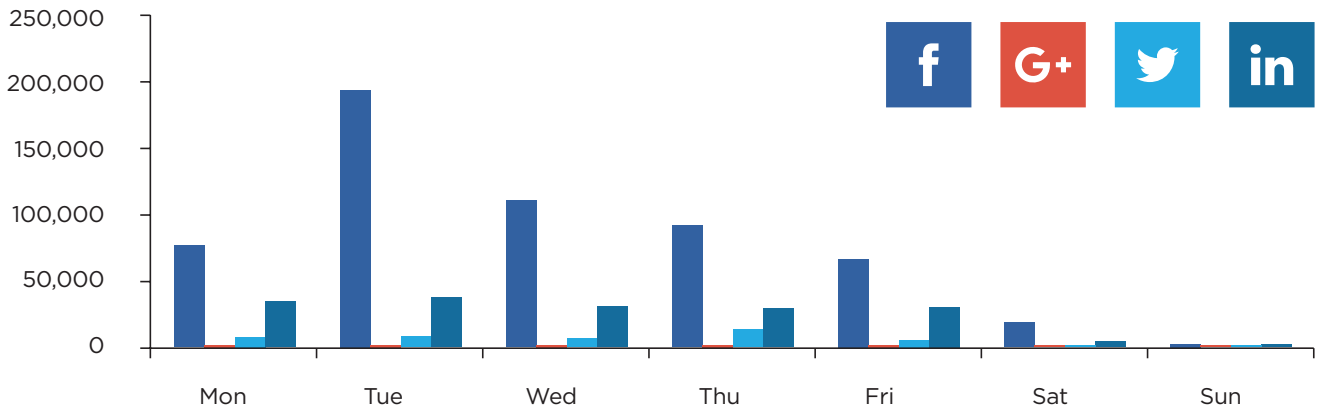
Blog post analysis: when to publish

Blog posts published on a Tuesday generate 62% more shares as those posted on any other day of the week. It is unclear whether this is due to the behaviour of website visitors, or the days on which blogs are most commonly posted.

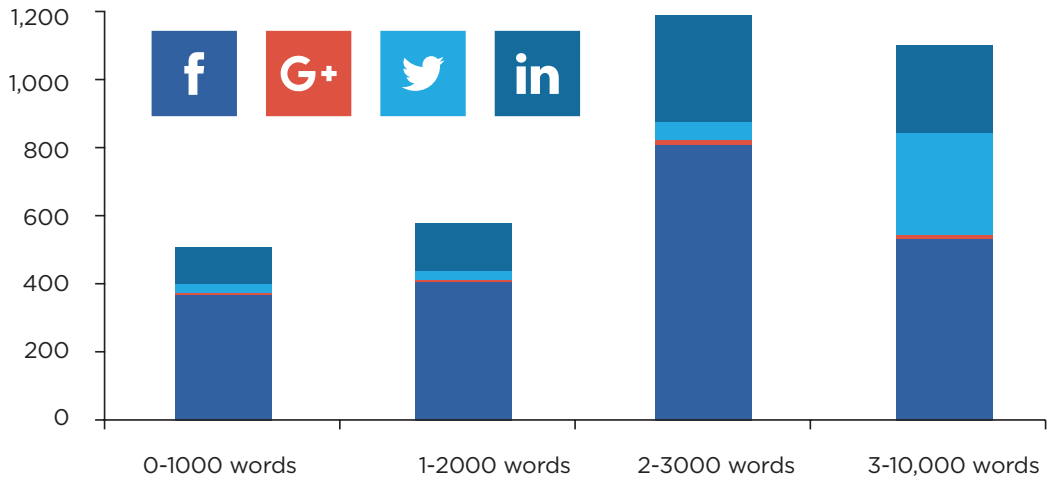
Total shares by day published



Blog post analysis: length of content

Long content outperforms shorter content by a significant factor, with posts of 2,000-3,000 words hitting the sweet spot.

