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# THE SOCIAL CEO

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**How High Performing CEOs Use Social Media**

January 23, 2018 • Conducted by Ruder Finn

“We have reached a critical time in communications where a CEO’s leadership style must evolve to stay current. As public figures, CEOs must find ways to leverage the power of social media as a means to bring their story to life and connect with customers, investors and other audiences, including employees. To be competitive, CEOs need to find their ‘voice’ on social media, while carefully navigating the most important topics in the world today and staying relevant to their core business.”

– Kathy Bloomgarden, CEO of Ruder Finn

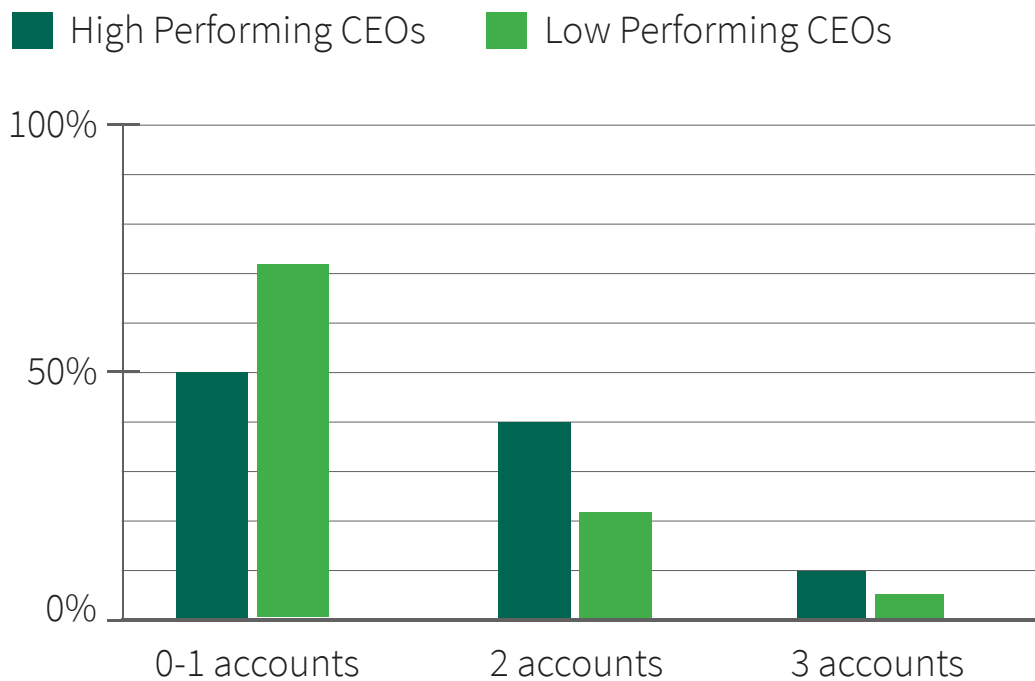
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## Overview

Ruder Finn conducted a study analyzing the social media presence of 100 CEOs from across 13 industries (primarily in technology, pharmaceuticals and consumer goods) to understand what a successful CEO looks like in social media. The CEOs were divided into two segments: 50 “high-performing” CEOs and 50 “low-performing” CEOs (CEOs of companies with below-average stock price growth against the S&P 500 Index). The study aims to see how social media presence differs between these two groups. Top-line findings are as follows

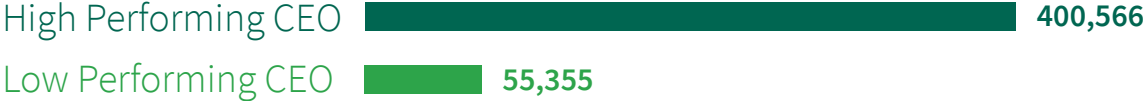
# The Successful CEO is a Social CEO

50% of high-performing CEOs have 2 or more accounts (Facebook, LinkedIn or Twitter) versus only 28% of low-performing CEOs, while 72% of low-performing CEOs had 0 or 1 accounts:



In addition, high-performing CEOs post more, have significantly more followers, and higher levels of engagement:

