BRIDGEHEAD | CORPORATE

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GUERNSEY FIDUCIARY POWER LIST 2025

Guernsey's Top 20 fiduciary service providers by media mentions, social media reach and domain rating

FIELDWORK & ANALYSIS: FEBRUARY 2025

BRIDGEHEAD COMMUNICATIONS LTD
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ABOUT BRIDGEHEAD COMMUNICATIONS

Bridgehead Communications is a full-service PR and communications agency. Our corporate division, Bridgehead Corporate, specialises in providing marketing, public relations, public affairs and thought leadership expertise to businesses and their leaders across a range of industries, including financial services.

Headquartered in London, our recently opened Channel Islands office is based in St. Peter Port, Guernsey where I grew up and where my family still live. My team and I help our clients to showcase their brand, improve their reputation, and influence change among the audiences that matter to them. We do this through the media, online, and among policymakers, both in the UK and at a European level.

Our expert team includes former national print and broadcast journalists as well as senior policy advisers with an in-depth understanding of corporate communications. Collectively, we offer our clients decades of experience acquired on the frontlines of the media, industry, and politics.

For more information, please visit our website: https://bridgeheadcommunications.com/corporate/guernsey-pr-and-marketing or contact me directly on:

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William Walter,
Managing Director,
Bridgehead Communications

Our core services include:

Marketing & Content Production

Profile Promotion

Crisis Communication & Reputation Management

Regulatory & Political Engagement

Campaign Management

2. OVERVIEW AND KEY FINDINGS

The role and significance of online news and digital media in financial services is changing.

The role and significance of online news and digital media in financial services is changing. As our analysis will show, online news is allowing firms to market their expertise and services to ever growing global audiences. It is also serving as a key tool to help firms to optimise their content and rank effectively against their peers online. Chart 1 on page 6 illustrates this growth in media coverage.

Meanwhile, platforms such as LinkedIn are enabling firms to share their insights, drive stakeholder engagement, and support business development in real-time.

Independent analysis shows how different social media platforms have grown in popularity among sub sectors of the financial services industry[1].

In this study we seek to better understand the growing role played by both the print and online media as well as social media in supporting the marketing and business development objectives of the leading operators within Guernsey's fiduciary services industry. We construct a series of rankings of those with the greatest presence in the local, trade, and national media as well as those with the greatest following on LinkedIn and other social media platforms commonly used by the industry.

We begin by first looking at media coverage. Using the Guernsey Financial Services Commission's regulated entities list, we construct a ranking of Guernsey's top 20 providers of fiduciary services based upon the number of **media mentions** over the past five years (page 19). We explore what activities drove this media attention and the outlets that generated the most coverage. This includes coverage that makes reference to that firm's wider Guernsey operations, not necessarily each firm's fiduciary function alone.

We then explore the online presence of the top 20 fiduciary service providers further by analysing their social media following (page 26). We examine how these 20 firms use **social media,** which platforms they use, what they use those platforms for, and how effective they are at growing their audiences.

Lastly, we explore the **domain rating** of each firm from our media coverage (page 28). Rated from 1 to 100, domain rating is an objective measure of the strength and authority of a website in the eyes of internet search engines, such as Google. It is significant because it influences that firm's ability to rank higher in search engine results for key terms, such as 'Fiduciary Services Channel Islands' used by your prospective clients. Domain rating is becoming an increasingly important component of digital marketing strategies across industries.

1 Smart Insights - Financial services social media trends for 2024 - 15 December 2023

But, we begin by laying the groundwork for our analysis of the physical and digital media presence of these firms by looking at the growth in interest in fiduciary services over the past four decades. We track the total coverage the fiduciary industry has received over time and analyse the geographical makeup of interest in fiduciary services.

We then explore social media platforms themselves. We look at the four the most widely used social media platforms in the fiduciary services sector: LinkedIn, Facebook, Instagram, and X/Twitter. We explore which are growing in influence and which are not.

We conclude by researching the age demographics of their users as a guide to which platforms will become more influential in the coming years.

KEY FINDINGS

Global Media Mentions (1980 – 2023)

294 per cent increase in media mentions of fiduciary services, offshore trusts and wealth management since 1998.

Global Financial Crisis caused **sharpest global rise** in mentions.

Nearly seven per cent average annual growth in mentions since 2015.

Jersey dominated the media mentions from the 1980s until the mid-1990s but saw its share of coverage fall as other jurisdictions gained ground.

Cayman Islands grew from less than ten per cent of coverage to **more than a third** by 2020.

Guernsey consistently had the smallest share of media mentions throughout the period.

Search Engine Optimisation

US, UK and India among the leading countries for fiduciary services, trust and wealth management keyword searches.

35 per cent of fiduciary and more than half of private wealth management searches come from US.

RESULTS AND ANALYSIS

Media Coverage (2019-2024)

Ogier topped ranking with **135** pieces of coverage.

Well over half (60 per cent) of all articles published in local media publications.

36 per cent published in trade/ specialist financial publications.

Two per cent published in national/international media.

Social Media

491,733 combined following among firms across LinkedIn, Facebook, Instagram, and X/Twitter.

85 per cent of following from LinkedIn.

Oak Group topped ranking of fiduciary services providers with dedicated Channel Islands accounts.

Bachmann Group has largest X/Twitter following **(752).**

HSBC Channel Islands & Isle of Man has largest Facebook following **(4,900).**

Domain Rating

HSBC Channel Islands & Isle of Man topped domain rating ranking with score of **83.**

Strong correlation between domain rating and social media following.

3. INTRODUCTION

Guernsey's fiduciary services sector

Guernsey's financial services sector plays a major part in the island's prosperity. It accounts for one-fifth of the island's employment and nearly two-fifths of its GDP[2]. Fiduciary services account for a significant share of this. Guernsey was one of the first financial centres globally to develop a thorough licensing system for its trust and corporate service providers.

Guernsey's finance industry also makes a significant contribution to the UK economy. A recent Frontier Economics report[3] commissioned by Guernsey Finance estimates that the island's funds industry alone holds UK assets worth in the region of £57 billion.

In a recent interview for our in-house newsletter, OFC Insider[4], Rupert Pleasant, chief executive of Guernsey Finance, makes clear that for "every £1 million invested from Guernsey… £98,000 is added to the UK's gross value and 2.9 jobs are created."

Given that UK Prime Minister Sir Keir Starmer has pledged to drive growth through investment whilst describing Labour as "the party of wealth creation"[5], Guernsey's financial services sector has an important role to play in supporting that inward investment into Britain.

Critical too is the island's long-established relationships with UK professional services firms. These links are mutually beneficial, with UK firms often referring clients to Guernsey fiduciary providers and vice versa. The same Frontier Economics study estimates that approximately £13 billion -- or 25 per cent of the £57 billion -- may not have been invested in the UK had these funds been held in an alternative international finance centre.

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2 Guernsey Press - Nick Moakes: What has the finance sector ever done for us? - 5 March 2024
3 Frontier Economics - Value of Guernsey financial services to the UK – 15 January 2024
4 OFC Insider - "Approach us with an open mind" Guernsey Finance Chief urges Labour Government – 4 October 2024
5 Reuters - UK Labour leader Starmer stakes all on wealth creation with election offer – 13 June 2024

Growing global media interest

To understand the importance of the media, social media, and search engine optimisation (SEO) and other PR and marketing techniques to the industry, it's first useful to understand the growing level of global interest the fiduciary services sector has attracted over time.

Chart 1[6] below illustrates the growth in global media mentions for terms related to fiduciary services (**"fiduciary firm"**, **"fiduciary services"**, or **"fiduciary provider"**), **"offshore trusts", "wealth management" and "offshore" and "family office"** from the beginning of the 1980s to the end of 2023.

Whilst an imperfect measure of the demand for the sector's services, media coverage is an indication of the relative importance the sector holds. Moreover, media coverage can often correlate with industry trends.

