



The Social CEO: business leadership in an engagement world

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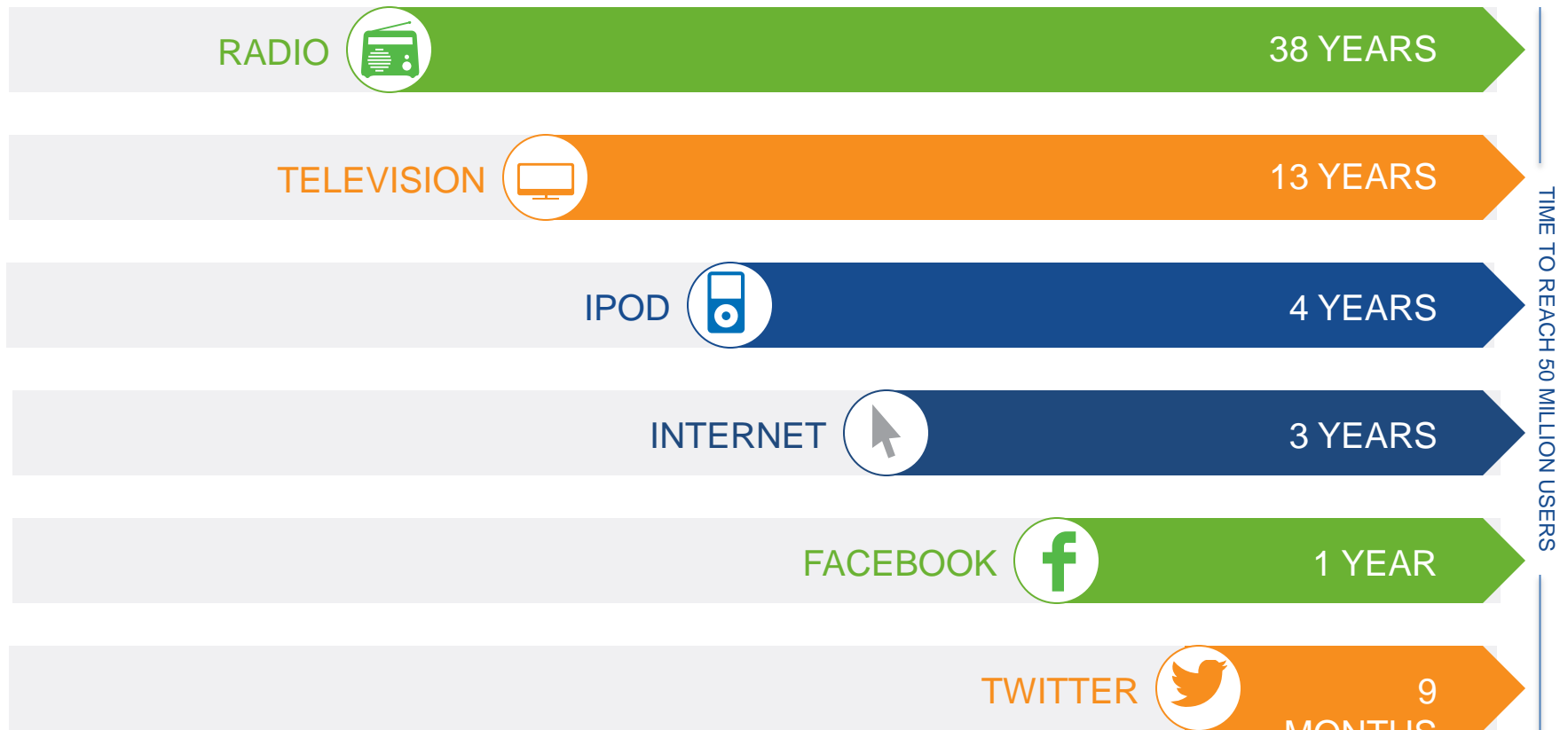


weber
shandwick
engaging, always.

