



2014 SOCIAL CEO REPORT

Our annual look at trends in engagement of Fortune 500 CEOs across the major social media networks.

SEPTEMBER 2014

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EXECUTIVE SUMMARY

Now in its third year, the Domo + CEO.com Annual Social CEO Report explores adoption, activity and attitudes around social media among elite business leaders.

- A whopping **68%** of Fortune 500 CEOs have **no social media presence** at all.
- Of those who do, **2/3** of them engage on **only one platform**.
- **74%** of CEOs who only participate in a single network **join LinkedIn first**.
- 42 F500 CEOs currently have Twitter accounts. **69% of them are active**, having posted within the last 100 days.
- Ready to be shocked? **More top CEOs are now on Instagram than Google+.**

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INTRODUCTION

It's 2014 and the Fortune 500 CEOs are starting to get the message: sociability matters. While not every CEO is tweeting from the corner office, a significant number of the world's business leaders are **using social media to boost their companies' brands**.

According to new research from Domo and CEO.com, more business leaders than ever before are jumping into social media but they **aren't necessarily taking full advantage** of these tools. Even though CEOs are getting the big picture when it comes to social media, **social proficiency still takes time**.

*So how are today's CEOs engaging with the public online? Which social media platforms are getting the most attention? Have social habits changed over the past year or have they stayed pretty much the same? **This report answers some of those questions.***

HOW WE DID IT

We searched for and identified the social profiles of **every single CEO on the Fortune 500 list** on five popular social networks: Twitter, Facebook, LinkedIn, Google Plus and Instagram. We weighed the legitimacy of these social profiles against a strict set of criteria to ensure that our data is accurate. You can read more about our methodology at the [end of the report](#).