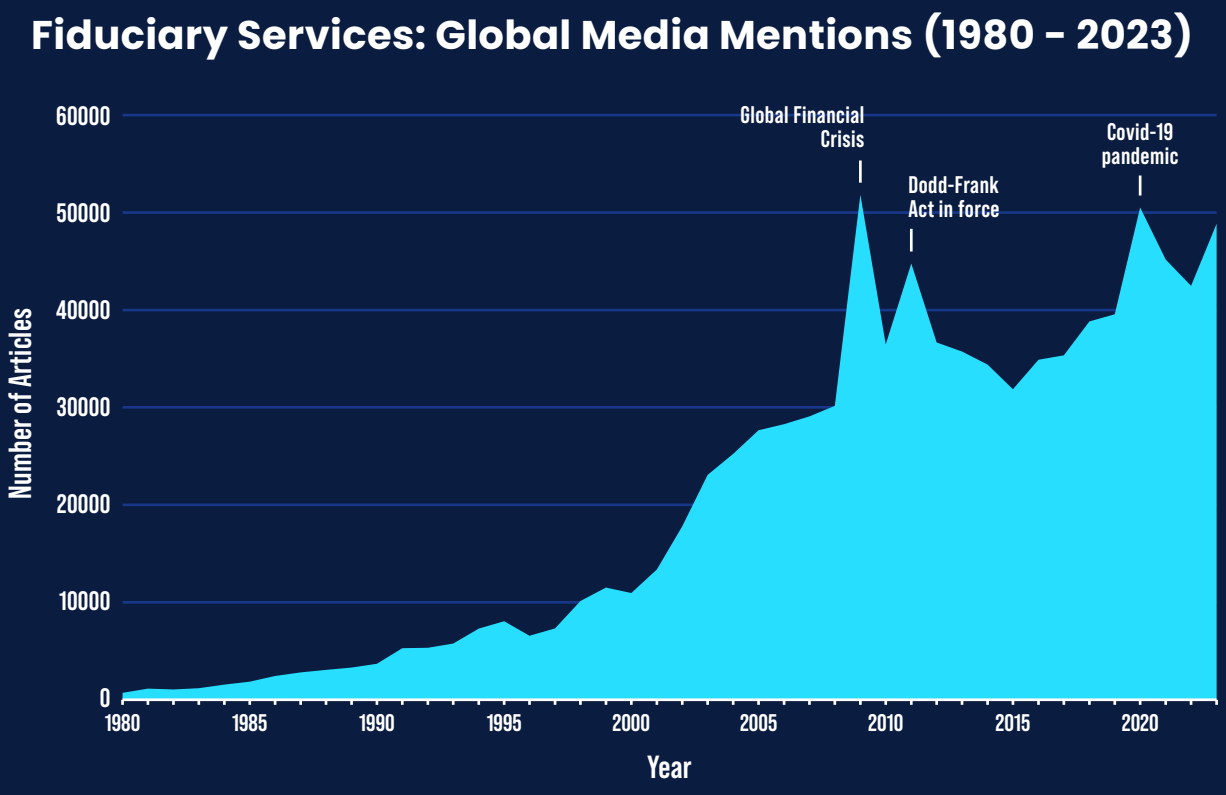

Chart 1

6 Source: Dow Jones Factiva

Chart 1 shows that fiduciary services and related search terms have gained considerable attention over the past four decades. Since 1998, there has been a 294 per cent increase in media mentions of fiduciary services, offshore trusts and wealth management. The period prior to the new millennium saw slow but gradual growth, driven by the increasing complexity of wealth management and developing globalisation. The steady rise in mentions in recent years suggests a sustained focus on fiduciary services as an essential aspect of financial and legal services.

Since 1998, there has been a 294 per cent increase in media mentions of fiduciary services, offshore trusts and wealth management.

There is a noticeable spike in mentions from 2008-2010. This came amidst the collapse of major financial institutions which highlighted failures in fiduciary responsibilities, particularly regarding risk management, ethical financial advice, and corporate governance.

The steady rise in mentions in recent years suggests a sustained focus on fiduciary services as an essential aspect of financial and legal services.

Furthermore, the crisis triggered widespread reforms aimed at preventing future systemic financial failures. Notably, this included the Dodd-Frank Act of 2010 which introduced stricter financial regulations in the US, encompassing fiduciary requirements for financial advisors and institutions managing client funds. Other countries introduced similar reforms, such as the UK's then Financial Services Authority (FSA) which increased oversight of financial firms.

This three-year period marked an increase in media mentions of more than a third (37 per cent) from the preceding three years. However, there is a sharp sustained decline back to the levels prior to the Global Financial Crisis until 2015.

From that period onwards, there was a sustained increase in the number of mentions, growing at an average rate of just under seven per cent annually. This rise was marked by a second spike around the pandemic. This was partly due to a growing importance and accountability for fiduciary providers to consider Environmental, Social, and Governance (ESG) factors in investment decisions in addition to advancements in fintech, blockchain, and artificial intelligence that have transformed fiduciary services.

From that period onwards, there was a sustained increase in the number of mentions, growing at an average rate of just over seven per cent annually.

We also charted the breakdown of coverage received by each major offshore financial centre (Chart 2)[7].

Fiduciary Services: Global Media Mentions by Jurisdiction (1980 - 2023)

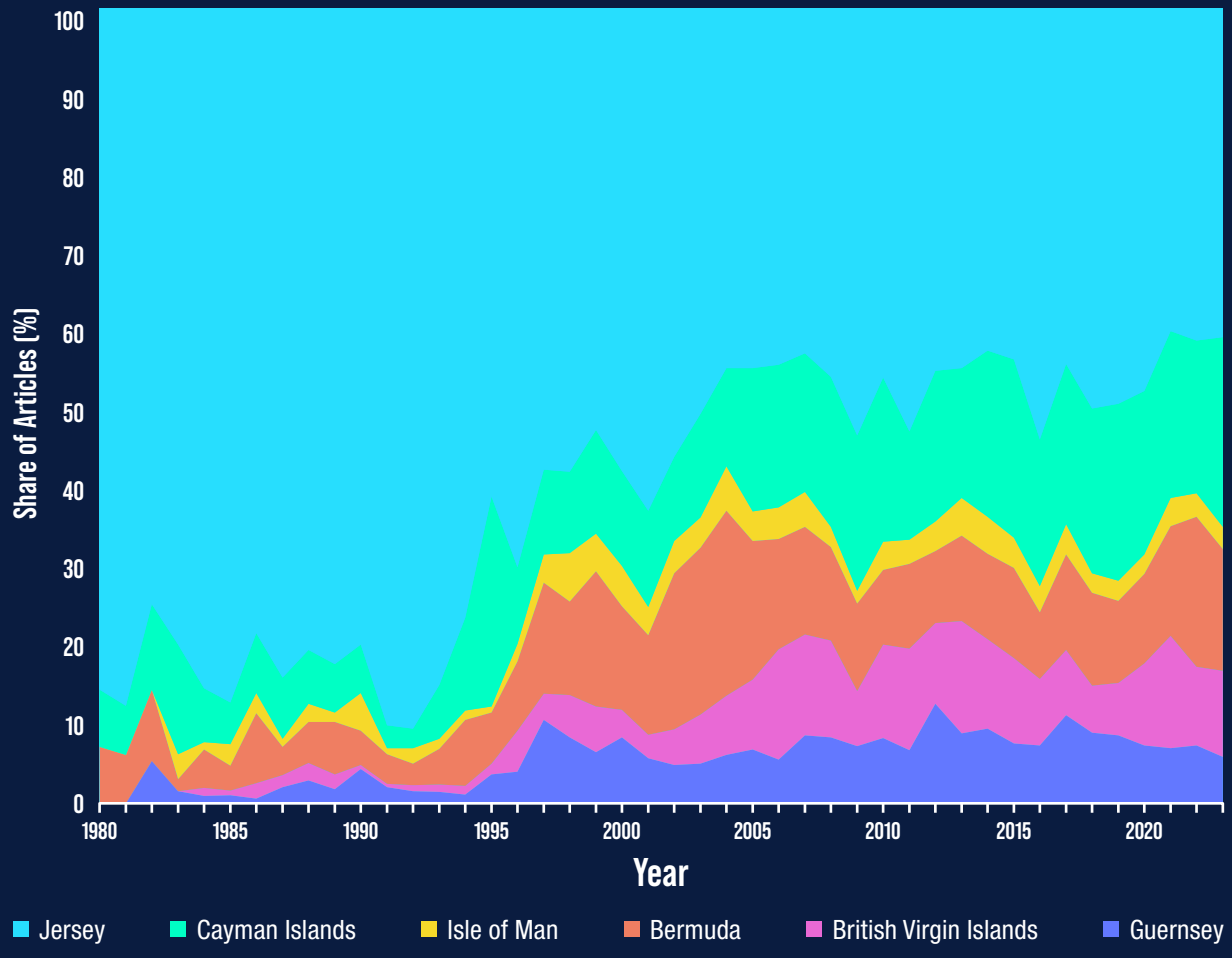

Chart 2

7 Source: Dow Jones Factiva

Chart 2 shows that in the 1980s and early 1990s, Jersey was the undisputed leader in global media mentions. In 1980, Jersey accounted for over 85 per cent of all mentions, underscoring its dominance as a leading jurisdiction for fiduciary services. This dominant position continued through the early 1990s, with Jersey still holding almost two-thirds of mentions in 1990.

In 1980, Jersey accounted for over 85 per cent of all mentions.

However, Jersey's dominance began to erode in the mid-1990s as other jurisdictions gained traction. Despite the decline, Jersey remained a major player, consistently contributing around 40 per cent of mentions through the 2010s and into 2023. The diminishing share reflects increasing competition from emerging jurisdictions, particularly the Cayman Islands and the British Virgin Islands (BVI).

The Cayman Islands rapidly emerged as a key player in the 1990s. By 1995, they captured 21 per cent of mentions, a sharp increase from earlier years. The rise of the Cayman Islands can be attributed to their reputation as a hub for offshore trusts, financial services, and regulatory innovation. Their ability to attract international businesses and high-net-worth clients has allowed them to outpace competitors and grow their position as the second largest jurisdiction by media coverage today.

The BVI's growth has been one of the most notable trends in the data. In the 1980s, the BVI had almost no presence in media mentions. However, by 1995, it had gained significant visibility, capturing close to 12 per cent of mentions.