Rewiring of Society, Media, Business

Social technologies have been adopted at record speed

TIME TO REACH 50 MILLION USERS





60%

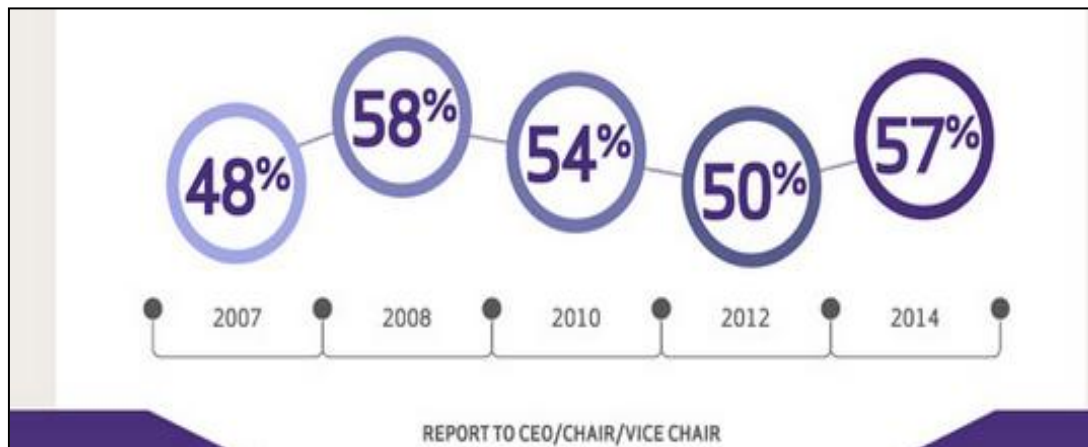
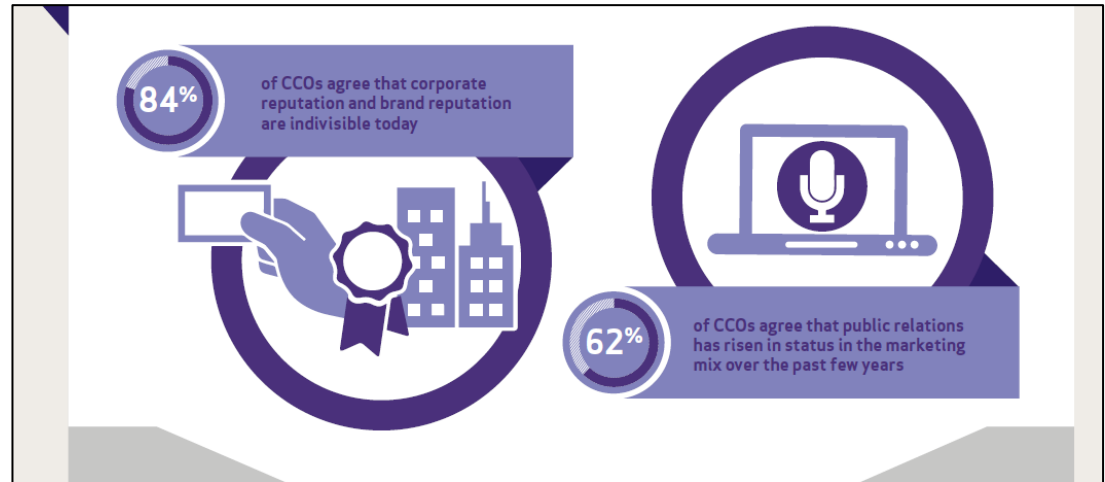
OF MARKET VALUE IS ATTRIBUTED TO
CORPORATE REPUTATION

Source: Weber Shandwick, *The Company Behind the Brand: In Reputation We Trust*



Rise of the Chief Communications Officer

Marketing and communications convergence is likely driven by the indivisibility of corporate and brand reputation



Proximity of the CCO to the CEO remains close. Over half of the most senior communications professionals report to the top.