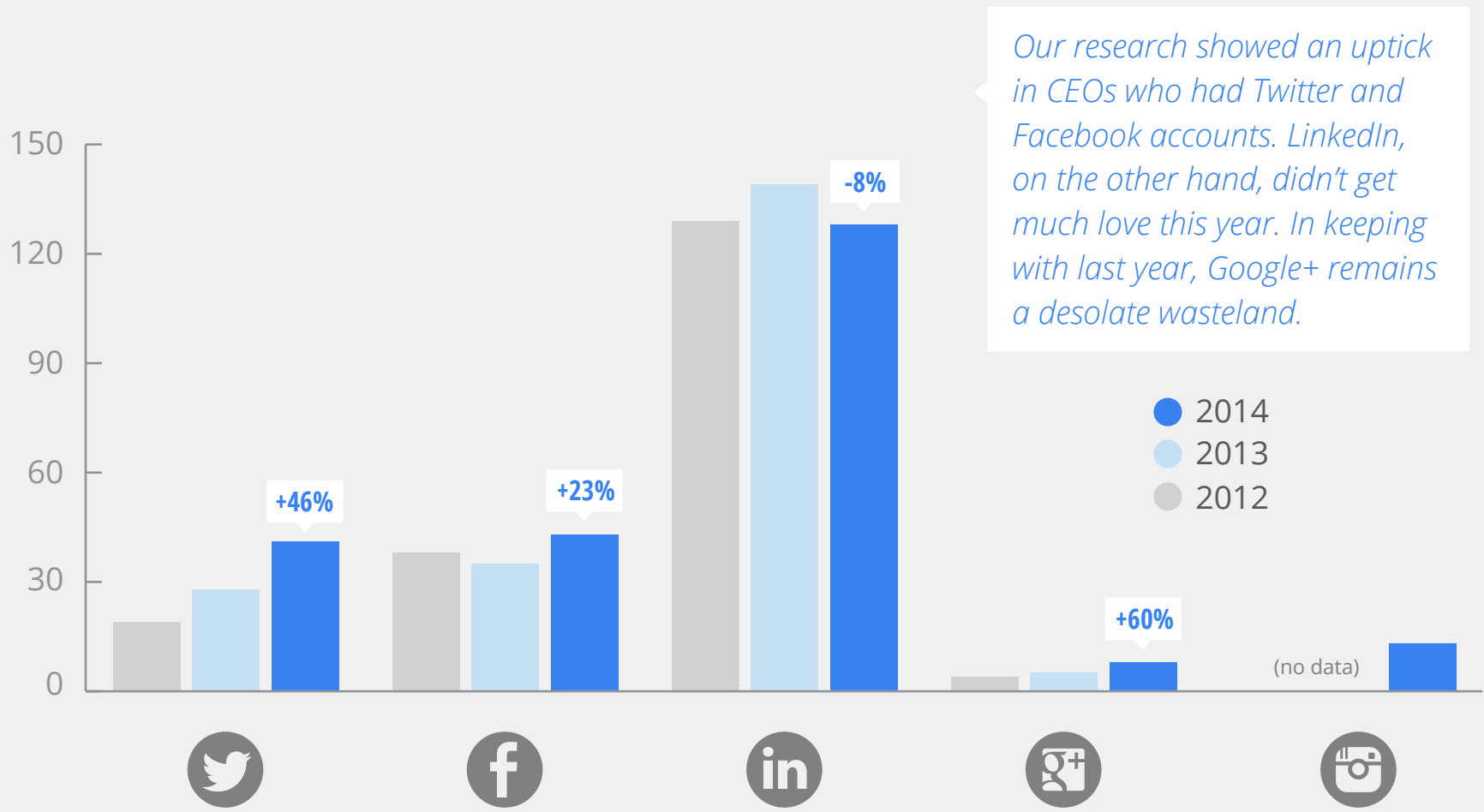
MAJOR FINDINGS

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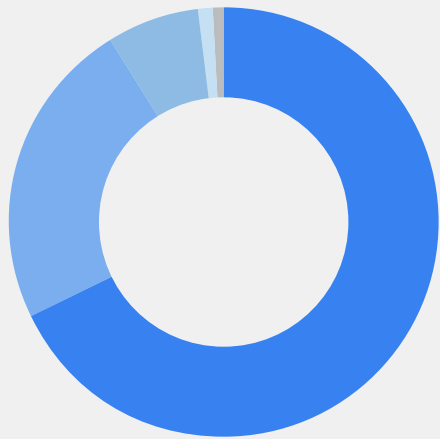


A whopping **68%** of CEOs have **no social presence** on any major network (Twitter, Facebook, LinkedIn, Google+ or Instagram)

Most of the networks we track showed significant **year-over-year gains**.



OF THOSE CEOs WHO USE SOCIAL MEDIA, OVER 2/3 OF THEM ARE ONLY ON ONE PLATFORM.



of CEOs on...