Guernsey has consistently had among the smallest share of media mentions throughout the period. Starting with almost no mentions in the 1980s, Guernsey's visibility peaked at almost one-in-ten mentions in 2012 and 2017 but declined modestly in subsequent years.

Consequently, Guernsey's position presents significant growth potential. Its peak visibility of nearly ten per cent demonstrates its capacity to capture attention. By leveraging its reputation for specialised fiduciary services and enhancing its global outreach, Guernsey has the scope to expand its presence further. Targeted strategies in marketing could position it as a competitive alternative in the increasingly diversified fiduciary landscape.

Online searches by jurisdiction

As we've seen, there is a rising level of interest surrounding fiduciary services across the world. Chart 3[8] breaks down the proportion of average monthly searches for the 12 month period August 2023 to August 2024 for relevant keyword terms for fiduciary services (**"fiduciary service(s) provider"**, **"fiduciary firm"**, **"fiduciary services"** and **"fiduciary service provider"**), private wealth management (**"private wealth management"** and **"private wealth management services"**) and offshore trusts (**"offshore trust(s)"** and **"offshore trust company"**) by jurisdiction.

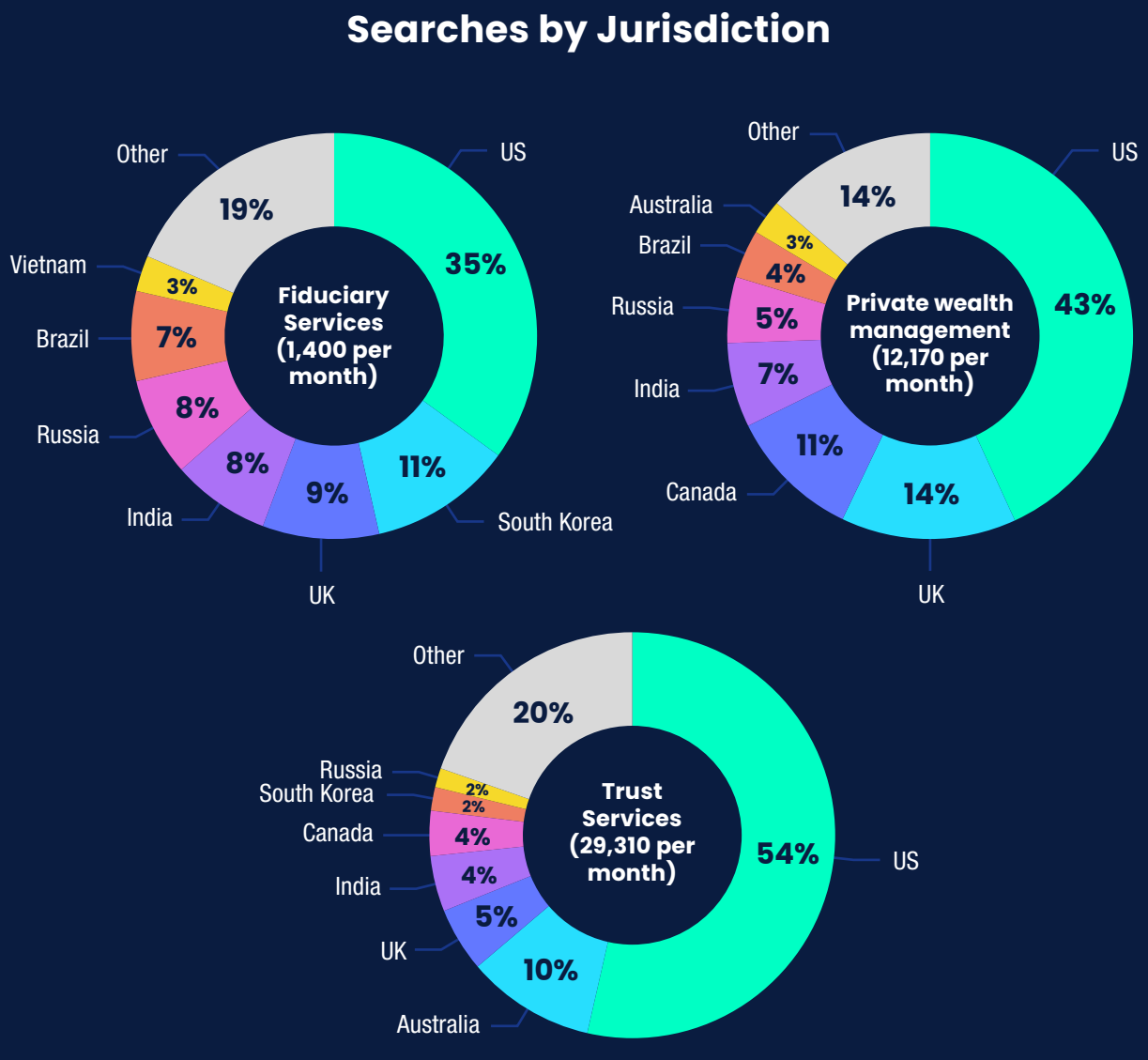

Chart 3

8 Source: Ahrefs

Over a third (35 per cent), or 490, of all searches for fiduciary services over the period were from the United States. However, in other search terms, the US dominated the landscape further. This is particularly apparent with regards to trust company searches where the US provides more than half (54 per cent), or 15,700, of all online activity.

Over a third (35 per cent), or 490, of all searches for fiduciary services over the period were from the United States.

The United Kingdom also ranks highly in our analysis, ranking in second and third place in our various searches. In fact, when analysing private wealth management search terms, 14 per cent (1,700) of all searches came from the UK, with nearly a third more than its next-closest competitor, Canada.

We also found that several emerging economies featured above other more advanced ones. India, for example, ranked fourth in our fiduciary search term analysis, with around eight per cent of monthly searches -- just behind the UK with nine per cent. The success of developing nations in this ranking can be attributed to their fast-growing economies and expanding wealth management needs. India's middle and upper-class population are expected to nearly triple in size[9] in the coming decades and, as it grows, so too will demand for professional financial and fiduciary services.

Charts 1 and 3 also highlight another important development. As fiduciary services gain in prominence globally, the internet has become an increasingly important tool for firms to market their services and drive prospective client enquiries from overseas.

With the internationalisation of demand for fiduciary services that we see in chart 3, firms have a greater opportunity to foster overseas demand and therefore need to adopt strategies that allow them to reach a geographically diverse audience.

In this context, securing media coverage in reputable/industry publications has become an important tool for fiduciary service providers to showcase thought leadership and foster trust among existing and prospective clients. Media exposure helps to amplify a firm's message and cement its reputation in the sector. By harnessing these online tools, fiduciary service providers can enhance their visibility, attract international clients, and position themselves as leaders in an increasingly digital and globalised marketplace.

Securing media coverage in reputable/industry publications has become an important tool for fiduciary service providers to showcase thought leadership and foster trust among existing and prospective clients

9 The Economic Times - How the middle class will play the hero in India's rise as world power – 9 July 2023

Social media, particularly LinkedIn, adds a further layer of credibility. A consistent and informative social media presence allows firms to engage with a wider audience, share industry insights, and showcase their reputation.

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Equally important is the development of professional websites that highlight a firm's services, expertise, and client testimonials. A well-designed, user-friendly website offers potential clients an insight into the firm's values, services, and specialisations. Furthermore, increasing a firm's domain rating (DR) through search engine optimisation (SEO) techniques ensures that the website ranks higher on search engines, making it easier for clients to discover.

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Social media users by platform

Effective engagement between providers of fiduciary services and their respective stakeholders is important to their successful operation and function. This can be seen in the wider financial services sector. Around 70 per cent of those in financial advisory roles[10] use social media for commercial reasons, with 90 per cent of those using LinkedIn specifically.

However, as our analysis will show, other platforms, such as X/Twitter, are also being used by financial firms to reach target audiences by publicising details of recent events such as talks, panels and appearances at conferences that fiduciary providers have participated in.

LinkedIn, meanwhile, is particularly relevant for new vacancies being advertised as well as spreading thought leadership content including relevant articles on the sector.

The relevance and applications of social media channels are informed both by the changing demographics and size of their respective user base. Understanding the number of users and demographics of each platform and how to use social media in the financial services sector effectively is important in determining how to employ them appropriately as a part of a marketing strategy.

