

Socializing Your CEO

The evolving social behavior of the world's top 50 CEOs

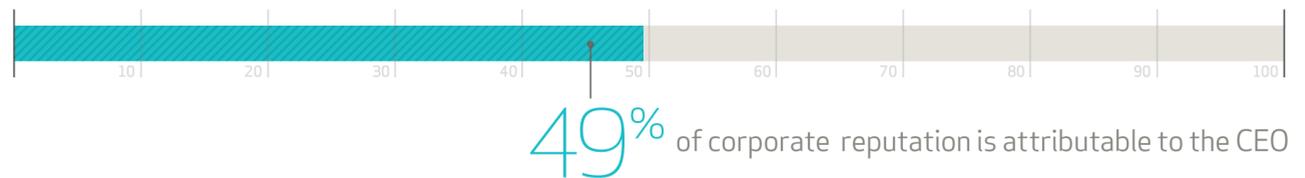
Due to the inextricable link between CEO and corporate reputation and its sizable impact on market value (60%*), Weber Shandwick takes a keen interest in better understanding how CEOs tell their company story internally and externally, online and offline, in-person and virtually. Our latest study on leadership communications is focused on the increasingly important role of social media and other online channels for CEOs worldwide.

Weber Shandwick's 2010 study, *Socializing Your CEO: From (Un)Social to Social*, was one of the earliest quantitative explorations of

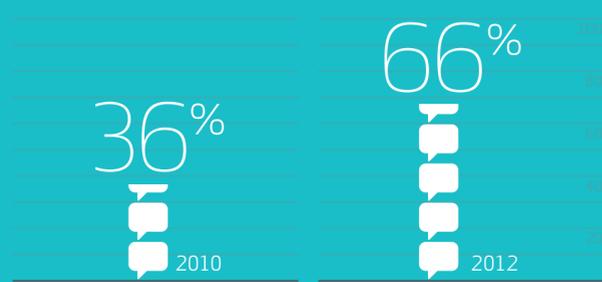
CEO social engagement. The analysis revealed that the majority of CEOs from the world's largest companies were not engaging online with external stakeholders and thus missing out on opportunities to deepen their company reputations and customer relations. In 2012, Weber Shandwick refreshed its analysis on how the leaders of the world's most elite companies are evolving socially. Weber Shandwick considered a CEO "social" if he or she does at least one of the following: engages on the company website, appears in a video on the company YouTube channel, has a public and verifiable social network profile or authors an external blog.



CEO reputation matters*



CEO sociability is on the rise



Percentage of CEOs of the world's top 50 companies who are social

Social begins at home (page)

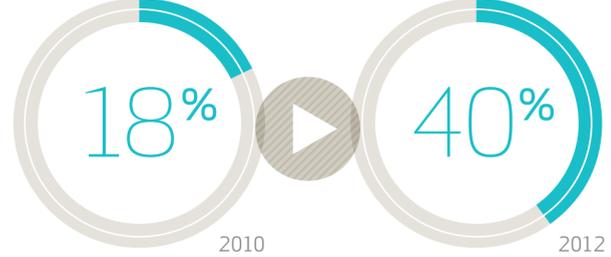


Social networking growth is flat



Percentage of CEOs who have at least one social network account

Video is the social CEO hotspot



Percentage of CEOs appearing in video either on the company website or company YouTube channel

CEO sociability increases with tenure



Social CEOs lead companies with higher reputational status



Level of sociability varies around the world



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To download the full report, visit:

<http://bit.ly/SocializingYourCEO2013>



*Weber Shandwick and KRC Research, *The Company behind the Brand: In Reputation We Trust*