Average shares by content length



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Blog ranking table

#	Change	Company	Total Posts	Total Shares	Shares per Post	Best Practice
1	+3	NVIDIA	340	379,326	1,116	5
2	+17	Texas Instruments	584	43,189	74	4
3	+2	Atmel	575	43,813	76	3
4	+19	ARM	720	27,127	38	5
5	-2	Qualcomm	103	114,347	1,110	4
6	0	Xilinx	436	25,909	59	3
7	+15	Intel	286	32,918	115	4
8	+10	Silicon Labs	110	77,018	700	4
9	0	NXP	134	32,487	242	4
10	0	Fujitsu	88	12,721	145	4
11	-4	Cadence	230	5,265	23	2
12	-	STMicroelectronics	61	8,137	133	4
13	-5	Imagination	48	8,178	170	4
14	-1	ON Semiconductor	56	6,252	112	5
15	-4	Micron	47	5,485	117	4
16	+5	Linear Technology	96	2,411	25	2
17	+9	Analog Devices	93	1,643	18	4
18	-16	Samsung Electronics	16	5,810	363	3
19	+7	MediaTek	57	1,082	19	4
20	-5	Fairchild	26	1,893	73	2
21	+5	Microchip	57	117	2	0
22	-5	Broadcom	6	541	90	2
23	+1	SK hynix	5	213	43	4
24	+2	Dialog Semiconductor	3	137	46	3
25	-	Cypress Semi	4	69	17	4
26	-1	Renesas	2	45	23	3
27	-1	Maxim Integrated	9	11	1	3
28	-8	AMD	4	5	1	4
29	-17	Sony Professional Solutions	1	5	5	3
30	0	Diodes Inc	n/a	n/a	n/a	n/a
30	0	Exar	n/a	n/a	n/a	n/a
30	0	IDT	n/a	n/a	n/a	n/a
30	0	Infineon	n/a	n/a	n/a	n/a
30	0	Intersil	n/a	n/a	n/a	n/a
30	0	Microsemi	n/a	n/a	n/a	n/a
30	0	Nichia	n/a	n/a	n/a	n/a
30	0	ROHM	n/a	n/a	n/a	n/a
30	0	Semtech	n/a	n/a	n/a	n/a
30	0	Toshiba Semiconductor	n/a	n/a	n/a	n/a

Facebook

The biggest change to affect Facebook publishers in 2016 was an algorithmic one - how it picks what visitors see on their News Feed.

The change was designed to retain and encourage their 1.65 billion users coming back to the website. After all, for every visit, Facebook gets another fraction of a cent in advertising revenue.

The changes essentially mean that users will see more updates from friends and relatives, and less articles and information directly posted by brands and publishers. The cynical amongst us will note that brands now need to pay more to target Facebook users.

Facebook ranking table by % engagement rate

#	Change	Company	Fans	Posts	Likes	Comments	Shares	Engagement	Best practice
1	+4	Semtech	317	13	75	0	9	26.50%	6
2	+14	AMD	469,160	55	113,253	1,287	941	24.61%	6
3	+4	ON Semiconductor	785	48	157	1	4	20.64%	5
4	-1	Silicon Labs	27,922	24	5,153	3	40	18.61%	6
5	-	Cypress Semi	4,370	82	629	29	43	16.04%	6
6	+19	Sony Professional Solutions	22,079	118	2,787	31	635	15.64%	6
7	+5	Texas Instruments	163,417	85	23,337	265	601	14.81%	6
8	+16	Diodes Inc	294	19	35	0	5	13.61%	4
9	+10	Analog Devices	35,127	86	4,208	53	405	13.28%	4
10	-2	IDT	1,691	23	177	1	0	10.53%	5
11	+12	STMicroelectronics	17,527	41	1,314	6	238	8.89%	5
12	+3	Xilinx	18,329	24	1,137	14	260	7.70%	5
13	+4	ROHM	4,696	10	218	0	57	5.86%	5
14	+4	Maxim Integrated	5,631	22	229	1	11	4.28%	6
15	+5	Qualcomm	959,096	20	32,674	1,076	3,479	3.88%	6
16	-12	Atmel	201,252	120	5,513	203	2,048	3.86%	5
17	-3	NXP	76,071	41	2,032	78	614	3.58%	5
18	-12	SK hynix	117,964	22	2,832	269	270	2.86%	6
19	+11	Microchip	169,799	76	4,295	88	583	2.92%	5
20	-5	Intersil	1,608	7	41	0	6	2.92%	5
21	+12	ARM	101,539	63	2,106	50	531	2.65%	5
22	+13	Dialog Semiconductor	353	50	9	0	2	3.12%	3
23	-1	Fairchild	5,563	26	162	2	6	3.06%	3
24	-11	Imagination	3,078	12	57	5	12	2.40%	4
25	-15	Linear Technology	2,692	5	47	0	6	1.97%	4
26	+1	Broadcom	11,238	8	154	6	25	1.65%	5
27	+1	NVIDIA	2,018,264	61	22,115	1,620	3,909	1.37%	6
28	-2	Fujitsu	45,400	26	515	10	71	1.31%	4
29	-18	Cadence	96,068	79	1,170	28	47	1.30%	4
30	-28	Infineon	109,889	12	915	11	119	0.95%	6
31	-30	Renesas	12,714	29	97	0	5	0.80%	4
32	-11	Toshiba Semiconductor	86,637	15	322	3	50	0.43%	6
33	-2	Samsung Electronics	40,899	16	87	4	2	0.23%	6
34	-5	Intel	25,761,725	38	36,080	1,118	2,420	0.15%	6
35	0	MediaTek	4,932	0	0	0	0	0.00%	5
35	0	Micron	0	0	412	0	0	0.00%	3
35	0	Exar	9	0	0	0	0	0.00%	0
35	0	Microsemi	860	0	0	0	0	0.00%	0
35	0	Nichia	207	0	0	0	0	0.00%	0

