

Fogel & Partners and Eklips Digital Advisors | Stockholm November 2012

# **SURVEY: HOW VISIBLE IS A LARGE CAP CEO ONLINE?**



” More and more CEO’s today only line up when they must, around Q reports four times a year and on their Capital Markets Day. On these occasions, they communicate with a pre-written message around the company’s finances.

After that they are quiet. Stock Exchange CEO’s should use their public position to build sustainable relations with all stakeholders.”

Olle Zachrisson, Svenska Dagbladet, February 20, 2012

# Executive Summary

- 24% of the companies on Nasdaq OMX Large Cap do not publish a CEO biography on website
- 40% do not highlight any presentations
- 79% do not profile CEO via video or audio
- 60% of CEO's do not have a Wikipedia page
- 16% of CEO's have a LinkedIn profile
- Ola Rollén, Hexagon, only Large Cap CEO with a personal Twitter account
- 26% of the companies use a YouTube account to publish CEO videos
- 19% use a Slideshare account to highlight CEO presentations
- Michael Wolf, Swedbank; Jan Johansson SCA; and Keith McLoughlin, Electrolux, most visible with corporate owned/own social media content
- 10% of CEO's mentioned >100 times in social media
- Hans Vestberg, Ericsson, and Lars Nyberg, TeliaSonera, mentioned >500 times in social media



# About the Survey

## About

- The survey of all 58 CEO's on Nasdaq OMX Large Cap
- Survey period: October 2012
- 13 categories
  - Biography
  - Images
  - Presentation slides
  - Transcripts from speeches
  - Written CEO statements
  - CEO statements audio/video
  - Google first page hits Swedish and English
  - Wikipedia
  - Personal LinkedIn account
  - Personal Twitter account
  - Corporate Slideshare account with CEO content
  - Corporate YouTube account with CEO content

- 0, 5 or 10 points were given in each respective category
- Example: Does the company present a CEO biography on their corporate website?
  - None (0 p), Brief (5 p), Extensive (10 p)
- 130 points in total

## Online channels included in survey

- Corporate website
- Google
- Wikipedia
- Branded/owned social media accounts

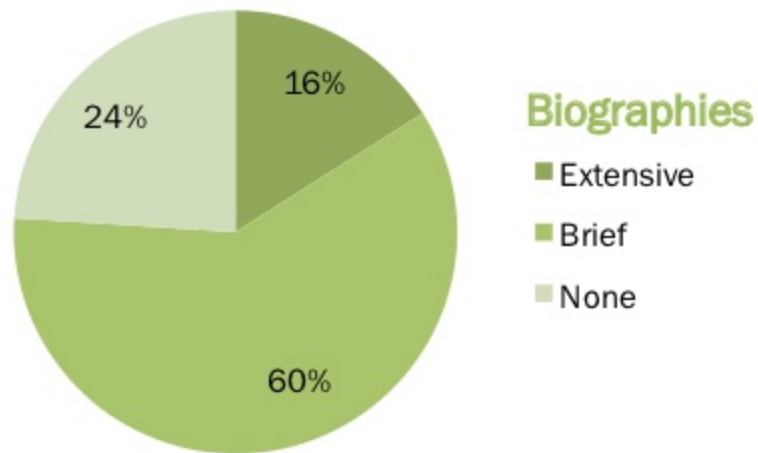
## Online channels included in presentation but excluded from survey

- Mentions in social media
- Global CEO Google searches



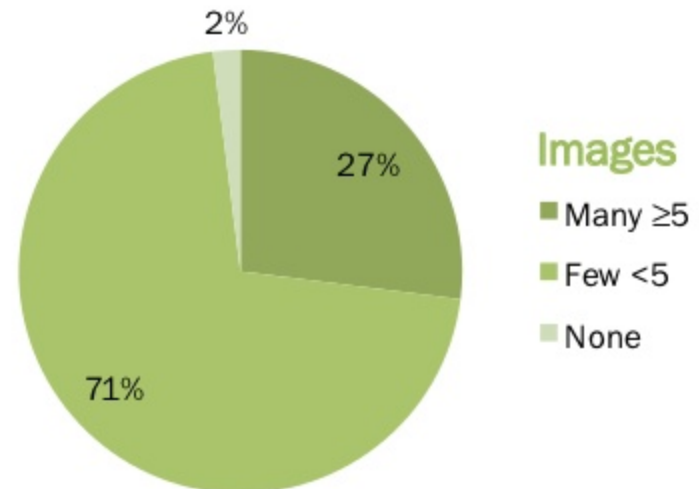
# THE CORPORATE WEBSITE

# Biographies & Images



- 24% do not have a CEO biography
- <20% of the companies have an extensive CEO biography

• DEFINITION: Has the company a CEO biography on the corporate website?

