

6 REASONS WHY CEO'S SHOULD BE VISIBLE ONLINE



1 CEOs are expected to be visible

**71% of employees agree.
It's critically important for my CEO
to respond to challenging times.**

- Industry
- Political events
- National crisis
- Employee-driven issues

Source: 2019 Edelman Trust Barometer Global Report



2 CEO profiles can be more engaging than the brand on LinkedIn

Volkswagen vs. Herbert Diess (Chairman)

+397% more engagement

Cool Blue vs. Pieter Zwart (CEO)

+189% more engagement

Banco Santander vs. Ana Botin (Chair)

+2,312% more engagement

Spanx vs. Sara Blankley (CEO)

+2,312% more engagement



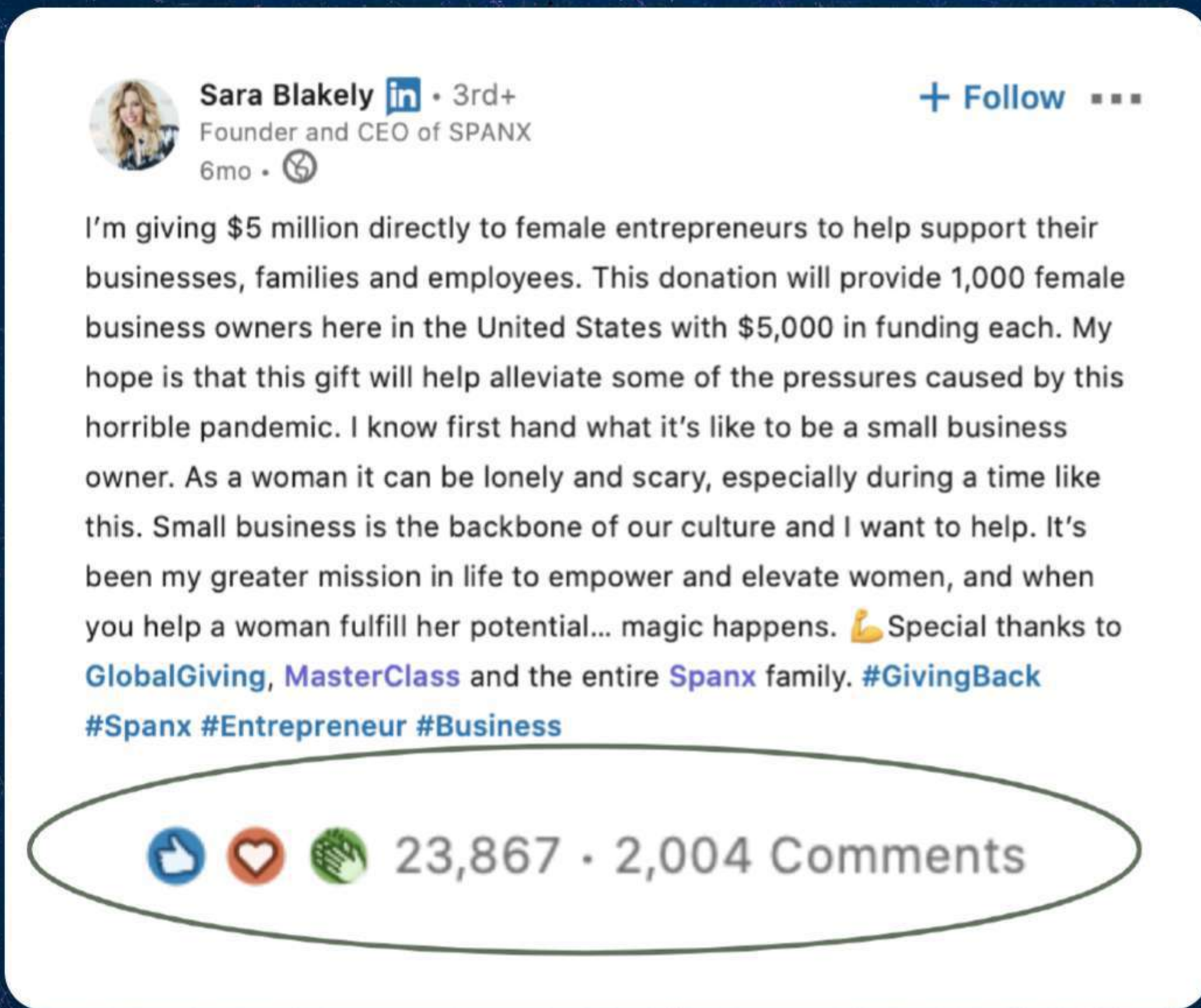
3 CEO profiles can drive meaningful conversations