LinkedIn

One of the better changes to LinkedIn has been the re-vamp of Groups. More than just a facelift, posts can now be customised with images and direct mentions of other group members to help target and engage with influencers. Unfortunately, you can no longer message group members. Even so, being active in a few targeted groups can be a powerful way of increasing message reach.

LinkedIn ranking table

#	Change	Company	Followers	Status Updates	Likes	Comments	Engagement Rate	Best practice
1	+17	Microchip	46,106	198	8,336	79	18.25%	5
2	-1	Semtech	7,556	40	689	3	9.16%	5
3	+9	Sony Professional Solutions	8,530	41	685	11	8.16%	5
4	+20	ON Semiconductor	45,742	137	2,308	25	5.10%	5
5	+18	Silicon Labs	28,255	71	1,511	11	5.39%	4
6	+28	ROHM	1,309	14	67	0	5.12%	3
7	-5	Dialog Semiconductor	13,647	40	596	2	4.38%	3
8	+3	Analog Devices	56,971	64	1,864	29	3.32%	3
9	+1	ARM	77,468	66	2,245	32	2.94%	4
10	-4	Xilinx	67,764	23	1,656	24	2.48%	5
11	+22	Cadence	58,852	82	1,318	17	2.27%	5
12	+5	Toshiba Semiconductor	71,725	39	1,480	41	2.12%	5
13	-4	Infineon	76,915	19	1,743	15	2.29%	4
14	+13	NXP	100,206	34	2,227	24	2.25%	4
15	-	Cypress Semi	41,237	70	926	12	2.27%	3
16	-8	NVIDIA	187,430	61	5,531	59	2.98%	1
17	-2	Micron	72,587	33	1,290	13	1.80%	4
18	+4	Texas Instruments	212,769	45	3,578	51	1.71%	4
19	-6	Maxim Integrated	39,729	21	647	6	1.64%	4
20	+9	STMicroelectronics	107,599	42	1,604	17	1.51%	4
21	-5	Atmel	46,092	41	615	43	1.43%	4
22	-2	Fujitsu	186,871	73	2,549	12	1.37%	3
23	-4	Imagination	20,601	17	251	4	1.24%	3
24	-21	Linear Technology	12,739	8	133	3	1.07%	4
25	-3	AMD	145,418	23	1,696	43	1.20%	3
26	+8	IDT	14,573	5	123	2	0.86%	5
27	-22	MediaTek	49,292	14	434	4	0.89%	4
28	-3	Fairchild	24,621	21	166	2	0.68%	3
29	-15	Intersil	20,860	7	107	0	0.51%	5
30	0	Intel	808,016	26	3,688	111	0.47%	4
31	-10	Qualcomm	261,792	5	845	10	0.33%	4
32	+2	Microsemi	33,379	3	101	1	0.31%	4
33	-26	Broadcom	128,989	11	418	1	0.32%	3
34	-30	Diodes Inc	2,923	2	6	0	0.21%	5
35	-1	Exar	3,245	3	6	1	0.22%	3
36	-5	Samsung Electronics	798,697	3	586	21	0.08%	3
37	0	Nichia	958	0	0	0	0.00%	2
37	0	Renesas	6,370	39	0	0	0.00%	5
37	0	SK hynix	17,939	2	0	0	0.00%	4