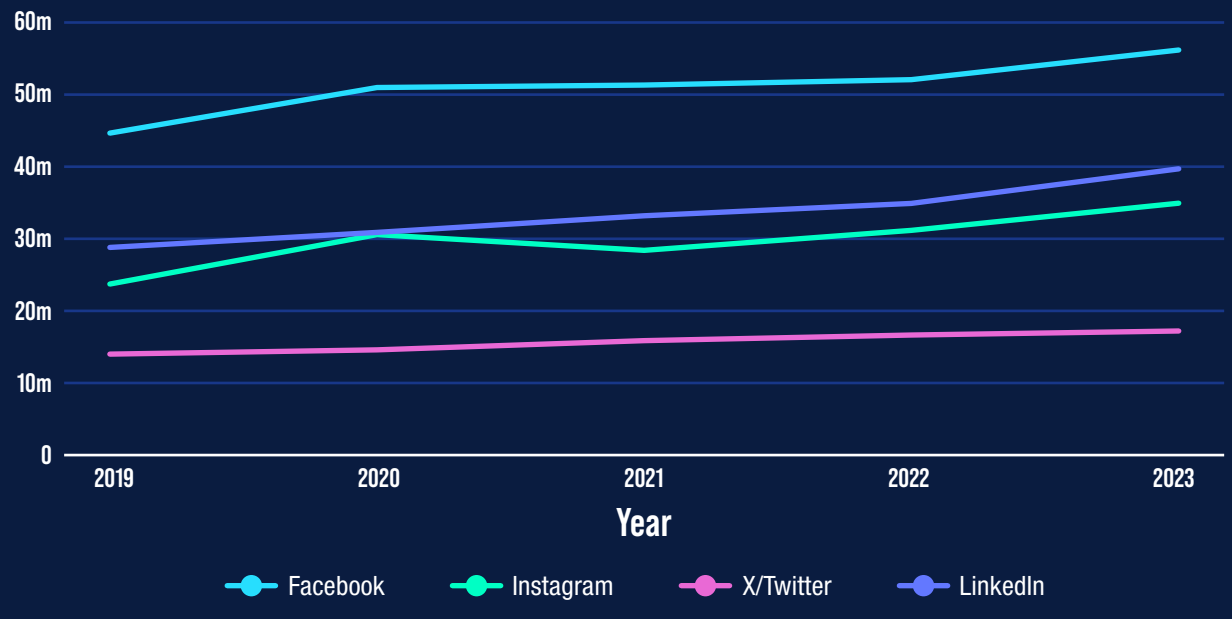

Chart 4

10 LinkedIn – Financial Services and Social Media Success – circa 2015

Chart 4[11] shows the growth in the number of UK users for the four most commonly used social media platforms in the fiduciary services sector. It shows how, since 2019, Facebook has enjoyed the most significant growth in terms of user numbers, acquiring an additional 11,153,000 users. This equates to an increase of just under 26 per cent. Instagram and LinkedIn closely followed, gaining 11,121,000 and 11,090,000 users over the past five years, respectively.

Since 2019, Facebook has enjoyed the most significant growth.

The chart shows how LinkedIn (39.7 million users) has maintained its position as the second-highest ranking platform in terms of its number of UK users against competition from Instagram. The gap between the two platforms fell to a low in 2020, with just 200,000 more LinkedIn users than Instagram users. However, since then, the gap has widened to 4.75 million users as of 2023.

LinkedIn is expected to grow **globally** by around 172 million users between 2024 and 2028, or a 22 per cent increase,[12] particularly as it remains the most valuable platform for professionals to connect with recruiters and find new career opportunities.

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X/Twitter has seen the smallest new user growth in the UK in the last five years, increasing its user base by just 320,000. In terms of growth in proportion to its size, the figure is less of an outlier, growing by around 23 per cent, just below Facebook's increase of 26 per cent. Nonetheless, it remains the slowest growing platform, a fact partly attributed to the turbulence experienced by the platform since Elon Musk's takeover in late 2022.

In the year following his purchase of X/Twitter, the number of daily active mobile users on X/Twitter worldwide fell some 16 per cent.[13] The platform is forecast to have 348.6 million users worldwide in 2024, a decline from its peak of 373.6 million in 2022.[14] Whether the social media giant's new direction will continue or even exacerbate its decline in reach worldwide remains to be seen. Presently, it appears to be constraining its UK growth.

However, with a user growth rate of 47 per cent since 2019, Instagram has seen by far the largest proportional increase in its volume of users (34,950,000 users).

11 Sources: NapoleonCat (Facebook, Instagram, LinkedIn); Statista (Twitter)

12 Statista - Number of LinkedIn users worldwide from 2019 to 2028 – 22 May 2024

13 Wall Street Journal - X's Tumultuous First Year Under Elon Musk, in Charts - 25 October 2023

14 EM Marketer - Guide to X (formerly Twitter) for marketers and advertisers: Trends, ad tactics, audience, and controversies – 1 August 2024

User demographics by social media platform

However, it is not just the size of the prospective audience that informs the relevant applications of the various social media platforms. Other factors, particularly age, are also important. Chart 5 breaks down each platform's UK user base by age grouping[15].

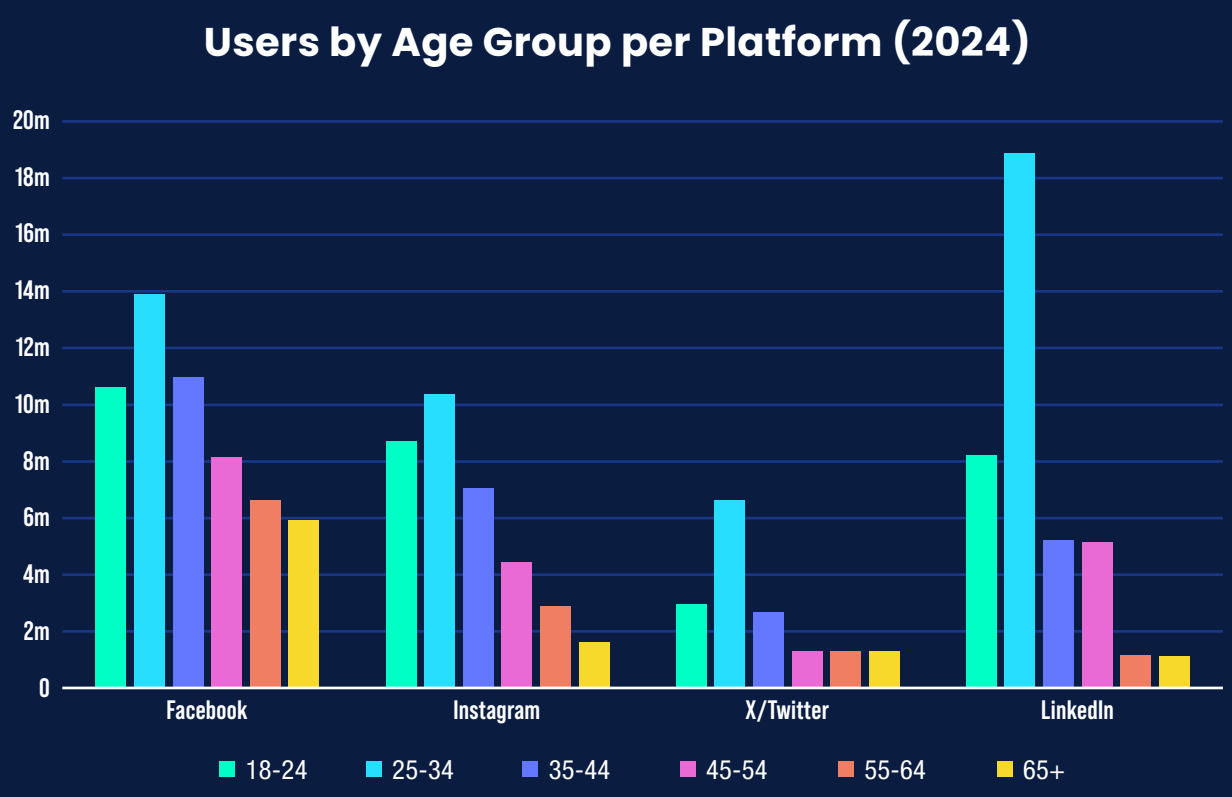

Chart 5

15 Compiled using various data sources. **Facebook, Instagram,** and **LinkedIn** were populated using 2024 user data from NapoleonCat. In the case of LinkedIn, all those aged over 55 were grouped in one category as well as those 35 to 54. To overcome this, we divided the user base evenly over the 55-64 and 65+ groupings to give readers a rough indication of likely demographic. Similarly, in the case of X/Twitter, specific UK user data by age group is unavailable. Instead, the share of each platform's global user base by age grouping (Twitter: WhatsTheBigData 2024) were applied to the total number of UK users (Statista). However, as with LinkedIn, inconsistencies in age groupings existed. Where these occurred the user numbers were divided evenly across the corresponding groups.

Chart 5[16] shows how Facebook has the largest number of users across all age ranges apart from those aged 25-34. It also dominates the over-65 user base with more than three and a half times the number of users (5,927,200) compared to its next closest rival in that age category, Instagram (1,607,700), another of Meta's brands. Despite its popularity with older demographics, the platform still enjoys a significant audience among younger people. Like LinkedIn, X/Twitter and Instagram, Facebook's largest user base is among those aged between 25-34.

Facebook has the largest number of users across all age ranges apart from those aged 25-34.

LinkedIn's proportion of users aged 25-34 is significantly higher than that of the other platforms, reflecting its popularity among young professionals. These users account for nearly half (47.5 per cent) of all its users, the strongest domination of a single age demographic for any of the social media platforms.

Facebook dominates the over-65 user base with more than three and a half times the number of users (5,927,200) compared to its next closest rival in that age category, Instagram (1,607,700), another of Meta's brands.

Facebook and Instagram share a similar age distribution among their users, with increasing usage for those up to 34 and declining thereafter. Both are owned by Mark Zuckerberg's Meta, and this could, in part, reflect the interconnectivity between the two platforms and the comparative ease with which users can set up sister accounts.