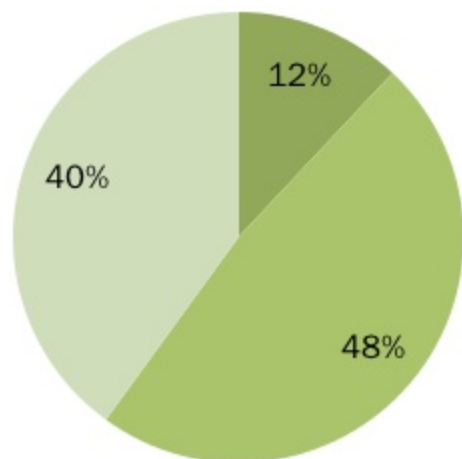


- All companies, except one, publish images of the CEO
- Only 27% offer more than 5 images of the CEO

• DEFINITION: Does the company have downloadable CEO pictures on the corporate website?



# Presentations

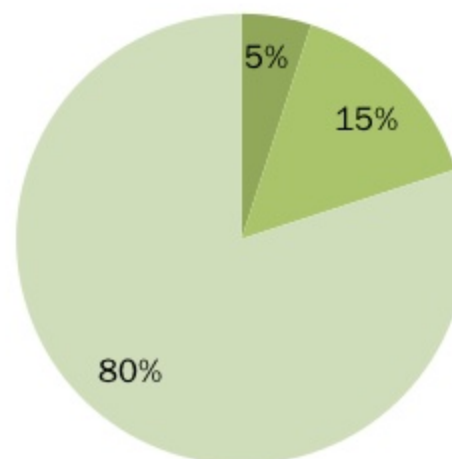


**Presentation slides**

- Many  $\geq 5$
- Few  $< 5$
- None

- Only 12% highlight many CEO presentations
- 40 % doesn't highlight any presentations

• DEFINITION: Does the company publish CEO presentations, ex Q report presentations?



**Transcripts from speeches**

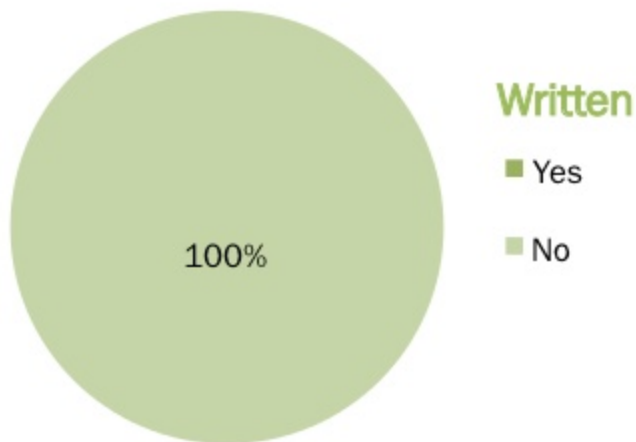
- Many  $\geq 5$
- Few  $< 5$
- None

- 20% have transcripts from CEO speeches
- 3 companies have many CEO speeches

• DEFINITION: Does the company publish transcripts from speeches?

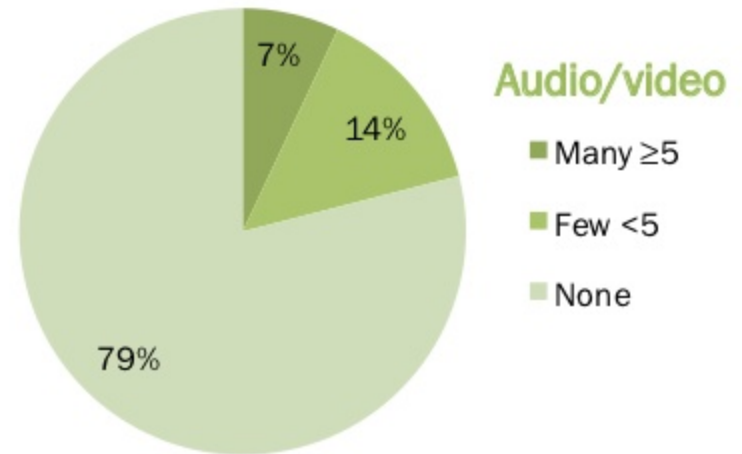


# CEO statements



- No company publishes CEO statements on a regular basis
- Some companies publish CEO statements from the annual report