Twitter

Twitter has recently cut down on the types of content that count towards the platform's 140-character limit. Media attachments (images, GIFs, videos, polls, etc.), usernames, and quoted tweets no longer reduce the count. The extra room for text gives users more flexibility in composing messages.

Twitter ranking table

#	Change	Company	Followers	Retweets	Tweets	Favourites	Replies	Engagement rate	Best practice
1	+11	Atmel	51,808	342	1,642	2,686	84	8.52%	5
2	+9	Infineon	4,642	146	159	192	4	7.65%	5
3	+3	ARM	28,944	288	600	932	11	5.33%	5
4	0	IDT	1,358	27	24	45	0	5.08%	5
5	+10	Xilinx	18,471	149	338	473	8	4.43%	5
6	-3	Semtech	1,659	19	27	42	0	4.16%	5
7	-6	Dialog Semiconductor	1,434	76	24	25	1	3.49%	5
8	+13	Sony Professional Solutions	26,044	179	299	595	10	3.47%	5
9	+14	Texas Instruments	64,303	248	623	1,378	31	3.16%	5
10	-3	MediaTek	26,457	36	207	619	9	3.16%	5
11	-6	ON Semiconductor	3,629	81	32	71	4	2.95%	5
12	+20	Microchip	29,687	179	290	527	21	2.82%	4
13	+6	STMicroelectronics	13,643	95	146	192	5	2.51%	5
14	+2	Fujitsu	74,831	238	1,091	750	5	2.47%	5
15	+7	Maxim Integrated	16,488	163	103	269	12	2.33%	5
16	+9	NXP	32,259	113	312	406	16	2.28%	5
17	-9	Qualcomm	332,655	106	1,422	5,658	108	2.16%	5
18	-5	Silicon Labs	21,861	110	168	292	2	2.11%	5
19	-	Cypress Semi	14,270	114	88	184	7	1.96%	5
20	+7	Cadence	13,610	131	80	157	0	1.74%	5
21	-1	AMD	459,881	59	1,834	5,525	174	1.64%	5
22	+9	Analog Devices	28,652	239	183	242	6	1.50%	5
23	-9	Imagination	3,757	29	28	22	0	1.33%	5
24	-7	Diodes Inc	673	47	0	7	0	1.04%	5
25	+9	NVIDIA	1,126,642	122	3,312	7,798	208	1.00%	5
26	-9	Samsung Electronics	225,778	52	484	698	41	0.54%	5
27	+6	Renesas	4,726	26	15	13	0	0.59%	4
28	+1	Fairchild	13,699	32	25	41	1	0.49%	5
29	-20	Micron	9,779	12	14	24	0	0.39%	5
30	0	Linear Technology	17,783	17	20	46	3	0.39%	3
31	-7	Intersil	2,480	11	4	4	0	0.32%	4
32	-6	ROHM	4,529	10	3	8	0	0.24%	5
33	+2	Intel	4,562,210	209	2,048	6,078	172	0.18%	5
34	-32	Broadcom	35,112	6	18	18	0	0.10%	4
35	+2	Exar	383	0	0	0	0	0.00%	2
35	+2	Microsemi	2,157	0	0	0	0	0.00%	1
35	+1	Toshiba Semiconductor	92	4	0	0	0	0.00%	4
38	0	Nichia	n/a	n/a	n/a	n/a	n/a	n/a	n/a
38	0	SK hynix	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Google+

The newly designed Google+ pages are simpler, and also more mobile friendly, with a deliberate focus on simple navigation and improved search. And with almost no information about a business.

The old style page was rich with content relevant to local businesses, including map, photo uploads, business description, and reviews. However, the new G+ pages no longer display the following features and info:

- Reviews / Star Rating
- Business Categories
- Maps / Directions
- Photo uploads / Interior photos
- Opening hours

The new Google+ is geared towards sharing content with those who share similar interests. Communities and Collections are areas on Google+ where users can find people with similar interests, and share content related to those subjects.