16 Sources: NapoleonCat (Facebook, Instagram, LinkedIn); Statista and WhatsTheBigData (Twitter)

4. RESULTS AND ANALYSIS

Our analysis begins by looking at the media coverage obtained by the top 20 fiduciary companies in Guernsey. These 20 firms will also feature in our domain rating analysis. We will also conduct a social media ranking in which we discuss the top 20 best performing firms in terms of social media following.

Using the Guernsey Financial Services Commission's regulated entities list[17], we collate the number of followers for more than 60 firms registered as a Primary Licensee with any social media following on each of the four relevant major social media platforms: Facebook, Instagram, X/Twitter and LinkedIn.

Where applicable we sought to contain the Channel Islands/Guernsey social media accounts for the firms we featured rather than those of the larger organisation.

Many of the firms featured provide services other than fiduciary services. However, by only including Primary Licensees we've sought to ensure that fiduciary services are still a core offering of the companies we analyse.

N.B. *All figures are as of October 2024.*

Media Coverage Ranking

Chart 6[18] below aggregates the media coverage and press mentions for our top 20 fiduciary firms. The firms featured include most of Chart 8 but also includes some of Guernsey's largest fiduciary providers, like IQ-EQ, Butterfield Trust and Equiom, some of which feature lower on the social media ranking.

The figures collated span the five-year period from October 2019 to October 2024. It includes only coverage that makes reference to that firm's Guernsey operations.

It does not include coverage of the wider group generally. The coverage recorded is also not specific to each firm's fiduciary function alone, but also their wider Guernsey services. The specific search term criteria used for our analysis can be found in an appendix at the end of this report. A number of the fiduciary services firms in our list are bank-backed or law-firm backed in addition to independent fiduciary providers[19].

17 Guernsey Financial Services Commission - Regulated Entities – 15 April 2024

18 Source: Dow Jones Factiva; Google News and Financial Times

19 Firms affiliated with banks/financial institutions include HSBC Channel Islands & Isle of Man, Butterfield Trust and Northern Trust; firms affiliated with legal/law firms include Mourant and Ogier whilst independent fiduciary providers include Moore Stephens Channel Islands, Sovereign Guernsey and Oak Group.

Media Coverage Ranking

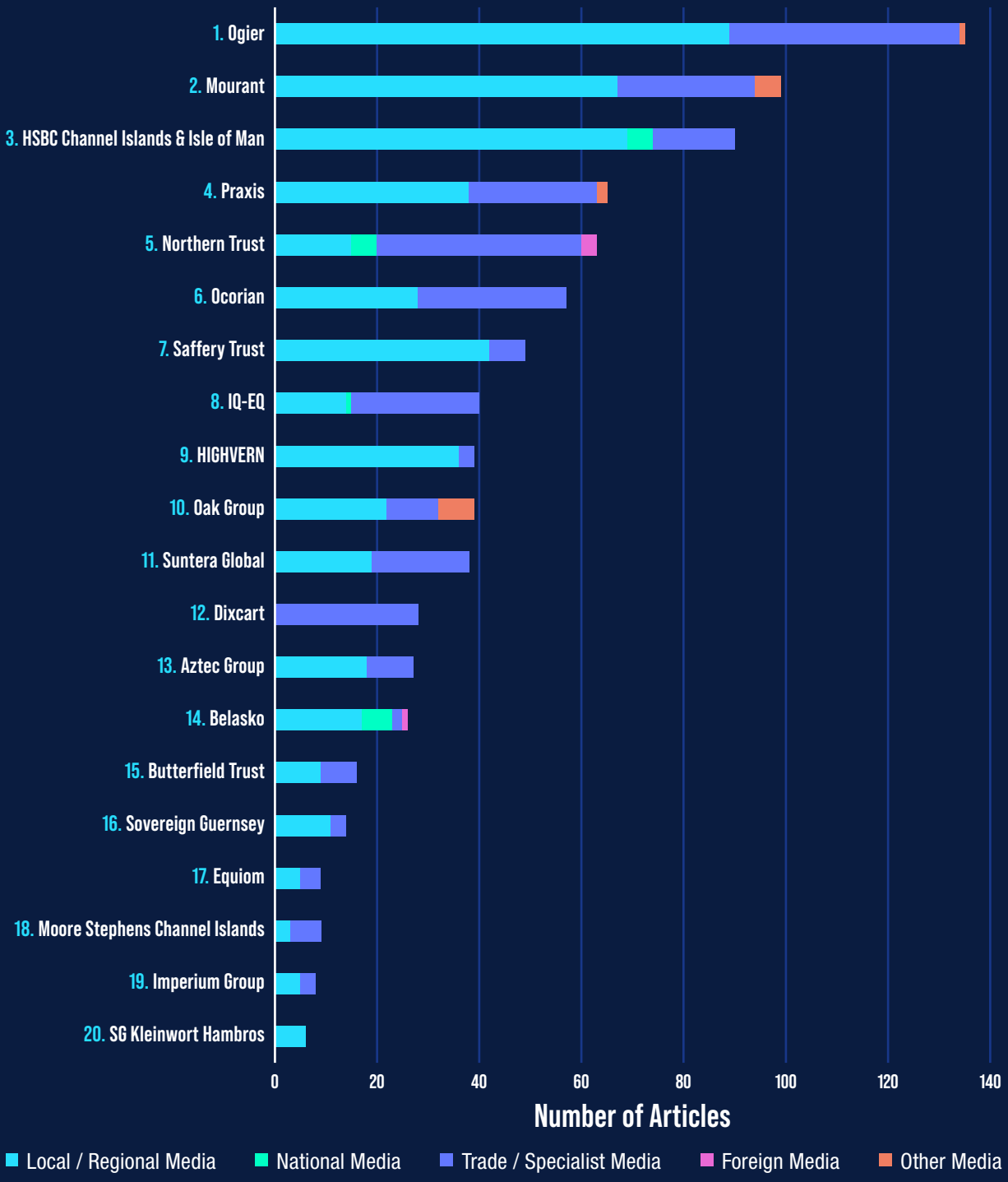

Chart 6

Topping the rankings is Ogier with 135 pieces of coverage, around a third more than its next closest competitor, Mourant.

Content aggregators, such as *Mondaq Business Briefing,* and trade media, such as *Private Equity Wire,* feature significantly in the coverage analysis, accounting for 36 per cent of all press articles. *Mondaq Business Briefing* totals nearly a fifth (or 17 per cent) of the total coverage and 47 per cent of all attention from the trade media. Much of this coverage, however, consists of only passing references to the relevant fiduciary firms and typically relates to recent mergers, acquisitions, or deals they have been involved in.

Local and regional media mentions represented the most significant proportion of all media coverage, totalling well over half (60 per cent) of all articles recorded in the analysis. The *Guernsey Press* alone provided almost a third of all coverage, at 29 per cent.

Topping the rankings is Ogier with 135 pieces of coverage, around a third more than its next closest competitor, Mourant.

There was much less coverage attained via national media outlets (including the *BBC* and *The Times*) and foreign media (such as the *Irish Daily Mail* and *Oman News Agency*) which, combined, account for just two per cent of total media mentions.

The top five performing firms accounted for 53 per cent of all media coverage. *Mondaq Business Briefing* was the second most significant source of mentions after the *Guernsey Press.* What was notable, too, was the number of articles featured in local publications and trade publications based in the UK.

Overwhelmingly, the coverage we recorded was positive or neutral towards the firms in our analysis. However, a few negative stories were featured most of which related to the Neil Woodford scandal. As part of this both Belasko and Northern Trust were mentioned in the *Financial Times* and *Daily Mail* respectively over accusations of doing too little to intervene in relation to the listing of companies on The International Stock Exchange.

There was also coverage in the *Guernsey Press* in August following the Guernsey Financial Services Commission imposing its largest ever fine on Equiom for a failure to meet minimum licensing criteria.

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Insights and Opinion Pieces

Mourant's Helen Wyatt's opinion piece on gender balance in the workplace demonstrates a valuable way in which employers can position themselves as responsive to employee concerns, something essential in attracting talent in the Island when labour market conditions remain tight.

Meanwhile, IQ-EQ contributed opinion pieces discussing Guernsey's appeal as a centre for alternative funds, post-Brexit implications for the jurisdiction and considerations for Shariah-compliant funds. Regular insights such as these were also carried out by the team at Dixcart.

Surveys and Reports

HSBC's Corporate Risk Management Survey reveals increasing challenges due to complex trade dynamics, macroeconomic issues, and geopolitical risks. Despite these pressures, many businesses remain optimistic about growth, citing rising customer demand and technological adoption, with 61 per cent believing AI will boost profitability, as key drivers. The findings of the survey were featured in *Channel Eye.*

Employer surveys have helped to enhance HSBC's reputation as a leading employer, which is important given the competitive nature of employer recruitment locally.

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Recruitment and Promotions

Recruitment and career progression have also been a key feature of the media coverage.

Oak Group and Ocorian regularly attracted media attention, particularly from *Channel Eye,* for their staff promotions and internal career progression.

These stories emphasised the firms' commitment to nurturing talent and leadership within their Guernsey offices.