• DEFINITION: Does the company publish written CEO statements on a regular basis, e.g. newsletters, blog posts etc.?



- 79% of the companies do not profile CEO via video/audio
- $< 10\%$  have many statements via video or audio from CEO

• DEFINITION: Does the company publish audio or video material from CEO ex of webcasts or analyst calls from Q reports?



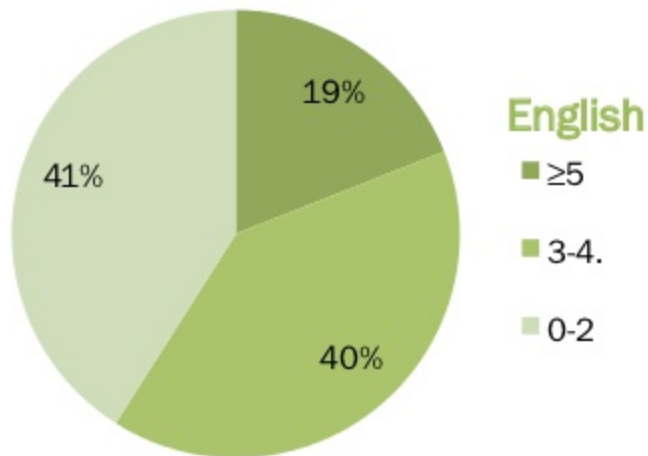


**GOOGLE**

**” 93% of respondents believe that CEO engagement in social media helps to communicate company values, shape a company’s reputation, and increase and evolve corporate leadership in times of crisis. ”**

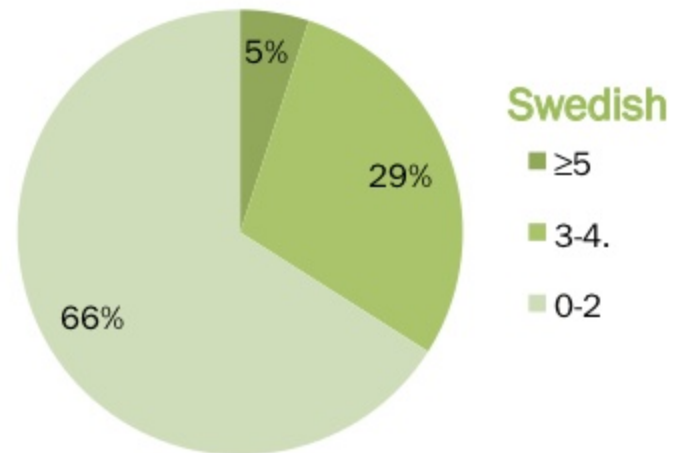
2012 CEO, Social Media & Leadership Survey by Brandfog

# Google first page hits



- 41% have 0-2 company controlled hits
- 19% have 5 or more company controlled hits

• DEFINITION: How many company controlled hits on Google first page when searching on CEO + company name ?