- **Communities** – Google states that Communities average 1.2 million new joins per day, and allows users to immerse themselves in content they are interested in.
- **Collections** – Collections are growing even faster and broadly focus on more creative or niche groups.

Google+ ranking table

#	Change	Company	Followers	+1s	Posts	Comments			Engagement Rate	Best practice
						Likes		Shares		
1	+28	Microchip	34	0	69	149	1	39	555.88%	3
2	-	Cypress Semi	46	186	80	2	3	16	45.65%	1
3	+26	Semtech	28	0	12	8	0	0	28.57%	3
4	+13	Sony Professional Solutions	1,189	191	115	122	1	3	10.60%	3
5	+19	ON Semiconductor	700	1,535	42	39	2	1	6.00%	4
6	+17	Samsung Electronics	102	452	15	6	0	1	6.86%	2
7	-2	ARM	4,023	8,484	22	99	3	12	2.83%	5
8	+11	Analog Devices	2,245	3,626	82	47	2	19	3.03%	4
9	0	Silicon Labs	435	919	14	11	1	1	2.99%	4
10	+5	Cadence	955	1,306	81	21	0	6	2.83%	4
11	+15	NXP	68	949	50	1	0	1	2.94%	2
12	+17	ROHM	112	0	4	3	0	0	2.68%	2
13	0	Maxim Integrated	867	1,355	62	15	0	1	1.85%	4
14	+7	Texas Instruments	14,496	33,730	51	225	19	30	1.89%	3
15	+1	Fujitsu	3,430	4,881	26	45	0	3	1.40%	4
16	+6	Diodes Inc	236	512	30	3	0	0	1.27%	4
17	-15	IDT	398	530	11	4	0	0	1.01%	4
18	-11	Xilinx	2,390	4,172	15	11	0	2	0.54%	4
19	-8	AMD	40,516	85,748	2	108	0	4	0.28%	4
20	+5	NVIDIA	3,311,259	3,521,690	44	2,913	263	139	0.10%	5
21	-1	Atmel	0	24,849	86	230	12	39	0.00%	4
21	-13	Broadcom	1,156	1,600	0	0	0	0	0.00%	4
21	+11	Dialog Semiconductor	10	0	0	0	0	0	0.00%	3
21	+18	Exar	0	0	0	0	0	0	0.00%	0
21	+11	Fairchild	26	26	0	0	0	0	0.00%	2
21	-18	Imagination	605	1,424	0	0	0	0	0.00%	3
21	-17	Infineon	188	269	0	0	0	0	0.00%	4
21	+3	Intel	1,249,732	1,409,536	0	0	0	0	0.00%	4
21	+11	Intersil	18	0	13	0	0	0	0.00%	1
21	+11	Linear Technology	234	336	0	0	0	0	0.00%	2
21	-20	MediaTek	0	2,366	17	53	0	1	0.00%	4
21	+11	Micron	34	38	0	0	0	0	0.00%	2
21	+11	Microsemi	24	26	0	0	0	0	0.00%	1
21	-15	Qualcomm	0	18,362	16	250	9	32	0.00%	5
21	+5	Renesas	222	356	0	0	0	0	0.00%	4
21	+17	SK hynix	7	0	0	0	0	0	0.00%	0
21	-9	STMicroelectronics	0	2,732	12	8	0	1	0.00%	3
21	-3	Toshiba Semiconductor	40,929	49,921	0	0	0	0	0.00%	1
39	0	Nichia	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

YouTube

As VR continues to grow in popularity, YouTube has released the YouTube VR App on the Daydream platform with more to follow.

HDR video is also now supported, relegating blocky, bitmapped videos further into history.