Similarly, HSBC Channel Islands attracted significant media coverage following the appointment of Warwick Long as the CEO of its Channel Islands and Isle of Man operations.

This was also an area where those further down the list succeeded in attracting media attention. The *Guernsey Press,* for example, featured Imperium Group in a series of recent promotions.

Awards and Industry Recognition

Ogier also received notable media coverage for its initiatives in promoting diversity within the firm and setting milestones for female leadership. This focus on diversity has helped enhance Ogier's public image as a forward-thinking, inclusive firm.

Meanwhile, in terms of industry recognition, Northern Trust were featured in local and trade press as a pioneer in digital assets, particularly for its groundbreaking use of blockchain in private equity transactions within Guernsey.

Community Initiatives

Many of the providers demonstrated their commitment to social responsibility, community engagement, and brand visibility through targeted sponsorships, donations, and event support. Belasko's sponsorship of the Channel Island Cricket League attracted favourable media attention in local media publications.

Given the prominence of sustainability and environmental responsibility as an issue, Moore Stephens Channel Islands were able to showcase their environmental credentials through support of the Trees for Life initiative. This planted nearly 2,000 trees across 22 sites throughout 2023 and 2024.

Roundtables and Panel Discussions

Publications like *Channel Eye* have published articles on relevant events and discussions attended by Guernsey's fiduciary sector. At the Guernsey Private Wealth Forum, held in London, panels focusing on emerging wealth creation methods were sat on by representatives of the industry from Guernsey, sharing their thoughts on the future trends shaping the sector.

Participating in panel discussions offers providers an excellent platform to distinguish themselves in a competitive market and enhance their professional image. They also offer networking opportunities, connecting providers with potential clients and collaborators who attend the event.

Analysis from the UK shows how events such as these are important ways for firms to showcase their services. Equiom recently took a proactive approach to addressing complex issues in succession planning by hosting a Society of Trust and Estate Practitioners (STEP) roundtable. This kind of event facilitated discussions among industry experts on best practices for trustees.

Participating in panel discussions offers providers an excellent platform to distinguish themselves in a competitive market and enhance their professional image.

Similarly, JTC co-hosted a roundtable with K&L Gates discussing the impacts of artificial intelligence (AI) within the fiduciary industry.

These events help to position firms as proactive experts within the industry, focusing on addressing client issues and contributing to the advancement of best practices.

However, little of the overall coverage concerned roundtable discussions by Guernsey providers. The relative sparsity of coverage like this compared to other jurisdictions and industry sectors suggests an opportunity for these local firms to set themselves apart. By filling this gap, fiduciary firms can capitalise on the appetite for expert-driven content, positioning themselves as leading voices in the industry.

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Social Media Following

Followers by Platform

Our analysis found that, in total, across all four platforms, the companies and their respective social media accounts had a combined total of 491,733 followers.

Chart 7[20] breaks these followers down by platform. It reveals that 85 per cent (414,732) were made up of LinkedIn followers, eight per cent (39,856) were from X/Twitter, five per cent (27,087) from Facebook, and two per cent (10,058) from Instagram.

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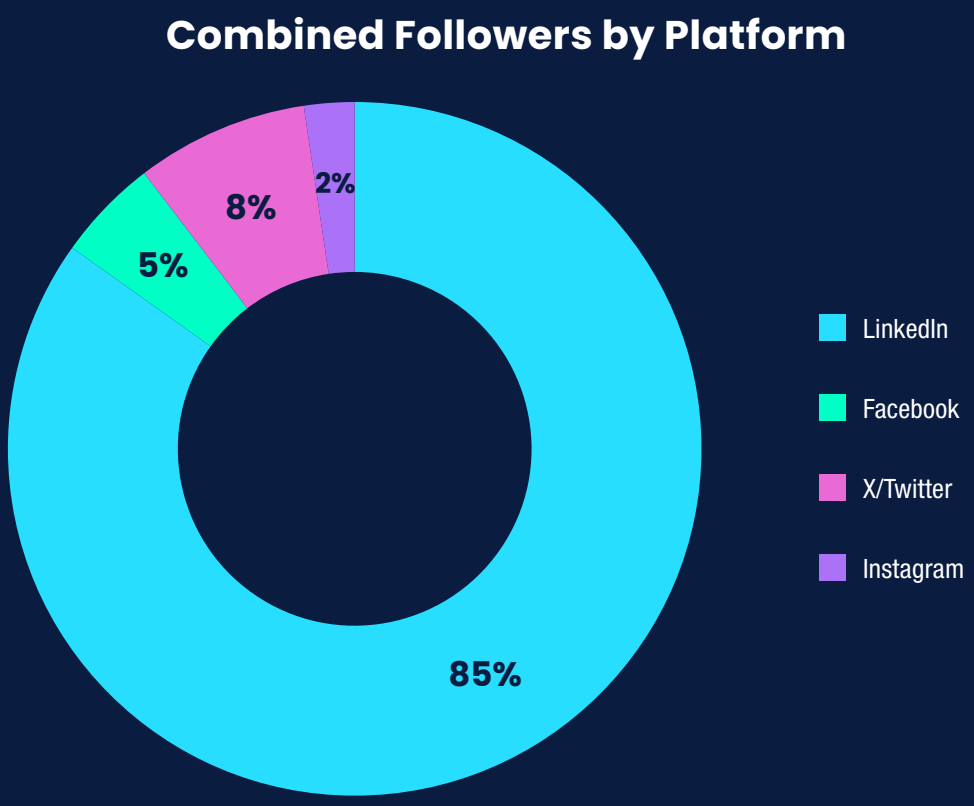

Chart 7

20 Source: Instagram, Facebook, LinkedIn and X/Twitter

LinkedIn's near monopoly on the social media following of those firms covered in our analysis highlights the relevance that the professional networking platform has in the promotion of fiduciary services compared to the larger social media giant Facebook. As such, despite being a distant second place in its total number of users in the UK, LinkedIn provides a clear edge against all other platforms for these firms, particularly given its dominance in the 25-34 age group.

This demonstrates that, despite being the most popular social media platform among the wider public, Facebook is utilised minimally within the fiduciary services sector in comparison to LinkedIn. In fact, more than half (54 per cent) of all companies researched did not have a corporate Facebook account.

Nevertheless, Facebook, X/Twitter, and Instagram were seen to have some marketing applications, particularly for advertising new recruitment opportunities as well as publicising thought leadership pieces.

X/Twitter and LinkedIn were especially common platforms for promoting awareness of recent events that have been hosted.

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Social Media Follower Ranking

Chart 8[21] below aggregates the social media following of the top 20 fiduciary companies by social media platform. Chart 8 includes those providers based solely in the Channel Islands or with Channel Islands-specific social media accounts that we could use for our analysis.

A graph displaying the followings of each of the remaining fiduciary services providers (including those without dedicated Channel Islands accounts) featured in our analysis can be found at the end of this report.

