# CoGrammar

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.







### 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



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.





# **Rule of Law**

We keep to the rules.

# Liberty

We are free to make choices.







#### **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: <u>www.hyperiondev.com/safeguardreporting</u>
- Should you have any further questions or want to provide us with feedback, please feel free to post them <u>here</u>.
- GitHub Link to access L&M Presentation Slides.







# 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.



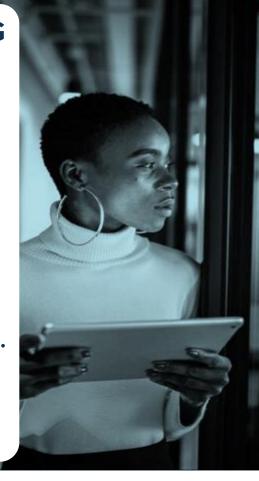


#### THE DIGITAL SHIFT IN EXECUTIVE NETWORKING

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**

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.





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







# LEVERAGING LINKEDIN: BEST PRACTICES FOR EXECUTIVE PRESENCE

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.







#### **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

## **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**

#### **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** 
  - ✓ <u>9 Reasons why CEOs & business leaders should be active on LinkedIn</u>
  - ✓ <u>Leadership in the Digital Age: Navigating the Challenges of a Tech-Driven World</u>
    - √ 3 Ways Leaders Can Make an Authentic Impact on Social Media



# Thank you for attending