On average, CEOs get 140% more comments than the brand*



***Based on our CEO vs Brand research and analysis**




4 CEOs can connect to people on a personal, human level






A screenshot of a LinkedIn post by Sara Blakely, Founder and CEO of SPANX. The post is dated 6 months ago and is public. The text of the post describes a \$5 million donation to female entrepreneurs. The engagement metrics at the bottom of the post are circled in green: 23,867 likes and 2,004 comments.

Sara Blakely  • 3rd+
Founder and CEO of SPANX
6mo • 

[+ Follow](#) 

I'm giving \$5 million directly to female entrepreneurs to help support their businesses, families and employees. This donation will provide 1,000 female business owners here in the United States with \$5,000 in funding each. My hope is that this gift will help alleviate some of the pressures caused by this horrible pandemic. I know first hand what it's like to be a small business owner. As a woman it can be lonely and scary, especially during a time like this. Small business is the backbone of our culture and I want to help. It's been my greater mission in life to empower and elevate women, and when you help a woman fulfill her potential... magic happens. 🙌 Special thanks to [GlobalGiving](#), [MasterClass](#) and the entire [Spanx](#) family. [#GivingBack](#) [#Spanx](#) [#Entrepreneur](#) [#Business](#)

   23,867 · 2,004 Comments

- Personal - Authentic - Vulnerable - Emotional




5 CEOs can support their brand by communicating brand values

Ed Bastian • 3rd+
Chief Executive Officer at Delta Air Lines
1mo •

[+ Follow](#)

As Delta's CEO, it's my personal responsibility to leverage my influence and privilege to be my team's strongest advocate for equity and justice. In a mem this morning, I shared with my 75,000 colleagues the immediate, short- and long-term goals we'll be measuring our progress against to accelerate our course as we become a more just, equal, and anti-racist company. To each of our customers, who are a part of our extended Delta family, I invite you to join on this journey as we bring our values to life to better connect the world.



Taking Action on Racial Justice and Diversity
Ed Bastian on LinkedIn • 4 min read
To: Delta Colleagues Worldwide From: Ed Bastian, CEO Subject: Taking Action Amid the...

1,583 · 71 Comments

Delta Air Lines
719,859 followers
1mo •


[+ Follow](#) ...

While it is important to continue listening and learning, now is also the time to step up and take strong action. Read the memo shared by [Ed Bastian](#), CEO, on the steps Delta is taking to become an anti-racist, anti-discrimination organization.

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530 · 8 Comments

CEO

Brand





Effective CEO communication contributes to business results

A MUST WHEN IT COMES TO
EARNING TRUST



Of Decision-Makers say that Thought Leadership can be effective in ***enhancing their perceptions of an organization***



How do CEOs make this possible?

4 core principles

- **Authenticity** - They speak from their heart and relate their content to real-world issues and topics.
- **Consistency** - They post daily or weekly. There is always a consistent rhythm to their online activity.
- **Emotionally-charged** - They are not afraid to share how they feel about various important topics.
- **Original Content** - They create original content (pictures, videos, articles) to tell their stories. Even when they address industry news.



Learned something new?
Share it with someone who should see this, too.