1 Network



2 Networks



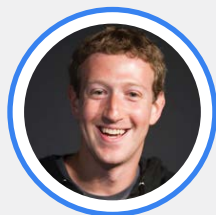
3 Networks



4 Networks



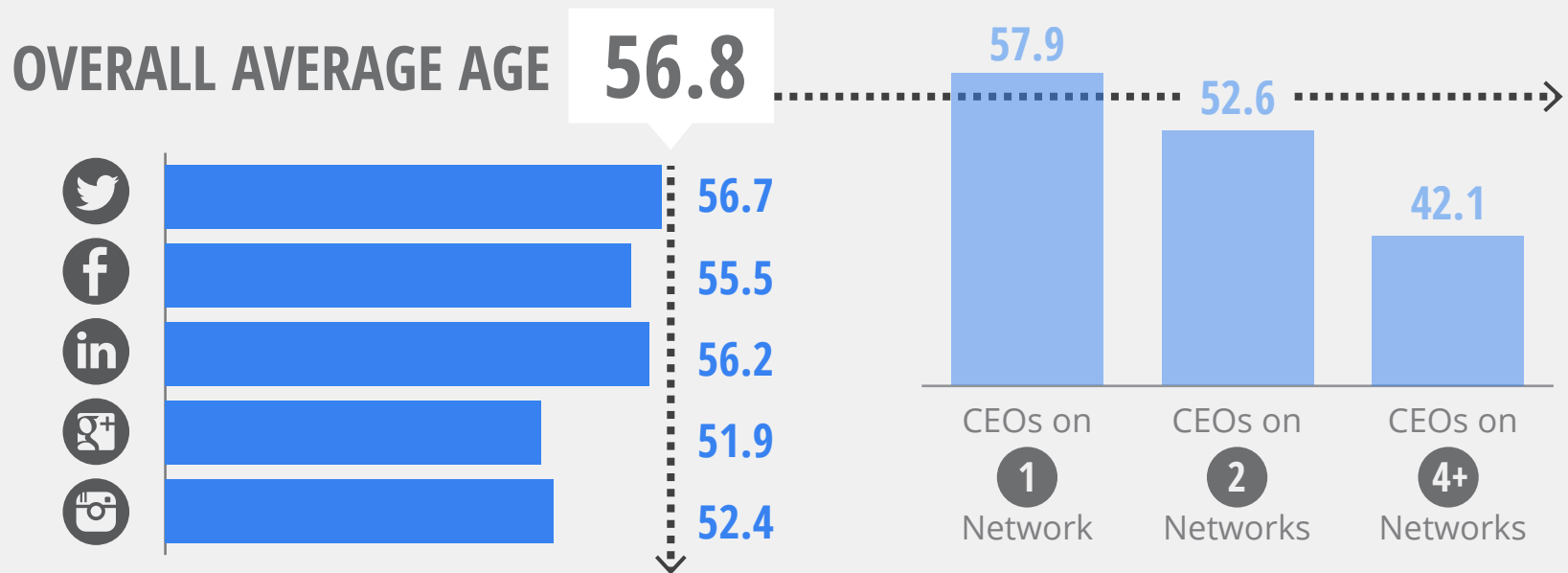
5 Networks



Mark Zuckerberg is the only F500 CEO on all 5 major networks.

Think Twitter belongs to Millennials? Think again. On average, **CEOs on Twitter** are nearly **5 years older** than CEOs who are on Google+.

Age of F500 CEOs on Social Media Networks:



*What's bringing down these averages? Younger CEOs are on **more social networks** than their older peers.*



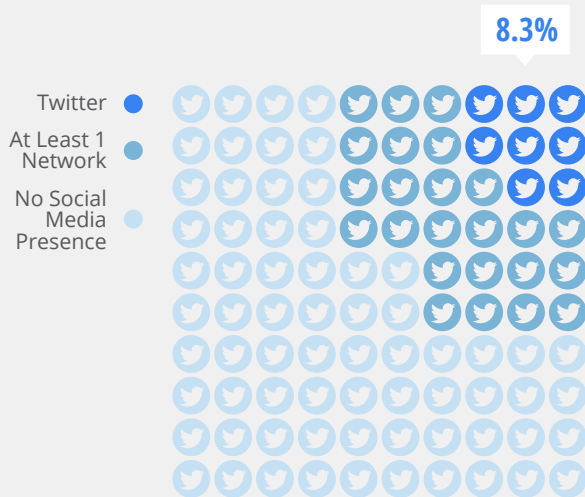
Rupert Murdoch is our favorite **octogenarian tweeter**.

TWITTER



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HERE'S THE GOOD NEWS: CEOs ARE STARTING TO REALIZE THE VALUE OF TWITTER.



There are currently **42** F500 CEOs on Twitter, up from last year's 28.



Jonas Prising has been on Twitter the longest, at nearly six years.

F500 CEOs on Twitter have a combined follower total of

3,696,637

Average % of fake Twitter followers:

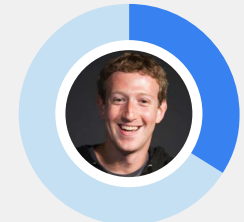


By contrast **top celebrities** on Twitter (Ellen DeGeneres, Lady Gaga, Oprah, Rihanna and the like) have an **average of 30.4% fake followers.**

It seems unlikely that CEOs are padding their follower count by purchasing fake followers. Instead, CEOs are probably being targeted by spam accounts because of their high-profile status. Either way, one thing is clear: **Quality outweighs quantity** when it comes to Twitter engagement.

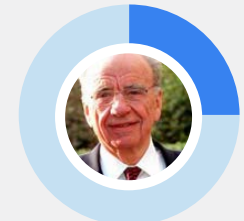
TOP FAKERS

34%



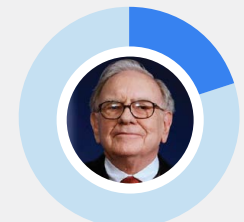
MARK ZUCKERBERG
Facebook

25%



RUPERT MURDOCH
News Corporation

20%



WARREN BUFFETT
Berkshire-Hathaway



Almost half of the **active*** CEOs on
Twitter tweet **once a month or less.**
Less than a quarter tweet daily.

*We defined "active" as having tweeted within the last 100 days.