YouTube ranking table

#	Change	Company	Subscribers	Videos	Views	Likes	Comments	Engagement Rate	Best practice
1	+35	ROHM	113	41	929	9	1	8.85%	3
2	+8	Sony Professional Solutions	20,680	333	1,145,626	972	143	5.39%	4
3	+23	Maxim Integrated	602	91	4,867	24	6	4.98%	4
4	+33	Silicon Labs	3,000	431	32,455	76	25	3.37%	5
5	-2	AMD	104,309	693	756,150	3,191	535	3.57%	4
6	+29	Texas Instruments	24,072	3,250	122,566	717	54	3.20%	5
7	-5	Intel	260,197	533	7,886,578	6,416	608	2.70%	5
8	+23	ON Semiconductor	1,243	564	8,791	26	5	2.49%	5
9	-8	NVIDIA	369,094	1,482	1,842,323	7,370	1,819	2.49%	5
10	+6	Fujitsu	3,140	311	13,075	91	5	3.06%	3
11	+22	Dialog Semiconductor	168	56	2,473	4	0	2.38%	4
12	+12	IDT	1,332	146	9,187	29	0	2.18%	4
13	-7	Samsung Electronics	134,560	2,204	629,341	2,303	275	1.92%	4
14	+1	Analog Devices	8,418	655	47,172	124	10	1.59%	5
15	+14	Renesas	1,940	904	32,799	33	1	1.75%	4
16	-9	ARM	46,128	1,426	153,168	722	86	1.75%	4
17	+6	Intersil	807	158	31,346	10	4	1.73%	4
18	-5	Microchip	14,781	1,119	53,119	226	24	1.69%	4
19	-1	NXP	6,586	768	29,239	96	8	1.58%	4
20	-12	Linear Technology	3,306	167	13,566	56	1	1.72%	3
21	-2	Xilinx	7,725	974	31,013	100	16	1.50%	4
22	0	Cadence	5,032	759	19,721	65	6	1.41%	4
23	+4	Micron	1,910	177	5,570	17	1	0.94%	4
24	-12	STMicroelectronics	6,133	324	33,682	46	5	0.83%	4
25	-8	Imagination	4,926	360	13,446	39	7	0.93%	3
26	-22	Qualcomm	26,427	242	58,602	209	-2	0.78%	4
27	-18	Atmel	11,604	511	40,015	64	15	0.68%	4
28	-23	MediaTek	5,194	148	13,857	25	0	0.48%	4
29	+3	Semtech	249	76	2,289	0	1	0.40%	4
30	0	Fairchild	487	108	1,098	1	0	0.21%	3
31	-17	Broadcom	1,711	56	896	1	1	0.12%	3
32	-	Cypress Semi	2,830	525	0	0	0	0.00%	4
32	+2	Diodes Inc	27	3	57	0	0	0.00%	0
32	+8	Exar	2	3	0	0	0	0.00%	0
32	-21	Infineon	0	133	3,644	6	2	0.00%	4
32	-4	Microsemi	104	13	600	0	0	0.00%	4
32	+6	SK hynix	14	6	115	0	0	0.00%	0
32	+7	Toshiba Semiconductor	809	63	n/a	n/a	n/a	0.00%	3
39	-4	Nichia	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Semiconductor industry social media index

The final rankings table in the semiconductor industry social media index takes the average ranking across the six channels analysed.