Extent to which reputation matters

Global executives attribute

44%

of their company's market value to the reputation of their CEO, on average



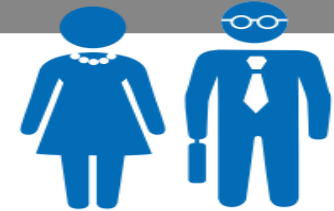
50%

of global executives expect that CEO reputation will matter more to company reputation in the next few years

Global executives attribute

45%

of their company's reputation to the reputation of their CEO, on average



81%

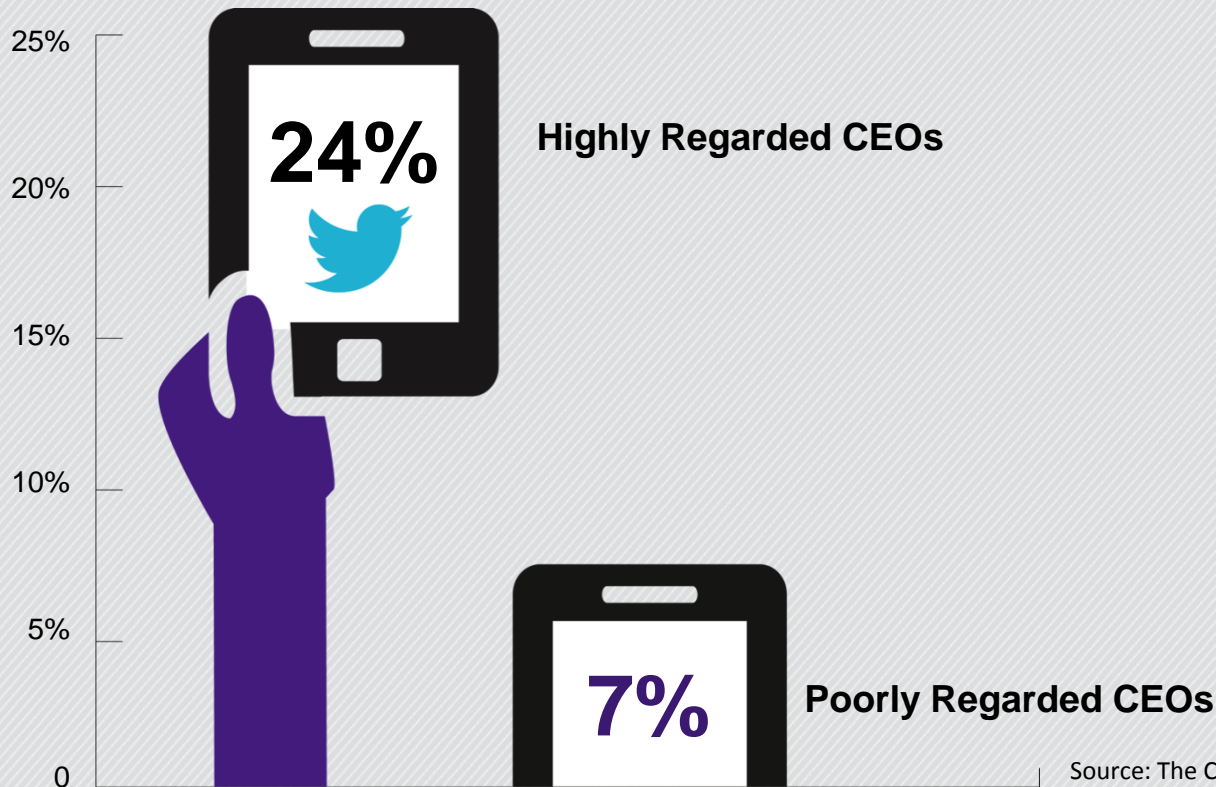
of global executives report that it is important for CEOs to have a visible public profile for a company to be highly regarded.

Highly reputable CEOs are good at external relations.

CEOs sociability comes with reputational rewards

- Highly regarded CEOs have a higher social media participation rate than poorly regarded CEOs.