Overall, **69%** of Twitter CEOs are **active** on the platform (having tweeted in the last 100 days)

69%



Active CEOs tweet **about every other day** (0.48 tweets/day, little changed from last year's 0.49/day)

Exactly half of CEOs on Twitter have **fewer than 100 total tweets**.



50%

5 CEOs on Twitter have **never tweeted**

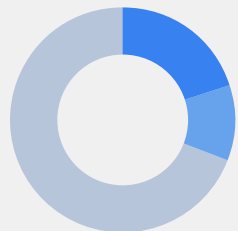
The most active **F500 CEO tweeter** sends an average of **4.82 tweets/day**.



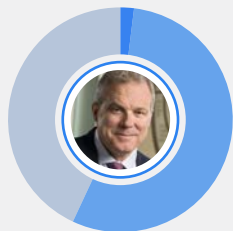
JACK SALZWEDEL
American Family

That's **10x** the overall average of **.48 tweets per day**.

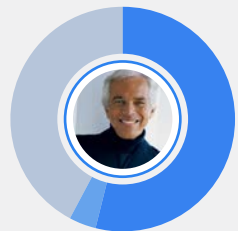
74% OF CEOs ON TWITTER HAVE ENGAGEMENT SCORES OF LESS THAN 10/100.



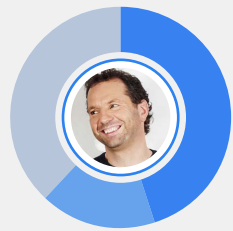
F500 AVERAGE



MARK BERTOLINI



RALPH LAUREN



MICHAEL RAPINO

- Links
- Replies
- Other

The average CEO on Twitter tweets **20% links, 11% replies** and had their top tweet **RT'd 1340 times.**



26% of CEOs used @mentions in **1 in 5 tweets** or more.

So, where did the growth come from?

CURRENT F500 CEOs JOINING TWITTER



NEW F500 CEOs ON TWITTER ALREADY



COMPANIES NEW TO F500 w/CEOs ON TWITTER



TIM COOK
Apple



SATYA NADELLA
Microsoft



DAVID ZASLAV
Discovery Communications



As the new face of Microsoft, Satya Nadella is responsible for revamping the company's image. After four years of radio silence on Twitter, Nadella started tweeting again:

Twitter All-Stars of the Fortune 500...



WARREN BUFFETT
Berkshire-Hathaway

★ **MOST FOLLOWERS**

844,731

Almost 10x the CEO average of 87,827!



HIKMET ERSEK
Western Union

FASTEST-GROWING FOLLOWING

+4,529%

Average follower #s went up by about 27%



BIGGEST FOLLOWER LOSSES

-3158



JONAS PRISING
Manpower

-3110



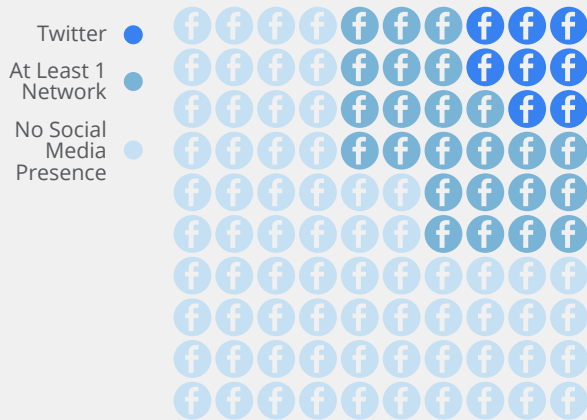
MEG WHITMAN
Hewlett-Packard

FACEBOOK



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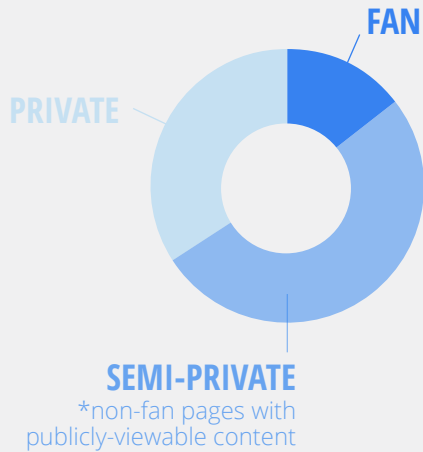
ONCE AN EXCLUSIVE SPACE FOR COLLEGE STUDENTS, FACEBOOK IS NOW A HUB FOR BUSINESSES AND BRANDS.



