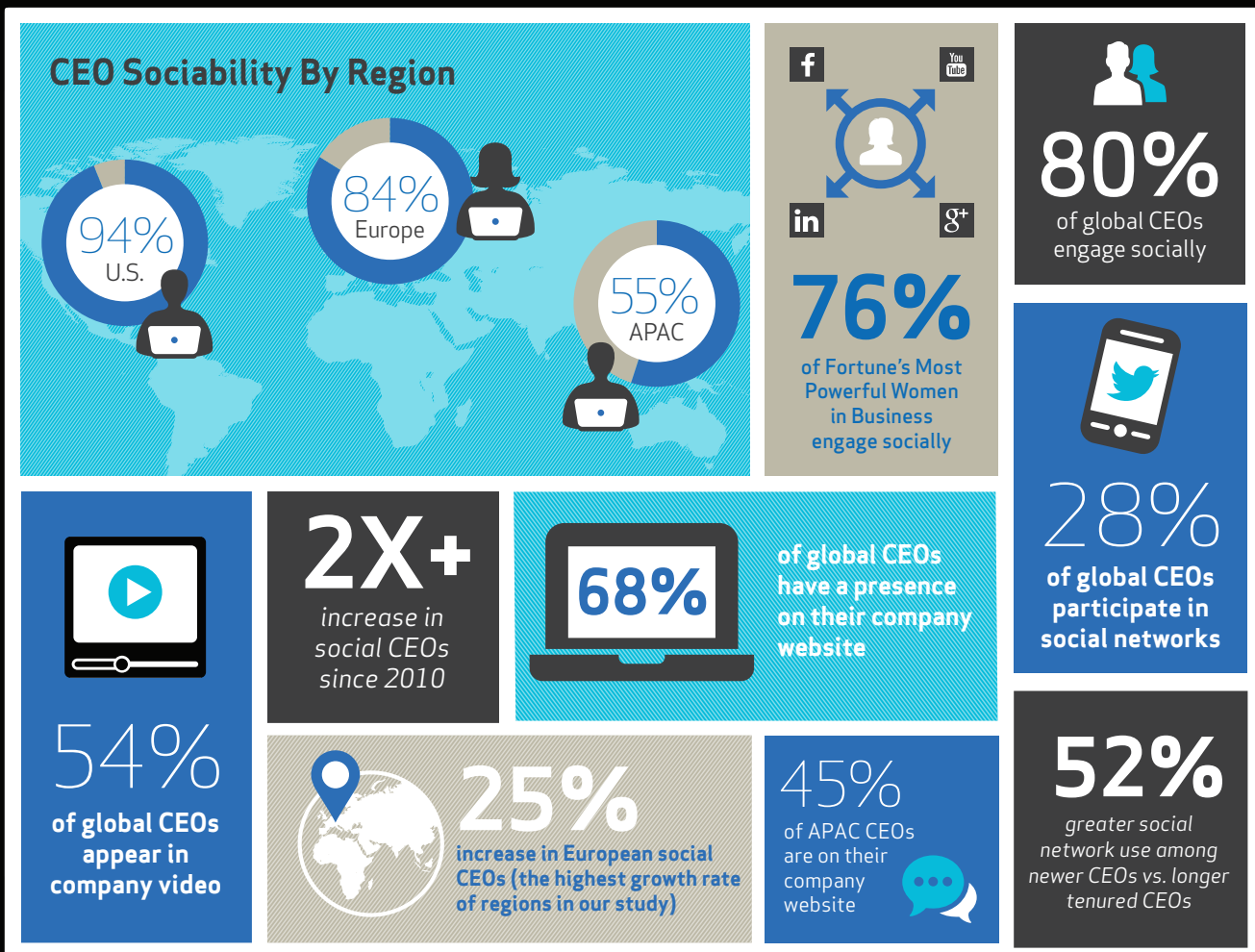


Socializing Your CEO III:

From Marginal to Mainstream

Something transformational happened on the way to 2015: CEOs became “socialized.” After tracking the rates of CEOs online and their social media presence since 2010, Weber Shandwick has learned that a new day has dawned — CEOs have found their social footing.

Socializing Your CEO III analyzes how the leaders of the world’s top 50 companies are evolving socially. Weber Shandwick considers a CEO “social” if he or she does at least one of the following: has a public and verifiable social network, engages on the company website and appears in video on the company YouTube channel.



For more information about **Socializing Your CEO III: From Marginal to Mainstream**, please contact:

Leslie Gaines-Ross
Chief Reputation Strategist
Weber Shandwick
lgaines-ross@webershandwick.com

Chris Perry
President, Digital
Weber Shandwick
cperry@webershandwick.com

