The CEO Reputation Premium: Gaining Advantage in the Engagement Era

1. **CEO Reputation Matters**
   - 45% of respondents believe a CEO's reputation is the company's most important asset.
   - 50% think a strong reputation attracts investors.
   - 44% believe it helps attract and retain top talent.

2. **What It Takes: The CEO Reputation Premium**
   - Highly regarded CEOs are more than three times as likely as CEOs with weak reputations to participate in public policy discussions.
   - Executives are more likely to think that it is inappropriate for CEOs to take a public position than it is for them to participate in policy discussions.

3. **CEO Public Engagement is the New Mandate**
   - 81% of global executives attribute an increase in CEO engagement with social media to bolster CEO engagement on a visible scale and reap the reputational benefits that come with effectively engaging stakeholders wherever they happen to be.

4. **CEO Social Media Engagement Comes with a Price Tag**
   - CEOs need an external profile in more ways than one. CEOs who are active on social media are 17% more likely to be followed by the media.
   - CEOs who are active on social media are 21% more likely to be followed by investors.
   - CEOs who are active on social media are 19% more likely to be followed by employees.

5. **CEO Social Media Engagement Comes with a Price Tag**
   - CEOs who are active on social media are 8% more likely to be followed by customers.
   - CEOs who are active on social media are 12% more likely to be followed by partners.
   - CEOs who are active on social media are 15% more likely to be followed by the public.

6. **CEOs Should Exercise Caution When Taking a Stance on Public Policy**
   - 36% of respondents believe that CEOs should take a public stance on social issues.
   - 48% believe that CEOs should take a public stance on economic issues.
   - 35% believe that CEOs should take a public stance on environmental issues.

7. **The CEO’s Guide to Reputation and Public Engagement**
   - Identify and develop the strategy.
   - Develop the statement.
   - Assess the audience.
   - Leverage the platform.
   - Solve the crisis.
   - Communicate the message.
   - Monitor the results.

---

**CEO Engagement**
- 71% of CEOs are actively engaged in social media.
- 63% of CEOs are actively engaged in public policy discussions.
- 67% of CEOs are actively engaged in public relations.
- 52% of CEOs are actively engaged in customer engagement.
- 45% of CEOs are actively engaged in employee engagement.
- 36% of CEOs are actively engaged in partner engagement.
- 48% of CEOs are actively engaged in public engagement.

---

**CEOs’ Stance on Public Policy**
- 36% of CEOs believe it is important for CEOs to take a public stance on social issues.
- 48% believe it is important for CEOs to take a public stance on economic issues.
- 35% believe it is important for CEOs to take a public stance on environmental issues.

---

Reach out to Bradley Honan (bhonan@krcresearch.com)
or Leslie Gaines-Ross (lgaines-ross@webershandwick.com)
for more information.