8.3% of CEOs have Facebook accounts, up from 7% last year.

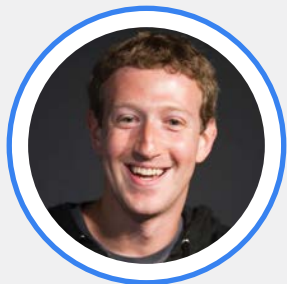


Meg Whitman is the only F500 CEO with a fan page that **hasn't been updated** for more than 100 days.



Of the CEOs on Facebook, **6 maintain official fan pages**, 21 have semi-private accounts, and 14 use private accounts.

F500 CEOs with official Facebook fan pages:



MARK ZUCKERBERG
Facebook

29,001,188
followers



MEG WHITMAN
Hewlett-Packard

210,382
followers



SATYA NADELLA
Microsoft

49,906
followers



ALAN MULLALY
Ford Motor Company

10,560
followers



JOHN CHAMBERS
Cisco Systems

10,268
followers



MICHAEL JACKSON
AutoNation

305
followers

LINKEDIN



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THE PERCENTAGE OF CEOs ON LINKEDIN THIS YEAR IS SMALLER, BUT THEY SEEM TO BE MORE ACTIVE.



25.4% of CEOs have LinkedIn accounts. Last year, it was 27.7%



Of the CEOs on LinkedIn, 19 are “Influencers” (LinkedIn’s official list of 500) **9 of those influencers joined the network in the past year.**

INFLUENCERS

100,000+ FOLLOWERS:



MEG WHITMAN
Hewlett-Packard



JAMIE DIMON
JP Morgan



JEFFREY IMMELT
General Electric



ARNE SORENSON
Marriott International

10,000-100,000 Followers:



LAURENCE FINK
BlackRock



JOHN DONAHOE
eBay



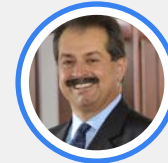
MARILLYN HEWSON
Lockheed Martin



MUHTAR KENT
Coca-Cola



IAN READ
Pfizer



ANDREW LIVERIS
Dow Chemical

5,000-10,000 Followers:



DENISE MORRISON
Campbell Soup



MILES WHITE
Abbott Laboratories



BRUCE BROUSSARD
Humana



WALTER BETTINGER
Charles Schwab



GARY KELLY
Southwest Airlines

Under 5,000 Followers:



AJAYPAL BANGA
MasterCard



ALEX MOLINAROLI
Johnson Controls



TIMOTHY MAYOLOULOS
Fannie Mae



KLAUS KLEINFELD
Alcoa

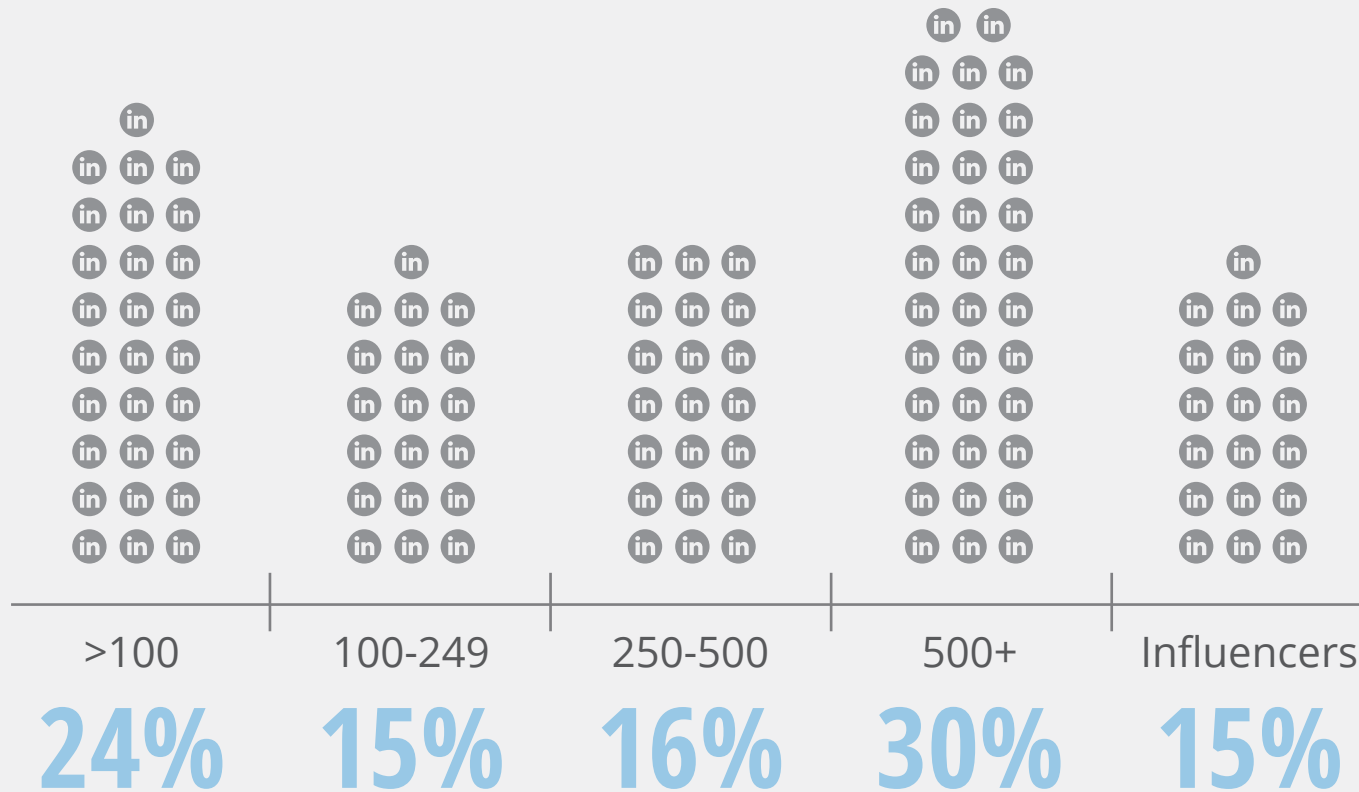
● New Influencer this year



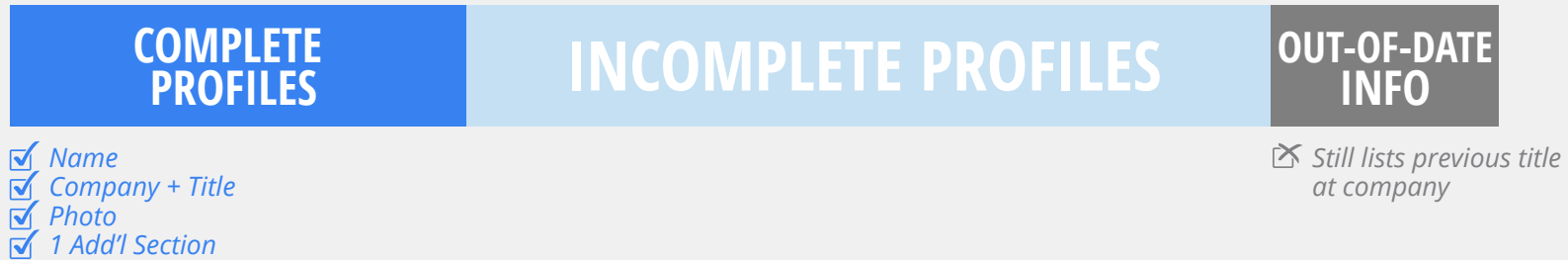
Of the CEOs who are not Influencers, **34% have 500+ connections.** Last year, only 18% had that many.

LinkedIn CEOs appear to be using the platform to actively connect with stakeholders.