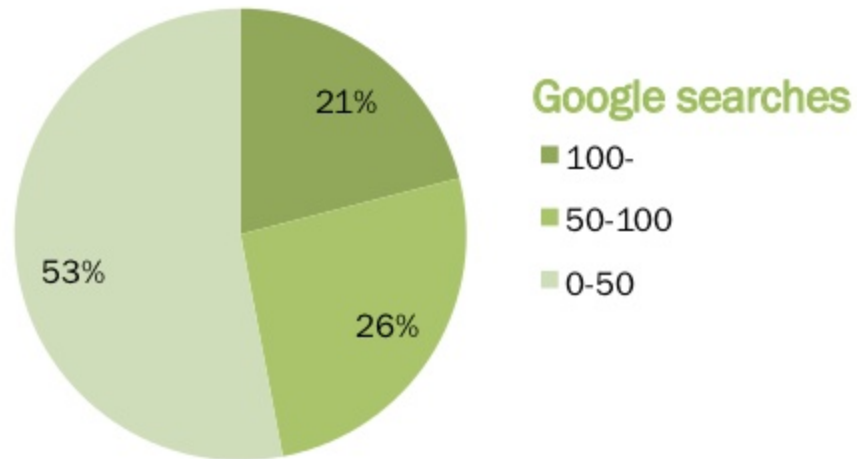


- 66% have 0-2 company controlled hits
- 5% have ≥5 company controlled hits

• DEFINITION: How many company controlled hits on Google first page when searching on CEO + company name?



# Google searches



- 53% of CEO's are searched <50 times during one month
- 21% are searched >100 times

• DEFINITION: How many global Google searches on CEO + Company during search period?

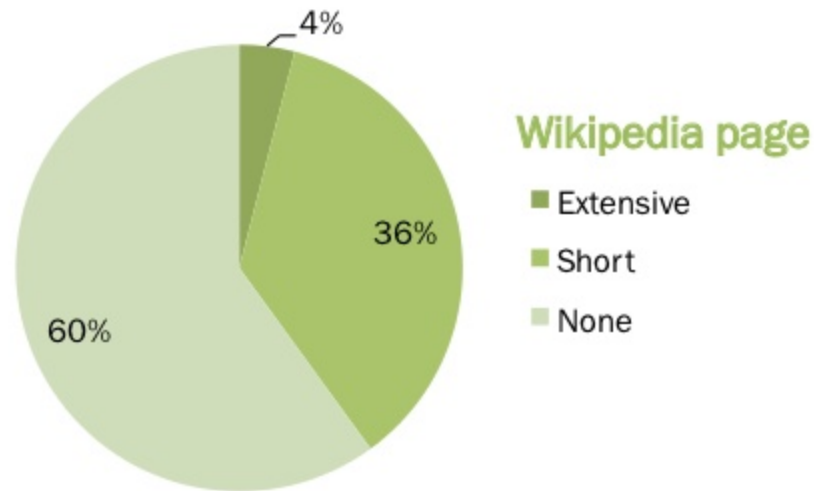


**WIKIPEDIA**

**” This lack of engagement would be similar to 50% of the world using e-mail with big CEO’s holding out, or 50% of your customers shopping online but no CEO’s trying it. ”**

Josh James, Founder of Omniture. [Forbes.com](http://Forbes.com)

# Wikipedia



- Only two CEO's have extensive Wikipedia pages
- 60% do not have a Wikipedia page

• DEFINITION: Does the CEO have a personal Wikipedia page?



# BRANDED & OWNED SOCIAL MEDIA ACCOUNTS

Definition: Corporate social media account (YouTube or Slideshare)  
with CEO content or personal account/profile (Twitter and LinkedIn)

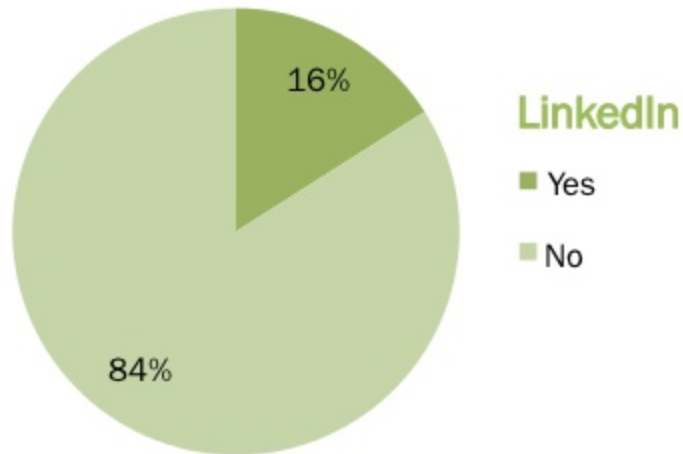


” Twitter’s growth was accompanied by a strong increase in use of the social networks LinkedIn and YouTube.