**Average # of followers summed over all accounts held:**



**Average # of followers per account**



**# of posts summed over all accounts held**



**Average # of posts per account**

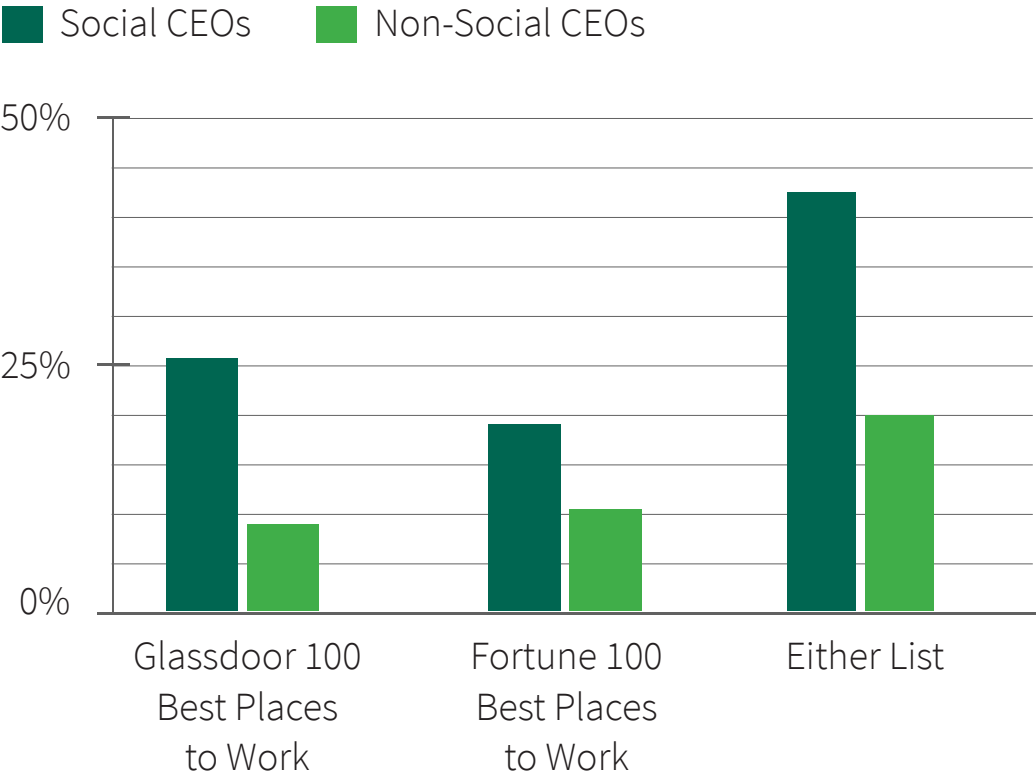


**Average engagements (likes, comments, shares) per post**



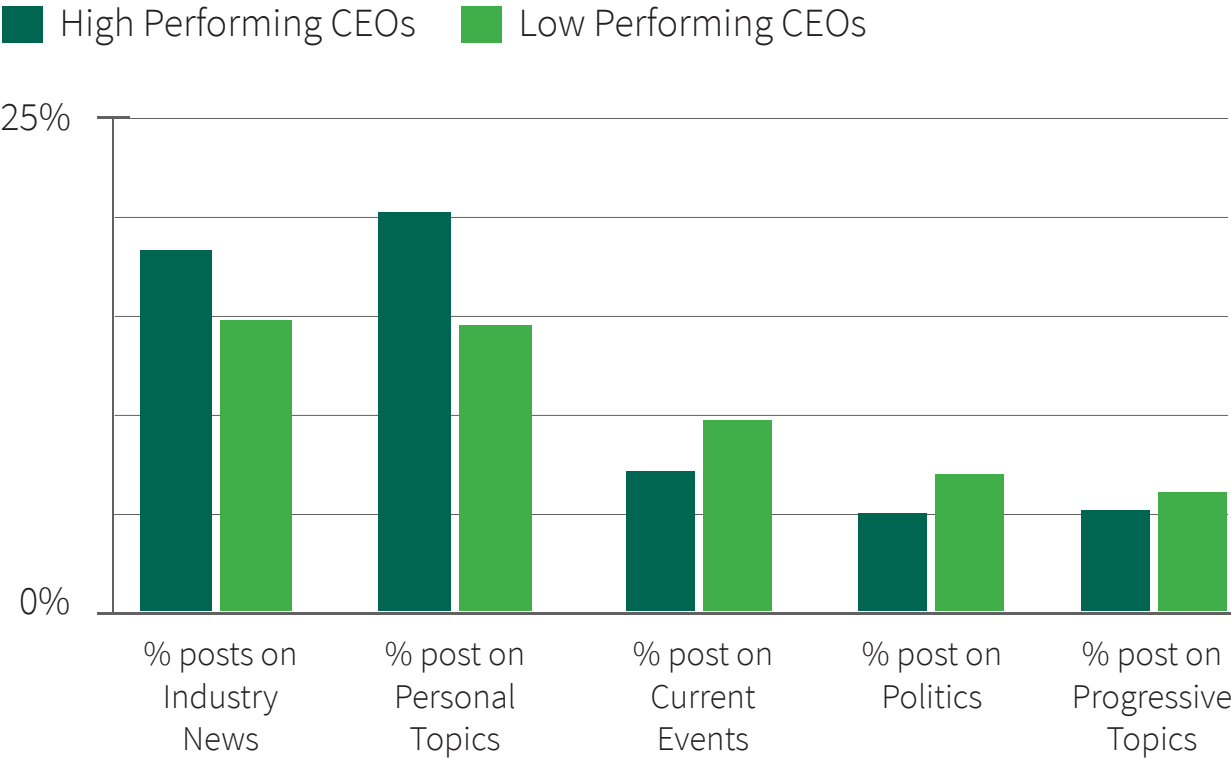
# The Successful CEO is a More Engaging Leader