21 Source: Instagram, Facebook, LinkedIn and X/Twitter

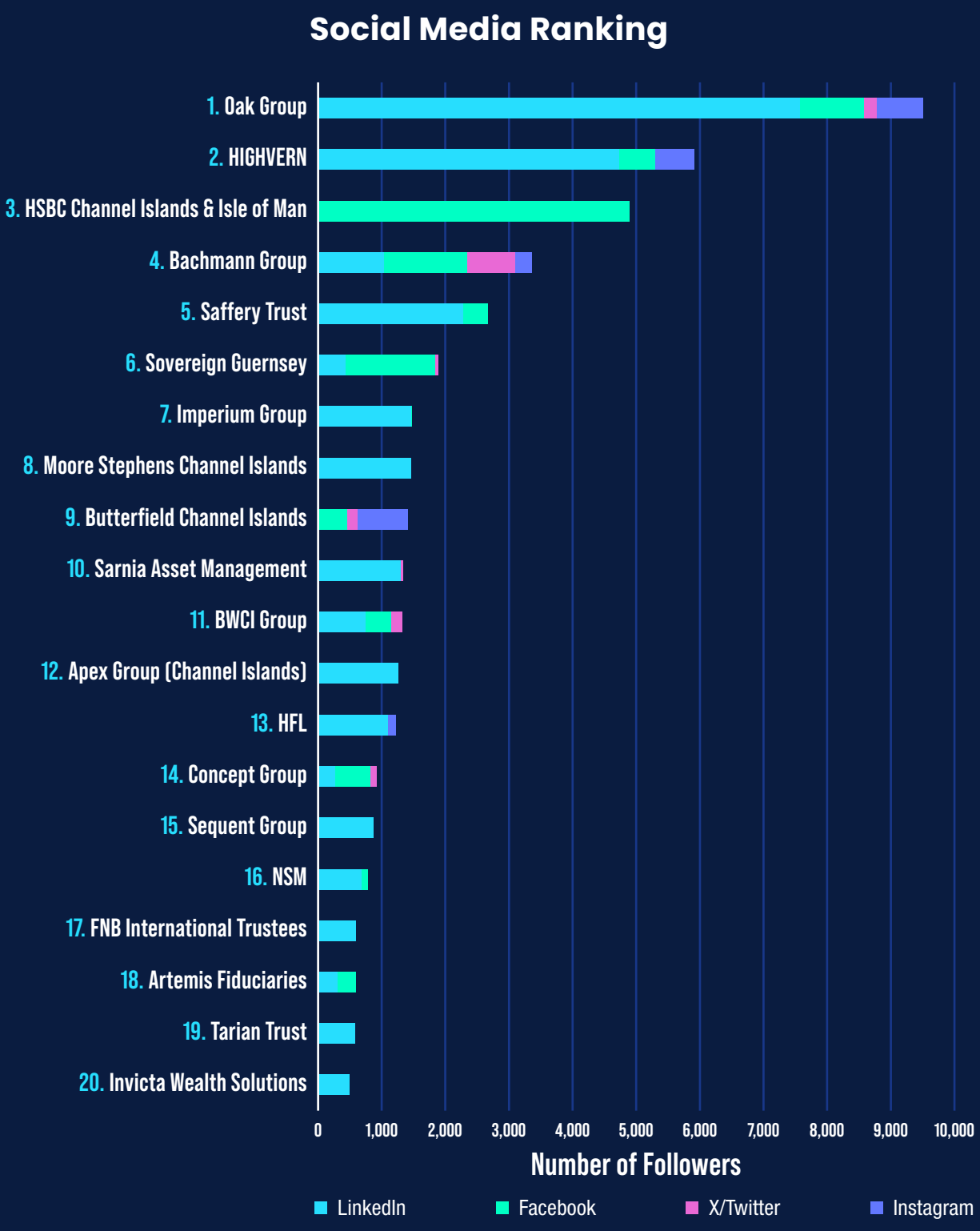

Social Media Ranking
1. Oak Group
2. HIGHVERN
3. HSBC Channel Islands & Isle of Man
4. Bachmann Group
5. Saffery Trust
6. Sovereign Guernsey
7. Imperium Group
8. Moore Stephens Channel Islands
9. Butterfield Channel Islands
10. Sarnia Asset Management
11. BWCI Group
12. Apex Group (Channel Islands)
13. HFL
14. Concept Group
15. Sequent Group
16. NSM
17. FNB International Trustees
18. Artemis Fiduciaries
19. Tarian Trust
20. Invicta Wealth Solutions
0
1,000
2,000
3,000
4,000
5,000
6,000
7,000
8,000
9,000
10,000
Number of Followers
LinkedIn
Facebook
X/Twitter
Instagram

Chart 8

In this social media ranking, Oak Group is the clear winner in its social media following (9,513), with its presence spread across all four major platforms.

HIGHVERN and HSBC Channel Islands & Isle of Man, ranked second and third respectively.

Oak Group produces regular posts, averaging four a week. This includes posting about the company's new hires, celebrating the contributions of their employees through their monthly Oak People Awards, and reflecting on notable historical anniversaries or awareness days.

HIGHVERN, posting at a similar frequency to Oak Group, focuses mainly on sharing upcoming events sponsored or run by the company, ranging from webinars and seminars to roundtable discussions on topics like the evolution of family governance and non-domicile changes in the recent Spring Budget.

HSBC Channel Islands & Isle of Man is present on Facebook and is by far an outlier in Facebook followers (4,900), more than three times that of Sovereign Guernsey in second place.

Oak Group produces regular posts about the company's new hires, celebrating the contributions of their employees through their monthly Oak People Awards, and reflecting on notable historical anniversaries or awareness days.

Domain Rating Ranking

Chart 9[22] below shows the respective domain ratings of the top 20 fiduciary services companies we analysed in our media coverage (Chart 6).

Domain rating is a metric that reflects the relative strength of a website's backlink profile on a 100-point scale. It measures a site's 'authority' based on the quality and quantity of its backlinks compared to other websites. In general, a higher score indicates a stronger backlink profile and greater authority relative to peers, leaving firms better positioned to attract website traffic.

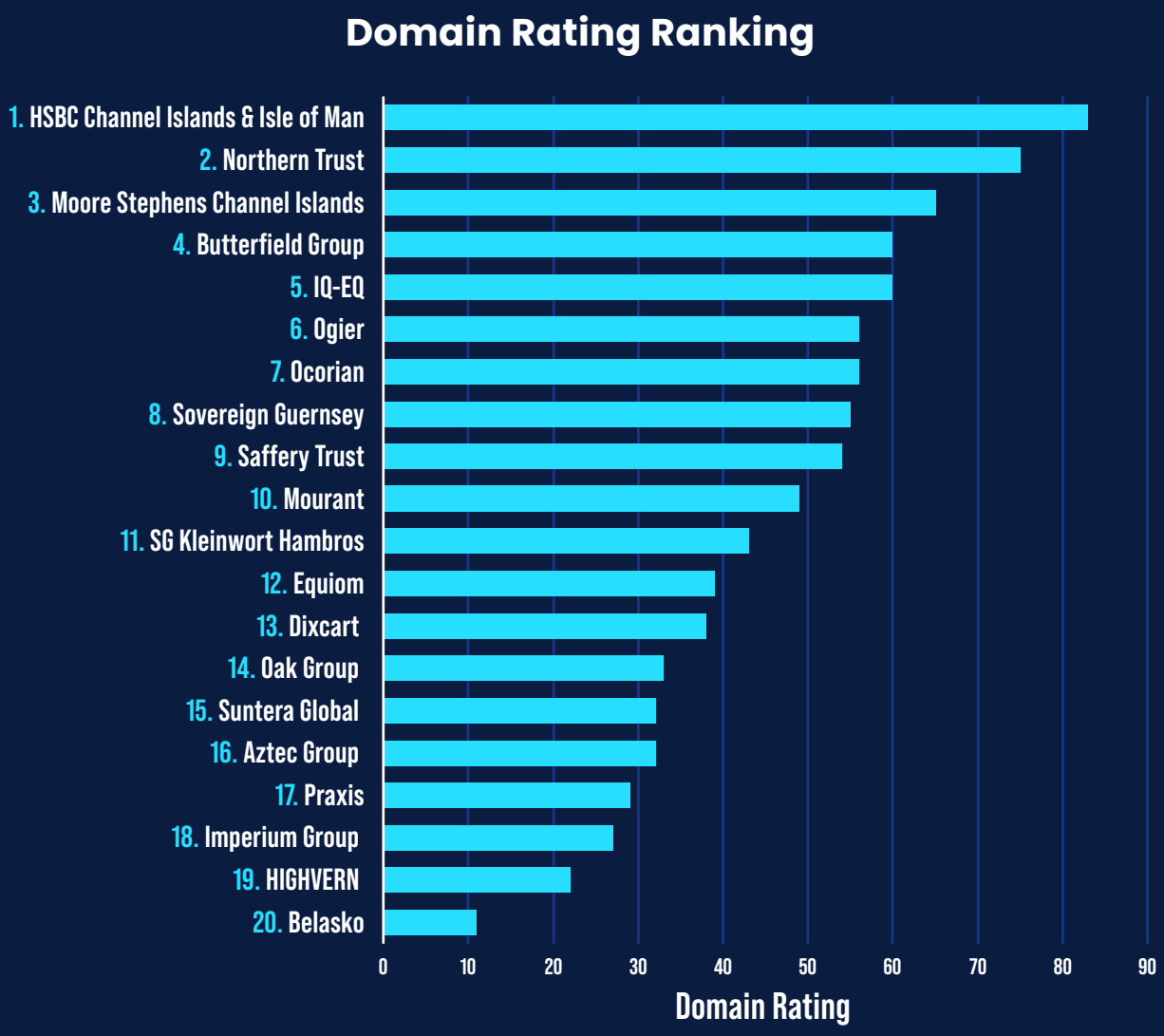


Chart 9

22 Source: Ahrefs

The graph shows the significant variation between the companies covered by our analysis, with an average rating of just under 46 but ranging from 11 to 83 out of 100, as achieved by HSBC Channel Islands & Isle of Man. Northern Trust were also leading in the ranking with a score of 75.

However, both of these have benefitted from exceptionally strong and authoritative backlink profiles of their parent websites, that of HSBC and Northern Trust respectively. Removing these two brings the average down to just over 42.

Companies like Praxis, HIGHVERN, and Dixcart, all in the top half of our media coverage ranking, were below the average in terms of domain rating.

However, there was a greater correlation between domain rating and social media following, with nearly four-fifths (77 per cent) of those above the average domain rating also in top positions with regard to social media followers.

There was a greater correlation between domain rating and social media following.

5. CONCLUSION

In recent years, the fiduciary services sector has experienced a significant rise in global visibility, driven by increasing demand for fiduciary expertise in managing complex financial portfolios and the safeguarding of client assets.

The growing recognition of the fiduciary role has been reflected in a significant increase in global media mentions. As highlighted in Chart 1, mentions of fiduciary services have risen steadily, with a particularly strong uptick of approximately seven per cent annually since 2015 and 294 per cent in the last 25 years.

As fiduciary services become more integral to global wealth management and financial planning, the sector faces new challenges in communicating its value to clients and stakeholders. Previously, local and trade media were the primary channels through which firms built their reputation. However, the data in this report suggests a shift toward digital platforms, with social media and search engine visibility now playing an increasingly important role in shaping public awareness and perception.