CEO Participates in Social Media



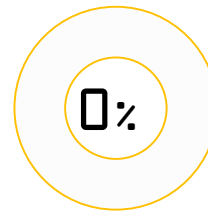
Source: The CEO Reputation Premium, Weber Shandwick & KRC Research, 2015



CEOs have become more visible to the public



Of global CEOs engage socially



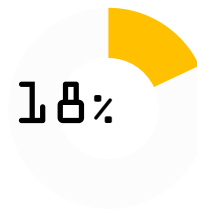
Of CEOs have company -
affiliated blogs



Of CEOs of the world's
'most reputable' companies
engage socially



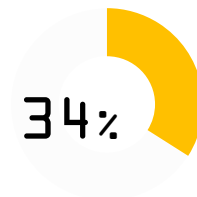
Of CEOs appear in video



Of CEOs participate on
social networks



Of CEOs have more than just
their name on company
websites



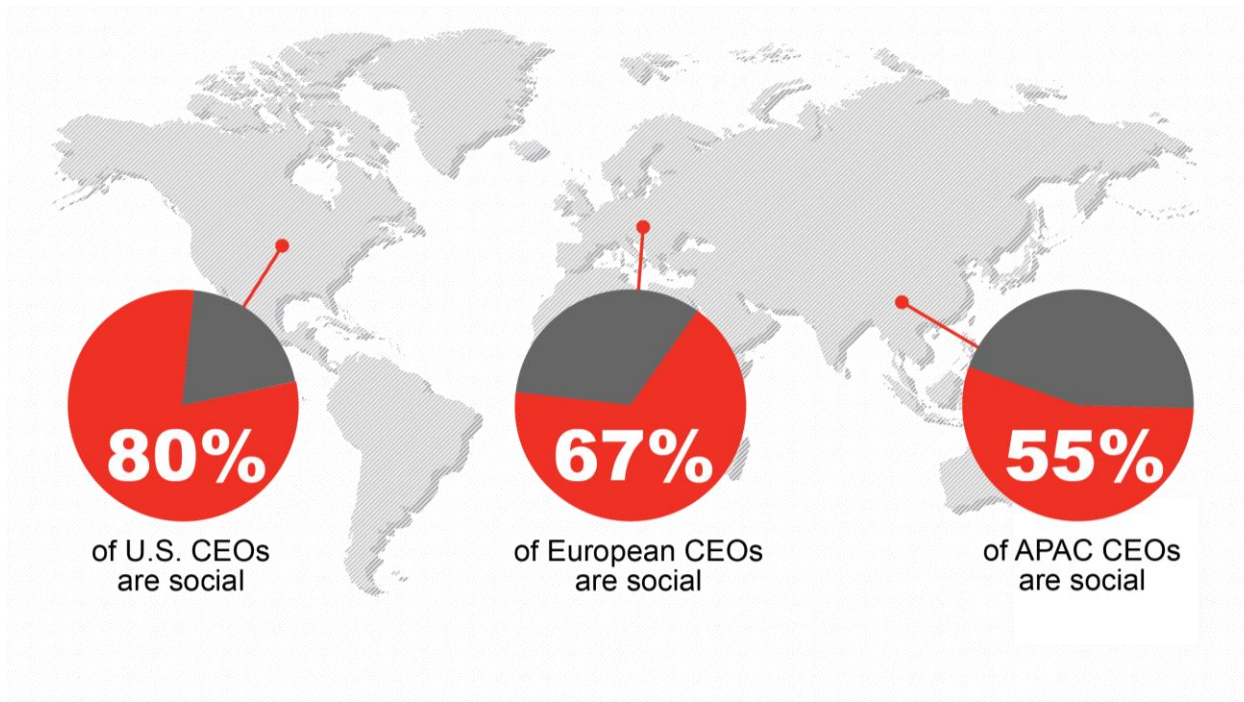
Of CEOs have a presence on
company homepage and
About Us pages