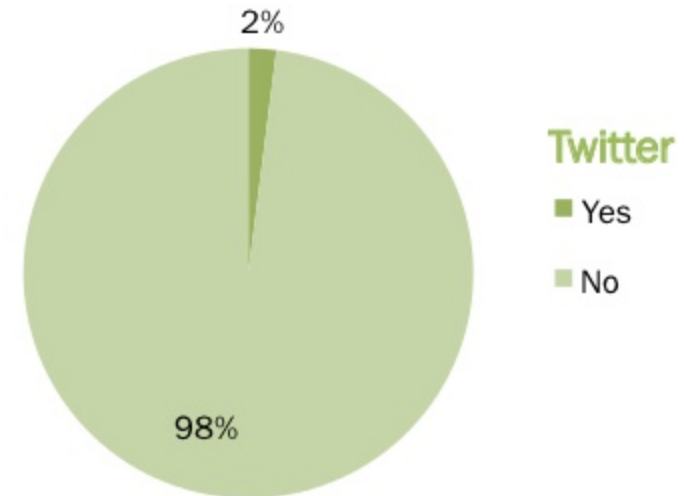
Interestingly, the use of Facebook in the corporate sphere grew much more slowly in comparison.”

Investis IQ Corporate Website Rankings Q3 2012

# LinkedIn and Twitter



- 16% of CEO'S have a LinkedIn profile



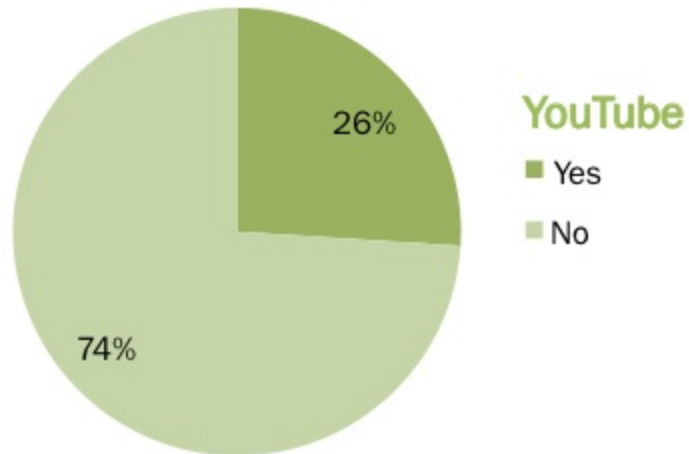
- One CEO has a personal Twitter account

• DEFINITION: Does the CEO have a personal LinkedIn profile?

• DEFINITION: Does the CEO have a personal Twitter account?

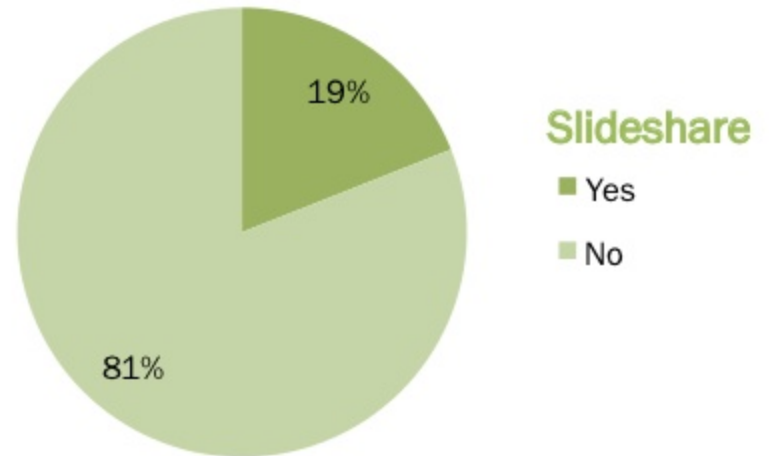


# YouTube and Slideshare



- 26% of the companies use a YouTube account to publish CEO videos

• DEFINITION: Does the company publish CEO videos on a corporate YouTube account?



- 19% use a Slideshare account to highlight CEO presentations

• DEFINITION: Does the company publish CEO presentation, e.g. Q reports on a corporate Slideshare account?



# MENTIONS IN SOCIAL MEDIA

Definition: Number of social media mentions (Blogs, Facebook, Twitter, Images, Videos).

Period: October 1 – October 31, 2012.

Search terms: Name + company.

Data provided by Silverbakk