The Social CEO: Executives Tell All

Rising interest in measuring CEOs’ usage of social media prompted Weber Shandwick to ask executives what they think about CEOs entering social waters. With partner KRC Research, Weber Shandwick surveyed 630 executives in 10 markets about the social participation of CEOs.

The Social CEO: Executives Tell All defined social media participation as “posting messages, videos, pictures, etc. on a social media site.” In our study, executives are described as having a social CEO — those with CEOs who post in social media — or an unsocial CEO.

CEO sociability yields multiple dividends

CEO sociability instills positive feelings among executives with social CEOs

CEO sociability is inherently risky but inevitable

Unsocial doesn’t mean anti-social

Seven Habits of Highly Social CEOs

For more information about The Social CEO: Executives Tell All, please contact:

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Benefits

76% of all executives believe it is a good idea for CEOs to be social

73% of executives with social CEOs to search to see what their CEO is posting

69% of executives with social CEOs would like to see their CEOs participate even more frequently

52% of executives with social CEOs to search to see what their CEO is posting

46% unsocial CEOs post to company website

41% unsocial CEOs post to company intranet

6% unsocial CEOs post to company website

6% unsocial CEOs post to company intranet

56% of executives believe it is a good idea for CEOs to be social

45% rise in social CEOs over next five years

62% unsocial CEOs post to company website

50% unsocial CEOs post to company intranet

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