Unsurprisingly, LinkedIn is the dominant platform for fiduciary service providers. According to the analysis (Chart 7), LinkedIn accounts for 85 per cent of social media followers in the sector, reflecting its importance as a business-oriented platform for engaging with professionals, sharing industry insights, and demonstrating thought leadership.

The trend toward digital engagement is not limited to LinkedIn. Platforms like Facebook, X/Twitter, and Instagram are also being used, albeit to a lesser extent, by fiduciary firms to reach different audiences.

LinkedIn accounts for 85 per cent of social media followers in the sector

In addition to social media, search engine optimisation and domain rating have become critical components of a firm's digital marketing strategy. Firms with high domain rating scores are better positioned to attract website traffic and convert that visibility into new business opportunities. Chart 10 shows the variation in domain rating across the sector, with top performers benefiting from strong backlinks and media exposure, which enhance their search engine rankings.

Search engine optimisation and domain rating have become critical components of a firm's digital marketing strategy.

The data also reveals a strong correlation between a firm's domain rating and social media presence, with 77 per cent of companies with above-average domain rating scores also leading in social media following. This demonstrates the interconnected nature of digital marketing efforts: an active social media presence can contribute to a firm's overall online visibility, while high-quality backlinks from media coverage can directly improve domain authority.

However, the importance of traditional media cannot be overstated. Print and online media coverage remains crucial to a successful communications strategy. Chart 6 shows that over half (60 per cent) of all media coverage for fiduciary firms comes from local sources, demonstrating that maintaining a presence in traditional media outlets is still important for firms aiming to build a robust and trusted brand. This is particularly important in a sector where trust and reputation are critical.

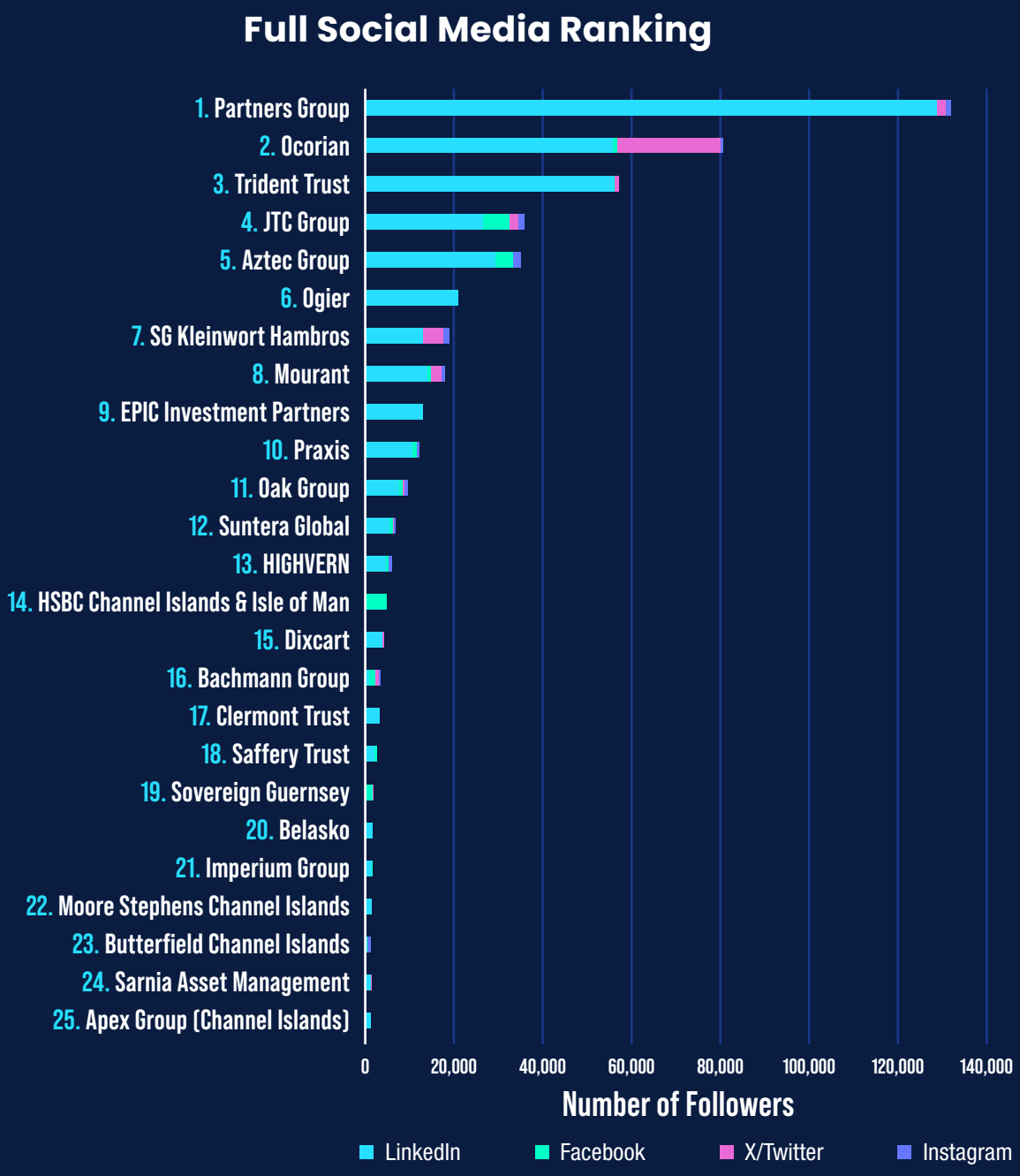
Given the evolving media landscape, fiduciary firms should take a holistic approach to public relations that combines both traditional and digital strategies. This enables firms to maintain visibility, build trust, and foster long-term relationships with clients.

Furthermore, media coverage, social media engagement, and search engine optimisation are not standalone efforts but complementary elements of a broader PR and marketing strategy.

The fiduciary services sector is at an important juncture where modern communication strategies must meet the rising demand for services. As the industry continues to grow in competition with an increasingly global reach, those who effectively manage their public image across all platforms will stand out as capable of attracting clients, building trust, and growing their business in an ever-evolving market.

Print and online media coverage remains crucial to a successful communications strategy.

Full Social Media Ranking[23]



23 Source: Instagram, Facebook, LinkedIn and X/Twitter

26. HFL
27. Concept Group
28. Sequent Group
29. NSM
30. FNB International Trustees
31. Artemis Fiduciaries
32. Tarian Trust
33. Invicta Wealth Solutions
34. Cannon Asset Management
35. Collas Crill Trust
36. Louvre Trust (Guernsey)
37. Lancaster Guernsey
38. Aquitaine Group
39. Parish Group
40. Verfides
41. Avenue Trust Company
42. Bellerive Trust
43. AFR Advocates
44. Semper Fiduciary
45. Beauvoir Group
46. Albany Trustee Company
47. Stenham Trustees
48. Rawlinson & Hunter (Guernsey)
49. Arolla Partners
50. Bourse Trust Company
51. Hansard
52. Weighbridge Trust
53. Zeta Asset Management
54. Albecq
55. Collenette Jones and Crossways Trustees
56. Orbitus Group
57. St Peters Trust Company
58. Admina
59. Aver Partners
60. Northern Trust (Guernsey)
61. Equiom Group
0
20,000
40,000
60,000
80,000
100,000
120,000
140,000
Number of Followers
LinkedIn
Facebook
X/Twitter
Instagram

Chart 11

Search Terms for Media Coverage Ranking

Company Name	Search Terms
Moore Stephens Channel Islands	**(**"Moore Stephens Channel Islands" **OR** "Moore Stephens"**) AND** "Guernsey"
Imperium Group	"Imperium Group" **AND** "Guernsey"
Belasko	"Belasko" **AND** "Guernsey"
Sovereign Guernsey	**(**"Sovereign Group" **OR** "Sovereign Trust" **OR** "Sovereign Guernsey"**) AND** "Guernsey"
Butterfield Trust	"Butterfield Trust" **AND** "Guernsey"
Equiom	"Equiom" **AND** "Guernsey"
Northern Trust	"Northern Trust" **AND** "Guernsey"
IQ-EQ	"IQ-EQ" **AND** "Guernsey"
Saffery Trust	**(**"Saffery Trust" **AND** "Guernsey"**) OR (**"Saffery Champness" **AND** "Guernsey"**)**
Aztec Group	"Aztec Group" **AND** "Guernsey"
Dixcart	"Dixcart" **AND** "Guernsey"
Oak Group	"Oak Group" **AND** "Guernsey"
HIGHVERN	"HIGHVERN" **AND** "Guernsey"
Praxis	"Praxis" **AND** "Guernsey"
Mourant	"Mourant" **AND** "Guernsey"
Ocorian	"Ocorian" **AND** "Guernsey"
Suntera Global	"Suntera Global" **AND** "Guernsey"
HSBC Channel Islands & Isle of Man	**(**"HSBC" **AND** "Guernsey"**) OR (**"HSBC Channel Islands" **AND** "Guernsey"**)**
Ogier	"Ogier" **AND** "Guernsey"
SG Kleinwort Hambros	"SG Kleinwort" **AND** "Guernsey"

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