

# 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 participate in social media — or an unsocial CEO.

This research reveals how the CEO sociability continuum has already started internally, has moved progressively to corporate websites and YouTube, and, in time, is expected to shift to social networks. Now that we have a better portrait from executives on how CEOs are engaging socially, we can better measure how far CEOs have come and how far they have to go.

Please visit [webershandwick.com/news/article/the-social-imperative-for-ceos](http://webershandwick.com/news/article/the-social-imperative-for-ceos) to view the full report.

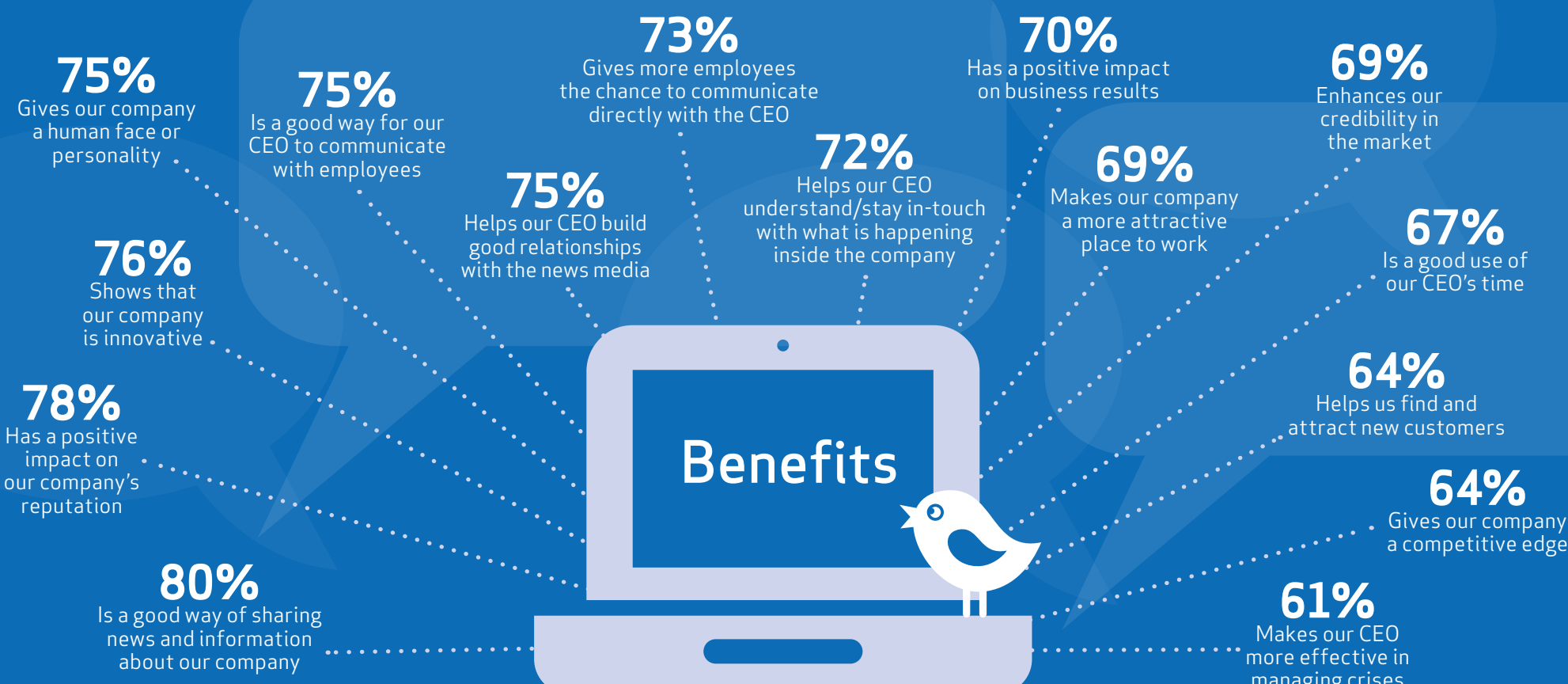
## Employees want their CEOs to be social