Fortune Global 50 CEOs are turning social

CEO sociability is
on the rise

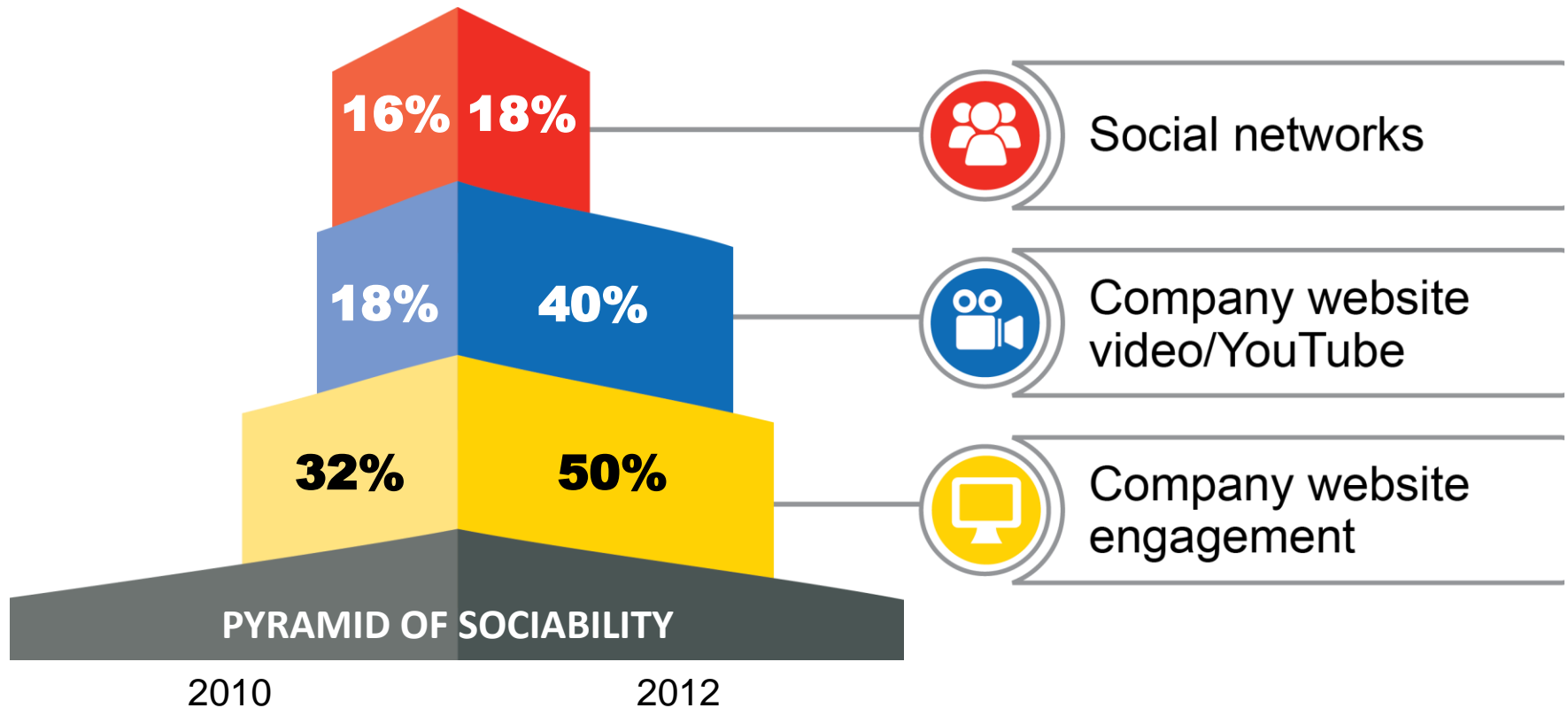


Percentage of CEOs of the world's top 50 companies who are social



level of
sociability
varies around
the world

Fortune Global 50 CEOs



Grigado

Dank U

Merci

mahalo

macubo

Grazie

Thank
you

mauruu

Gracias

Dziękuję

Děkuju

dank