

Social Media & Digital Advisory



Transmission Private is the leading communications advisor to successful individuals and families. We are a global leader in advising entrepreneurs, executives, and their businesses on their social media & digital requirements, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

In a fast-moving world, successful individuals and businesses need to carefully update and tailor their communications strategies to new platforms and channels, whether that's on social media, within search results, or otherwise.

We have worked alongside some of the world's most successful individuals to enhance their online reputation, whilst protecting their privacy.

Our Digital Advisory team is strategic, thoughtful, and innovative. They have decades of experience helping clients leverage cutting-edge technology and communications techniques to give themselves a competitive edge.

They are creative, digital-native, and able to guide clients through the risks and opportunities of new forms of communication.

Our service

Our Digital Advisory team acts for clients who are already well-established online, as well as those that are only now finding their feet on the Internet.

Our key services include:

- Strategic communications support on personal, corporate, and executive positioning;
- Putting in place a strategy to determine the digital visibility of executives;
- Creation of digital assets, such as personal and holding websites;
- Leveraging digital techniques to reinforce an individual's credibility;
- Identifying the key digital channels to reach target audiences, such as business peers and financial stakeholders;
- Setting social media strategies;
- Determine the appropriate tone for social media channels;
- Coordinating online communications campaigns, leveraging online advertising, media, and PR;
- Putting in place protections around your privacy online;

- Designing all collateral for online communications, including graphics and video;
- Conducting online reputation audits to identify harmful, or embarrassing, content;
- Managing clients' online presence, including on search engines;
- Monitoring risks to reputation on social media and elsewhere online.

Every client requires a personalised work programme, and it may be necessary to deploy bespoke research activity to deal with special cases.

Our experience

Our team has supported a wide variety of clients who want to leverage digital communications tools in a powerful, yet balanced, way.

Our recent highlights include:

- Setting the social media strategy for the CEO of a FTSE-100 company, giving them careful visibility to the financial community without exposing them to intrusive public and media interest.
- Coordinating a creative digital communications campaign, leveraging social media and digital advertising to enhance the reputation of a single-family office (£1.2 billion) to attract relevant, high-quality deal flow.
- Reinforcing the professional credentials of a next-generation family member online through managing their digital biographies and profiles, as well as strategically placing positive content online.
- Building and launching a new website for a family office (£750 million AUM) to reinforce the investment vehicle's credentials, as well as selectively raising the online profiles of specific family members online.
- Devising an online communications strategy on behalf of an entrepreneur to selectively raise their visibility and enhance their reputation amongst private equity and pension funds in advance of a large raise for their infrastructure fund (\$3 billion).

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S 500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S 500²⁰¹⁹

For more information

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