#	Change	Company	Blog	LinkedIn	Facebook	Google+	Twitter	YouTube	Average
1	+7	ON Semiconductor	14	4	3	5	11	8	7.50
2	+13	Silicon Labs	8	5	4	9	18	4	8.00
3	+10	Sony Professional Solutions	29	3	6	4	8	2	8.67
4	+26	Texas Instruments	2	18	7	14	9	6	9.33
5	-2	ARM	4	9	21	7	3	16	10.00
6	+4	Semtech	30	2	1	3	6	29	11.83
7	+28	Microchip	21	1	19	1	12	18	12.00
8	+3	Xilinx	6	10	12	18	5	21	12.00
9	+8	Analog Devices	17	8	9	8	22	14	13.00
10	+21	NXP	9	14	17	11	16	19	14.33
11	-6	Atmel	3	21	16	21	1	27	14.83
12	-3	Maxim Integrated	27	19	14	13	15	3	15.17
13	+6	Dialog Semiconductor	24	7	22	21	7	11	15.33
14	+11	ROHM	30	6	13	12	32	1	15.67
15	-	Cypress Semi	25	15	5	2	19	32	16.33
16	+10	NVIDIA	1	16	27	20	25	9	16.33
17	+5	Fujitsu	10	22	28	15	14	10	16.50
18	-11	IDT	30	26	10	17	4	12	16.50
19	-7	AMD	28	25	2	19	21	5	16.67
20	+3	STMicroelectronics	12	20	11	21	13	24	16.83
21	+3	Cadence	11	11	29	10	20	22	17.17
22	-8	Qualcomm	5	31	15	21	17	26	19.17
23	-22	Infineon	30	13	30	21	2	32	21.33
24	-20	Imagination	13	23	24	21	23	25	21.50
25	+13	Intel	7	30	34	21	33	7	22.00
26	+11	Samsung Electronics	18	36	33	6	26	13	22.00
27	-9	Linear Technology	16	24	25	21	30	20	22.67
28	-22	MediaTek	19	27	35	21	10	28	23.33
29	-2	Micron	15	17	35	21	29	23	23.33
30	-9	Diodes Inc	30	34	8	16	24	32	24.00
31	-15	Intersil	30	29	20	21	31	17	24.67
32	0	Fairchild	20	28	23	21	28	30	25.00
33	+1	Renesas	26	37	31	21	27	15	26.17
34	-6	Toshiba Semiconductor	30	12	32	21	35	32	27.00
35	-23	Broadcom	22	33	26	21	34	31	27.83
36	-7	SK hynix	23	37	18	21	38	32	28.17
37	+3	Microsemi	30	32	35	21	35	32	30.83
38	+1	Exar	30	35	35	21	35	32	31.33
39	-3	Nichia	30	37	35	22	38	39	33.50

Methodology

For each channel we recorded quantitative measures of activity, for example the number of Twitter followers. Companies were also awarded points for demonstrating good practice in how they used each channel. These good practice criteria are simple steps that companies can and should take in order to engage successfully in each channel. Each criterion has equal weighting with companies assigned a 1 or a 0 depending on whether they complied or not.

Best practice scoring system

Channel	Best practice
Blog	1. Users can comment 2. Company replies to comments 3. Company's posts include images 4. Company posts about industry news, not solely company news 5. Channel is integrated with other social media activity
LinkedIn	1. Company has created groups / showcase pages 2. Company is posting regular updates 3. Company is posting photos / videos 4. Channel is integrated with other social media activity 5. Channel is branded and linked to the corporate website
Facebook	1. Company is posting images / videos 2. Company is posting links 3. Company replies to wall posts 4. Channel is branded and links to corporate website 5. Channel is integrated with other social media activity 6. Company uses #hashtags in posts
Twitter	1. Company is tweeting images / videos 2. Company is interacting with other users through @mentions 3. Company is sending Tweets with #hashtags 4. Company is posting to links to content other than their own 5. Channel is integrated with other social media activity
Google+	1. Company has created and maintains a G+ community 2. Company replies to comments 3. Profile has added tabs beyond "About" and "Posts" 4. Channel is branded and links to the corporate website 5. Channel is integrated with other social media activity
YouTube	1. Videos are separated into playlists 2. Featured channels are setup 3. The channel is branded, and the "About section" is complete 4. Company replies to comments on videos 5. Channel is integrated with other social media activity

How we calculate the rankings

1. Calculate the individual company score for each of the six channels.

a. *Channel score = engagement rate X good practice weighting.*

b. Good practice weighting is an opportunity for companies to improve their overall score by the quality of how they use social media channels.

c. For each of the five good practice criteria a company can score an extra 20% above their quantitative score.

d. In the few cases where companies had zero for the good practice rating, they were not penalised - their channel score was based solely on the quantitative measure.

e. Companies that did not use a particular channel were scored at zero.

2. Rank each company from 1 downwards by its individual channel score for each channel.

a. The highest score was ranked number 1 and so on until all companies were ranked.

b. Companies with equal scores were treated as joint rankings.

c. Companies with zero scores were treated as joint last place.

3. Take the average ranking across all six channels.

a. *Average ranking = (blog ranking + Facebook ranking + Google+ ranking + LinkedIn ranking + Twitter ranking + YouTube ranking) / 6.*

4. Rank each company from 1 downwards by its average ranking across all four channels to provide the overall index.

a. The lowest average ranking score was ranked number 1 and so on until all companies were ranked.

b. Companies with equal scores were treated as joint ranked.

How does your company rank in social media?

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