



Welcome to this
session:

Open Session:
*CEOs Increasingly
Engaging on
Social Media*

The session will start shortly...

Any Questions?
Drop them in the questions section.





welcome

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are smiling and looking towards the camera. The image has a teal overlay.

HOUSEKEEPING

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.



Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- [GitHub Link to access L&M Presentation Slides.](#)



PLEASE
NOTE...



LEARNING OBJECTIVE

Learning Objective



- Understand how C-suite executives effectively use LinkedIn for **networking, brand-building, and authentic engagement.**
- Gain insights into **balancing personal and professional content**, leveraging video, and engaging with societal issues to enhance trust and leadership presence.





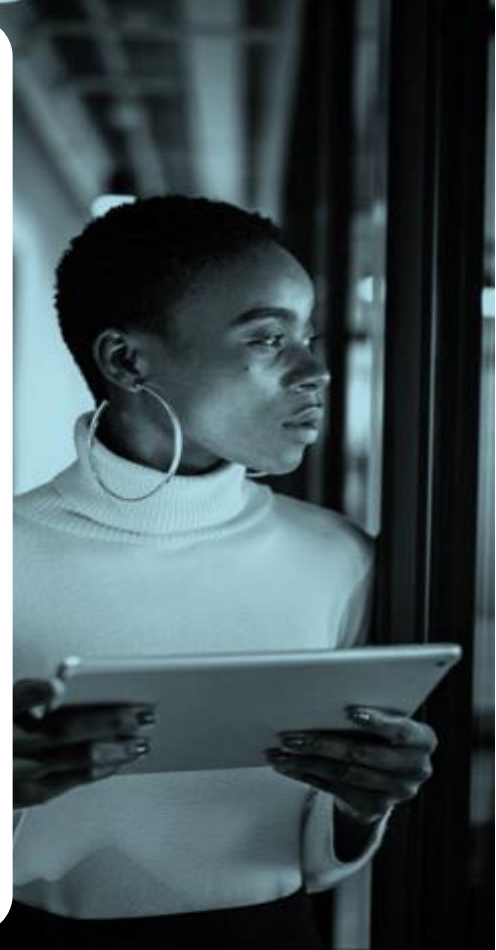
THE DIGITAL SHIFT IN EXECUTIVE NETWORKING

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Corporate executives are now expected to leverage social media, particularly LinkedIn, to enhance their personal brand, establish credibility, and **build relationships with their audience.**

This shift has led to a rise in C-suite professionals actively posting content, with their engagement rates significantly surpassing those of other users.

Authenticity in their messaging is vital for maintaining trust and credibility.



THE DIGITAL SHIFT IN EXECUTIVE NETWORKING

LinkedIn's Video Focus: The platform has placed greater emphasis on video content, which has been shown to **generate higher engagement** and encourages a **more interactive experience**.

Balancing Professional and Personal Content: Executives must maintain a **balance between being relatable and professional**. While engaging with societal issues can enhance their reputation, many leaders struggle with how to approach these topics effectively.

THE DIGITAL SHIFT IN EXECUTIVE NETWORKING

Case Study: Daniel Ek (*Spotify*) and Jon Gray (*Blackstone*) demonstrate the power of executive presence on LinkedIn, **using the platform to share insights and industry trends.**



1. Why do you think executives need to engage personally rather than rely on corporate accounts?



AUTHENTICITY: THE CORNERSTONE OF EXECUTIVE PRESENCE

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Authenticity in leadership means **showing up as your true self; aligned with your values**, not just expectations.

It's about **honesty, integrity, and leading with humility**, rather than pretending to have all the answers.

As Brené Brown says, ***“Authenticity is a collection of choices we make every day.”***



AUTHENTICITY: THE CORNERSTONE OF EXECUTIVE PRESENCE



Authentic leaders admit mistakes, listen deeply, and **create safe spaces where people feel valued.**

The real question is:
“Are you leading from truth or from a script?”

RESPECT

When leaders embrace authenticity, they don't just build teams; **they build trust and belonging.** This fosters respect, as leaders **demonstrate vulnerability and openness.**



AUTHENTICITY: THE CORNERSTONE OF EXECUTIVE PRESENCE

Striking the Right Balance: Leaders **should be personal without oversharing**. Transparency builds credibility, but excessive personal details can diminish professional integrity.

Example: Satya Nadella (*Microsoft*) focuses on leadership lessons rather than product pitches, leading to stronger audience connections and trust.



Time To Reflect



1. How can authenticity enhance leadership influence in your own workplace?

The background of the slide features a blurred LinkedIn logo at the top. Below it, there are silhouettes of several business professionals in various poses, some standing and some walking, against a light blue background.

LinkedIn

LEVERAGING LINKEDIN: BEST PRACTICES FOR EXECUTIVE PRESENCE

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Content Strategy: Executives must **differentiate between thought leadership and corporate updates.** Thought leadership posts showcase expertise and vision, whereas corporate updates share company news and achievements.

Networking: Building meaningful professional relationships involves engaging with comments, resharing industry insights, and **participating in relevant conversations.**

LIBERTY

Draft a LinkedIn post (*imagining yourself as a CEO*) that **demonstrates authenticity while maintaining professionalism**. This exercise reinforces Individual Liberty, as you **express your perspectives while considering leadership responsibilities**.



A black and white photograph of a business meeting. Several people are gathered around a table, looking at a tablet and documents. One person is pointing at the tablet screen, which displays a bar chart. Another person is holding a pen over a document with a pie chart. The scene is dimly lit, with light coming from a window in the background.

ENGAGING WITH SOCIETAL ISSUES: NAVIGATING CHALLENGES

TOLERANCE

Employees and customers increasingly **expect CEOs to take a stand on social issues.**

Addressing these topics aligns with Tolerance, as leaders foster **inclusive discussions** and **represent diverse viewpoints.**



ENGAGING WITH SOCIETAL ISSUES: NAVIGATING CHALLENGES

The Risk Factor: CEOs often fear backlash, but **silence can also harm credibility**. Thoughtful engagement on societal matters demonstrates **ethical leadership and social responsibility**.

Example: Brian Chesky (Airbnb) has successfully addressed global crises, strengthening employee morale and consumer trust through **transparent and compassionate communication**.



CONCLUSION



THE

END

CONCLUSION

Key Points

- **Consistency and authenticity** drive engagement.
- Balancing **personal insights with professional relevance** is crucial.
- **Video is the future** of executive engagement.
- Addressing societal topics can **enhance employer branding**.

CONCLUSION



*“How can you
apply these
principles in your
own professional
LinkedIn
activities?”*

RESOURCES

A black and white photograph of a stack of books. In the foreground, an open book lies flat, and a pair of glasses rests on its right page. The background is filled with more stacks of books, creating a sense of a library or a large collection of resources.

RESOURCES

Articles

- ✓ [Top CEOs to Watch on LinkedIn in 2024](#)
- ✓ [Why Executives Need To Be On Social Media: Approaches For Business Leaders](#)
- ✓ [How Corporate Communications Teams Can Turn Their CEOs into LinkedIn Influencers](#)
 - ✓ [9 Reasons why CEOs & business leaders should be active on LinkedIn](#)
- ✓ [Leadership in the Digital Age: Navigating the Challenges of a Tech-Driven World](#)
 - ✓ [3 Ways Leaders Can Make an Authentic Impact on Social Media](#)

Thank you for attending



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