

The Social CEO



CEOs and the Use of Social Media

While participation is still low, it is becoming increasingly more important and more common for CEOs to step out from behind the desk and into the digital spotlights of social media. A truly social CEO is still rare, but there are a few leaders out there demonstrating what it looks like and how it benefits their personal and professional brands.



“I WOULD RATHER ENGAGE IN A TWITTER CONVERSATION WITH A SINGLE CUSTOMER THAN SEE OUR COMPANY ATTEMPT TO ATTRACT THE ATTENTION OF MILLIONS IN A COVETED SUPER BOWL COMMERCIAL.”

Peter Aceto, Tangerine CEO in The Globe and Mail ⁽¹⁾

68%

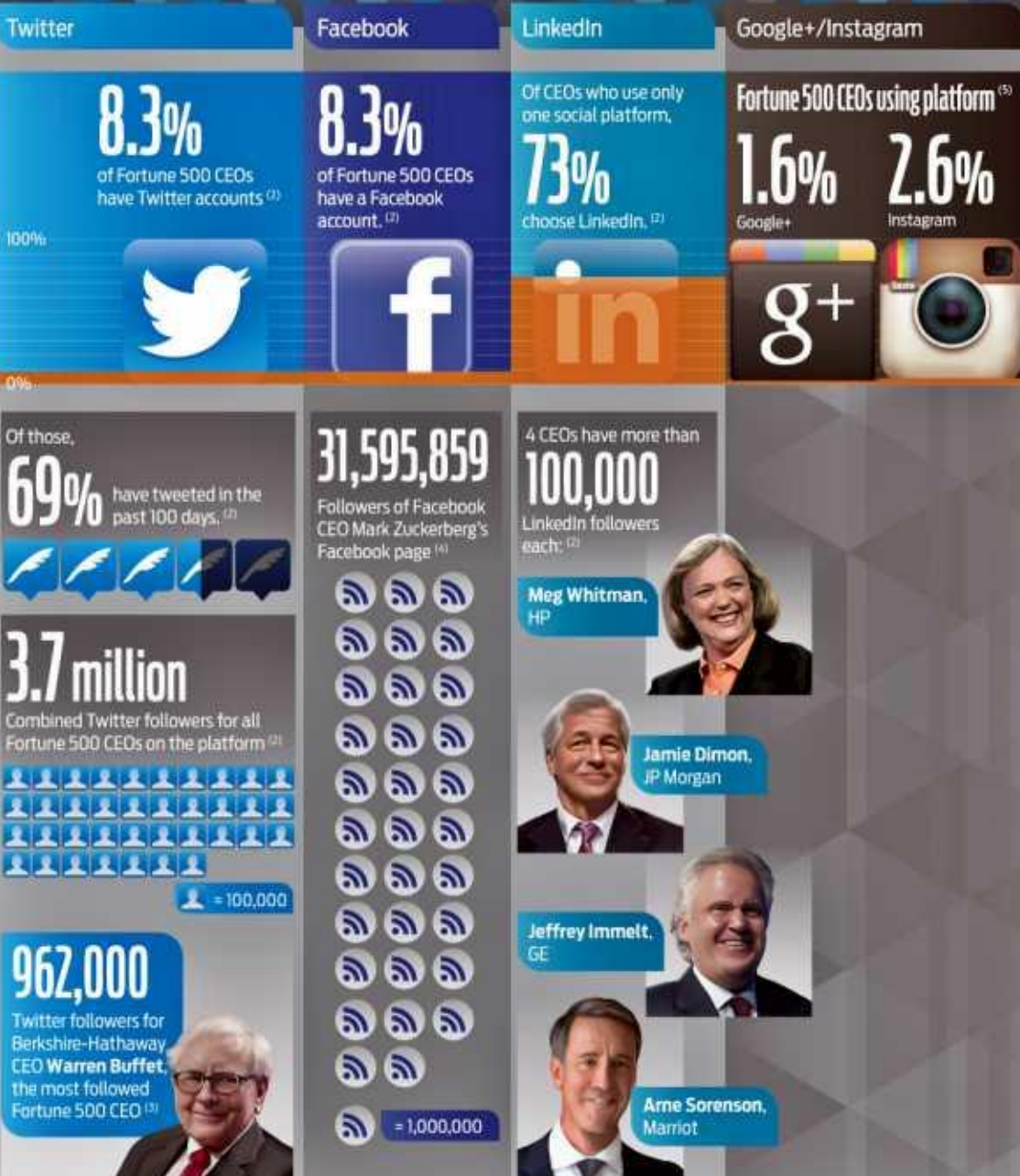
OF CEOs HAVE NO SOCIAL PRESENCE AT ALL AND THOSE WHO DO TEND TO USE ONLY ONE PLATFORM. ⁽²⁾



2 IN 3

CEOs WHO USE ONLY ONE SOCIAL PLATFORM ⁽²⁾

DO THEY POST, AND WHERE?



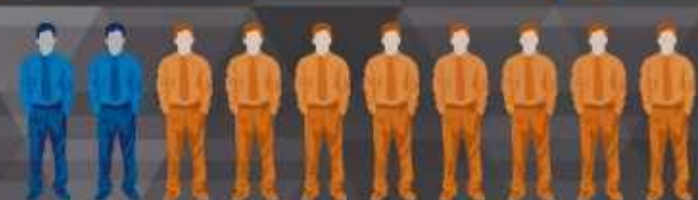
TAKE THE GOOD, TAKE THE BAD

“EMBRACING SOCIAL MEDIA ISN'T JUST A BIT OF FUN, IT'S A VITAL WAY TO COMMUNICATE, KEEP YOUR EAR TO THE GROUND AND IMPROVE YOUR BUSINESS.”

Sir Richard Branson, Virgin Group founder ⁽⁶⁾

76%

EXECUTIVES WHO WOULD RATHER WORK FOR A SOCIAL CEO ⁽⁶⁾



8 in 10

EMPLOYEES WHO WOULD RATHER WORK FOR A SOCIAL CEO ⁽⁶⁾

3 in 4
CONSUMERS WHO SAY A COMPANY IS MORE TRUSTWORTHY IF ITS HIGH-LEVEL LEADERSHIP PARTICIPATES IN SOCIAL MEDIA ⁽⁶⁾

THERE'S A BUT: ONLY **15%**

OF PEOPLE BELIEVE BUSINESS LEADERS TELL THE TRUTH. AND BRASH BUSINESS STYLES AND CONTROVERSIAL PERSONAL OPINIONS CAN TURN OFF CONSUMERS. ⁽⁶⁾



HOW CEOs CAN DO IT RIGHT

Not every CEO has the built-in gravitas of Warren Buffett or Bill Gates. But even leaders of small and medium companies can put a few smart practices into place.



Have your own blog ⁽⁷⁾



Use the company website ⁽⁷⁾



Self-author your posts ⁽⁷⁾



Be spontaneous but not too informal ⁽⁷⁾



Be forward-looking ⁽⁷⁾



Connect, don't promote (especially don't self-promote) ⁽⁷⁾



Keep your mind open ⁽⁷⁾

SOURCES

1. <https://hbr.org> 2. <http://www.ceo.com> 3. <https://twitter.com> 4. <https://www.facebook.com> 5. <http://www.cio.com> 6. <http://www.forbes.com> 7. <http://www.webershandwick.com>