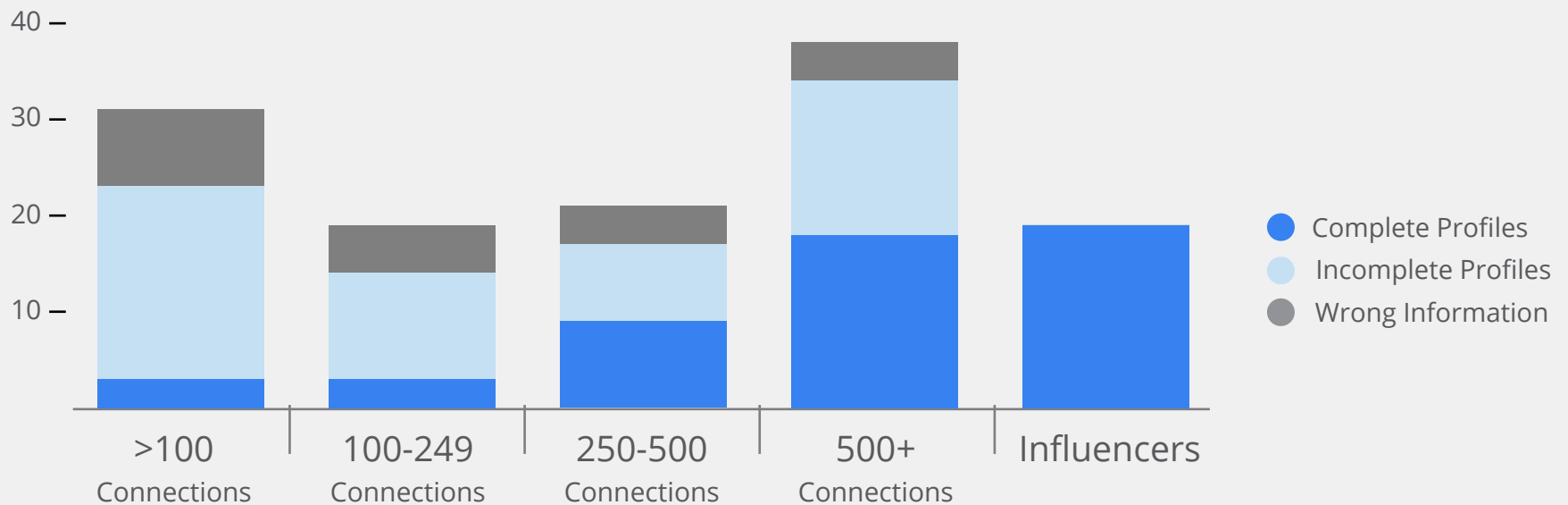
CEOs on LinkedIn by # of Connections:



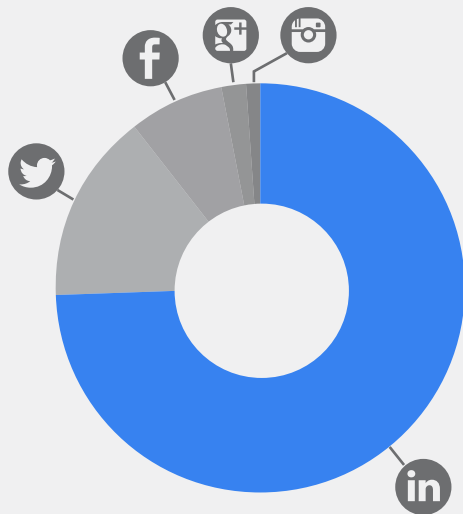
But CEOs aren't always **investing the time** it takes to get the most from the platform.



Chicken or egg? CEOs with more complete profiles also tend to have more connections.



LINKEDIN DOMINATES AS THE “ENTRY NETWORK” OF CHOICE AMONG CEOs.



Of CEOs with only 1 network, **73%** chose LinkedIn.

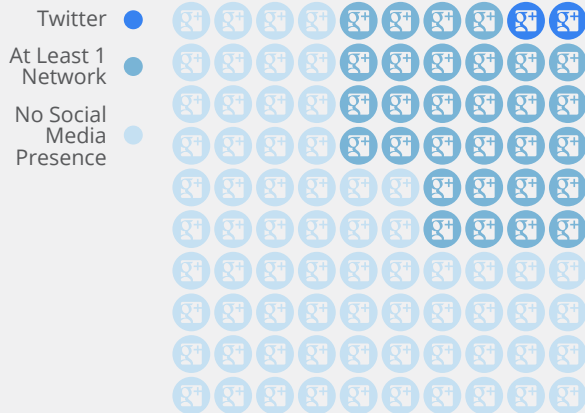
Nearly half of all social CEOs are **only on LinkedIn**—presumably because of the unmistakable business benefits.

GOOGLE PLUS



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GOOGLE+ IS LIKELY THE MOST UNDERUTILIZED SOCIAL PLATFORM. ONLY 8 CEOs USE IT.



That **1.6%** is still up from last year's 1%, however.



As the co-founder of Google **Larry Page** has an **8,361,461** follower count.