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

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

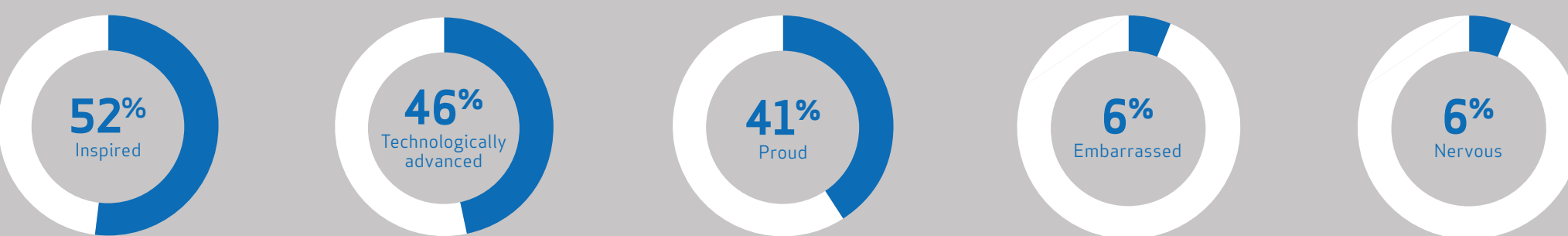
69% of executives with social CEOs would like to see their CEOs participate even more frequently

## CEO sociability yields multiple dividends



## CEO sociability instills positive feelings among executives with social CEOs

How CEO's social media participation makes executives feel (among executives with social CEOs)

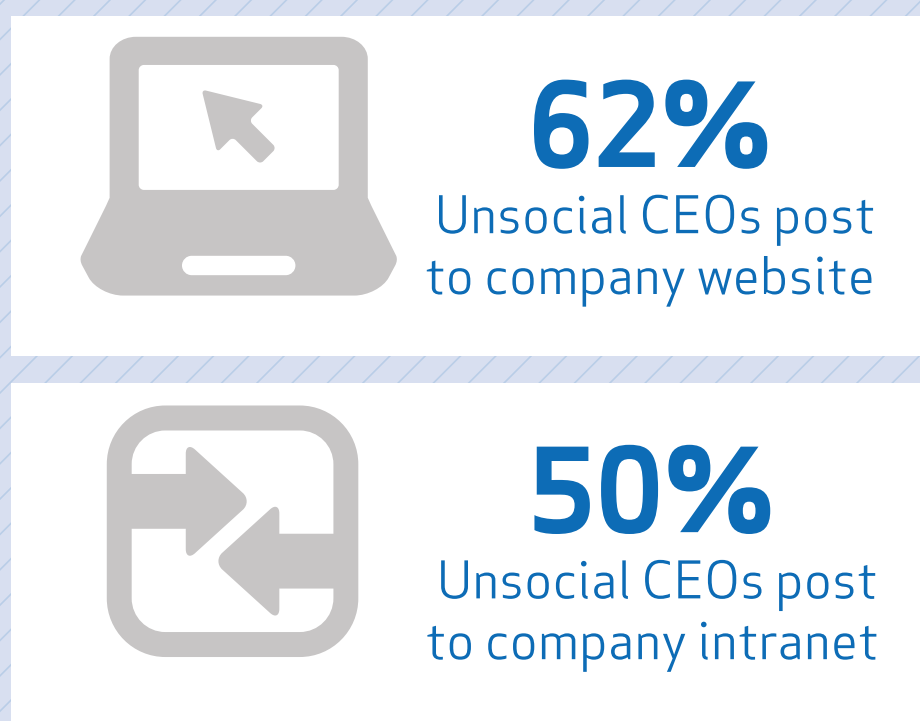


## CEO sociability is inherently risky but inevitable



## Unsocial doesn't mean anti-social

CEOs are finding ways to be social without being active on Facebook, Twitter and LinkedIn.



## Seven Habits of Highly Social CEOs

Weber Shandwick compared the exceptionally active social CEOs (those whose executives say they participate in social media at least once a week) to overall social CEOs to develop a profile of the most highly social CEOs. Highly social CEOs...



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

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