Successful CEOs are not only more active on social media, but they engage more on personal topics. Of the CEOs we studied, 20.72% of posts by high performing CEOs were about personal anecdotes versus only 14.12% of posts by low performing CEOs were on personal topics. In addition, companies led by Social CEOs (CEOs on 1 or more social channels) are more than 2X more likely to be on The Fortune or GlassDoor 100 Best Places to Work lists:



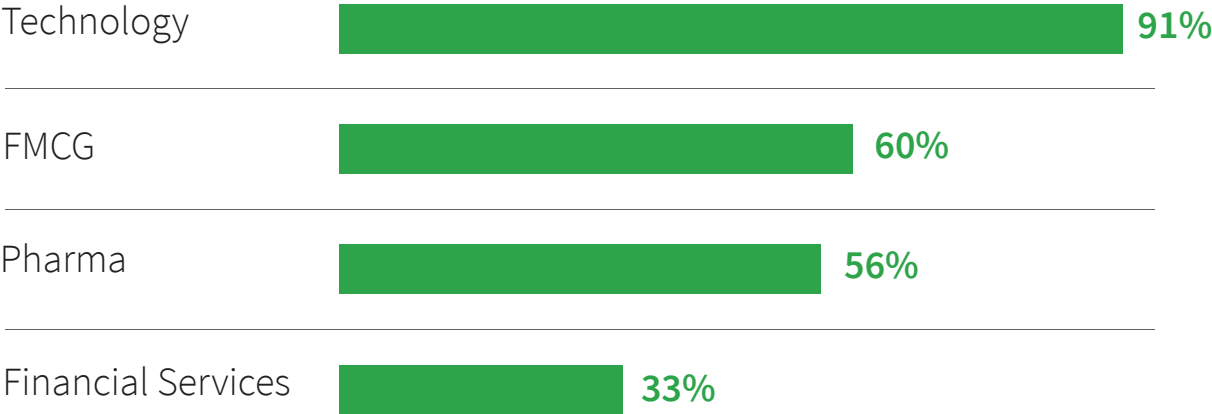
# The Successful CEO tends to stay away from politics and spend more time on industry news

While high-performing CEOs post more about personal topics than their lower-performing counterparts, they do not post as much about politics, progressive topics and current events, with 9.5% of posts by low-performing CEOs being about current events versus 6.7% of posts by high-performing CEOs.:



# How Social a CEO is varies by sector

The percentage of CEOs with social media presence is approximately 50% higher in the Technology Industry than it is in the FMCG and Pharma industries, and nearly three times higher than in the Financial Services Industry:



# Methodology

Ruder Finn researched the social media presence of 100 CEOs from across 13 industries, primarily in technology, pharmaceuticals and consumer goods. Data was collected covering the timeframe of January 2016 to June 2017. Company performance is based on comparisons to the S&P 500 Index over the same time period. Of the CEOs researched, 50 are present on Twitter, 50 are on LinkedIn, and 13 are on Facebook.

“High-performing” companies are defined as those that had above-average stock price growth against the S&P 500 Index during the research timeframe.

Ruder Finn’s new proprietary research and analytics tool, BEACON, was used to develop the findings. BEACON is capable of delivering actionable insights in real-time, allowing brands to outperform their peers across a multitude of KPIs.

## CEOs from following companies were included in the research:

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AB InBev	Coach	Intel	Phillip Morris
AbbVie	Coca-Cola	InterContinental	Proctor & Gamble
Adobe	Comcast	Intuit	Ralph Lauren
Aetna	eBay	Johnson & Johnson	Regeneron
Allergan	Eli Lilly	Johnson Controls	Salesforce
Amazon	Etsy	JP Morgan Chase	SAP
AMD	Expedia	Lockheed Martin	Shutterstock
American Airlines	F1	ManpowerGroup	Snapchat
American Express	Facebook	Marriott	Southwest Airlines
Amgen	Ford	Marsh & McLennan	Sprint Corp
Apple	Frontier Communications	McDonald's	Tesla
AT&T	GE	Medtronic	Teva
Bank of America	General Mills	Merck	Time Warner
Berkshire Hathaway	General Motors	Metlife	T-Mobile
Blackberry	Genpact	Michael Kors	Twitter/Square
Boeing Company	Gilead Sciences	Microsoft	U.S. Cellular
Box Inc	Goldman Sachs	Mondelez	Unilever
Bristol-Myers	Google	Netflix	United Airlines
CBS	Hilton	New York Times Company	Verizon
Celgene	HP	News Corp	Wells Fargo
CenturyLink	HubSpot	Oracle	Wyndham Worldwide
Cisco	Humana	Pearson PLC	Xerox
Citi	Hyatt	Pepsi	
Clorox	IBM	Pfizer	