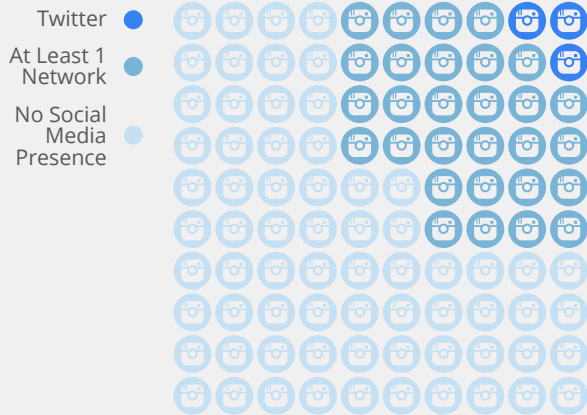
Less than 15% of CEOs
found Google+ useful for their
work according to our CEO
Information Consumption Report.

INSTAGRAM



#socialceo

READY TO BE SHOCKED? MORE CEOs ARE ON INSTAGRAM THAN GOOGLE+.



2.6% of F500 CEOs have Instagram accounts.



Most CEOs use Instagram to post **personal pictures:** family members, vacations and sometimes even their pets (Zuckerberg!)

As the only F500 CEO who has even begun leveraging the platform to promote his company, Michael Rapino is the clear **king of Instagram.**



In one example, this uber social-savvy CEO posted a captioned picture of himself speaking at an event.



MICHAEL RAPINO
LiveNation

CONCLUSION

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A recent survey from Weber
Shandwick reveals that CEOs
believe using social media
shows innovation.

When it comes to social media, some of the Fortune 500 CEOs are finally getting the message but others still have yet to prioritize sociability.

More CEOs than ever are on Twitter and Facebook and they've even begun embracing newer social media platforms like Instagram. Through social tools, CEOs have the opportunity to:



Shape the company's image



Build relationships with employees and media



Give a human face to the company

At the same time, **68.0% of these CEOs still have absolutely no social media presence.** Furthermore, the CEOs who are online still have a lot to learn about how to leverage their social accounts.



***So why aren't more CEOs social?** We can make some educated guesses, but a recent survey from Weber Shandwick suggests that some CEOs are opting to just communicate internally rather than take a public-facing communication approach.*

*Evidence suggests that CEOs who are on social media, however, are **viewed as more innovative.***



Here's the bottom line: CEOs who are not using social media are doing their companies a **massive disservice.**

ABOUT THE RESEARCH



Full Methodology

To find out how many CEOs were actually using social media, and what kind of influence they had, we turned to the [FORTUNE 500® list](#). On June 26, 2014, we searched for every CEO on each of the four major social networks.

This year we took extra care to crack down on fake accounts. Generally, our verification process— though unavoidably subjective—required that:

- Profile descriptions were **accurate**
- Content of posts was **relevant and believable**
- Number and **quality of followers** were considered
- Account was maintained by or on behalf of the **actual CEO**

A NOTE ON PUBLIC FIGURE PAGES:

- According to [Facebook's Pages Terms](#) (last revised July 14, 2014) “only authorized representatives” may administer a Facebook page for a public figure. Therefore, Public Figure pages with posts in the first person or with other activity that otherwise inferred permission to post on behalf of a CEO were counted.
- Public Figure or fan pages that expressed support or interest in a CEO but not administered by a representative of that CEO were not counted in the study.

IMPORTANT:

There were actually 502 CEOs on this year's Fortune 500 list, since both KKR and Whole Foods have co-CEOs. Therefore, all our calculations were based on 502 instead of 500. Percentages in the findings were rounded to the nearest tenth.

HERE IS A MORE CONCRETE BREAKDOWN FOR EACH INDIVIDUAL PLATFORM:



TWITTER

- Twitter-verified
- OR**
- Followed by their company's official handle or mentioned by a reputable Twitter source.



FACEBOOK

- Facebook-verified
- OR**
- Company listed in their Facebook profile AND
 - Friends with family members of the CEO or high-ranking employees of the company



LINKEDIN

- Have a LinkedIn Premium account
- OR**
- Part of the Influencer program
- OR**
- Legitimate-looking connections, given recommendations or engaged in any other activity that made the account appear legitimate.



GOOGLE+

- Google-verified
- OR**
- Has relevant, believable posts or family members in their circles.



INSTAGRAM

- Has relevant, believable posts or family members as followers.