

2015 SOCIAL CEO REPORT

Old guard vs. new guard:
CEOs and companies new to
the Fortune 500 list leading
social media charge.

#socialceo

SPONSORED BY:

DOMO



EXECUTIVE SUMMARY / 01

MAJOR FINDINGS / 02

TWITTER / 04

FACEBOOK / 06

LINKEDIN / 07

GOOGLE+ & INSTAGRAM / 10

YOUTUBE / 11

CONCLUSION / 14

ABOUT THE RESEARCH / 16

HOW WE DID IT

We searched for and identified the social profiles of **every CEO on the Fortune 500 list** across the six most popular networks: Twitter, Facebook, LinkedIn, Google+, Instagram, and YouTube. We weighed the legitimacy of these social profiles against a strict set of criteria to ensure consistency in reporting. You can read more about our methodology at the end of the report.

EXECUTIVE SUMMARY

The *2015 Social CEO Report* from Domo and CEO.com is here. Our annual look at engagement trends of Fortune 500 CEOs across major social media networks takes an in-depth look at activities, trends, and top social leaders. Here's a sneak peek at our 2015 findings:

61% of Fortune 500 CEOs have **no social media presence at all**—that's an improvement from the **68%** of CEOs with no social presence in 2014.

No single F500 CEO is active on all six major social platforms.

Although not active on their own accounts, **41% of all F500 CEOs were featured on their companies' YouTube channels.**

70% of CEOs who are active on just one social network **joined LinkedIn first.**

50 F500 CEOs currently have Twitter accounts. **60% of them are active**, meaning they've posted within the last 100 days.

MAJOR FINDINGS

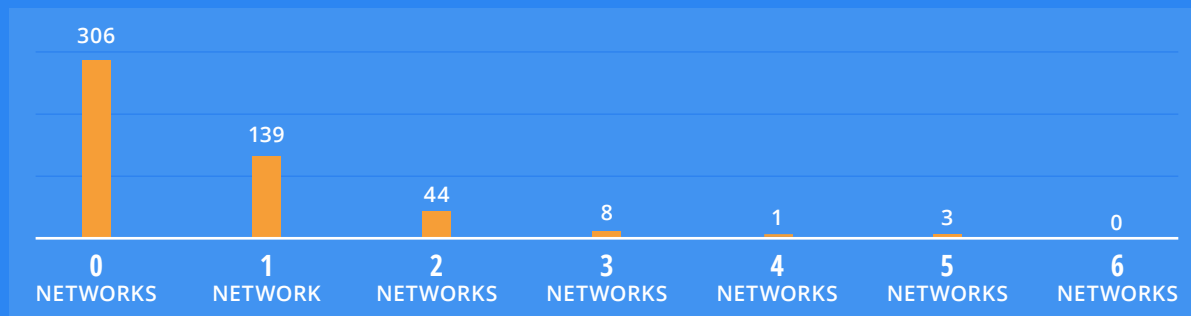
“Some CEOs say they’re too busy for social media. I say, it’s part of the job.”
 – @AmFamJack, American Family Insurance CEO Jack Salzwedel

While our four years of research shows the social activity of F500 CEOs continues to slowly grow, the majority still have zero presence on social media.

61% OF FORTUNE 500 CEOs ARE NOT ON ANY MAJOR NETWORK



Of the **39%** of CEOs who are active on social networks, no one is active on all six networks—and **70%** engage on **only one network**.



Only two CEOs, salesforce.com’s **Marc Benioff** and Expedia’s **Dara Khosrowshahi**, are on at least five major networks—and both are new to the F500 CEO list.

LinkedIn continues to dominate as the “entry network” of choice among CEOs, reinforcing its reputation as the “professional network.”

Of our F500 CEOs on Twitter, **16 have tweeted less than 25 times** in their total time on Twitter, including a few high-follower rollers like IBM CEO, Virginia Rometty, and Berkshire Hathaway CEO, Warren Buffet.

While **only two F500 CEOs** operate a personal YouTube account, **208 CEOs** are featured in at least one of their company’s YouTube videos, suggesting that company-wide social presence is overstepping personal activity for our F500 CEOs.

Overall, younger CEOs are more active on more social networks than their older peers. Read on to see our break down of findings by network.

MAJOR FINDINGS

2015's Movers and Shakers:

Two CEOs pushed their way onto the social stage this year as our top social users: Salesforce CEO Marc Benioff and Expedia CEO Dara Khosrowshahi. As their companies joined the Fortune 500 list this year, they quickly ascended to the top of the list.

Simply put, improvement in the stats for CEOs and social media is being impacted by CEOs who are new to the F500 list, and not by increases in social media usage by F500 veterans.

Companies new to the 2015 F500 list with CEOs using social media



Marc Benioff, Salesforce
(5 platforms)

Amphenol

R. Adam Norwitt,
Amphenol (3 platforms)



Dara Khosrowshahi,
Expedia, Inc. (5 platforms)



Richard Noll, HanesBrands
(1 platform)



Reed Hastings, Netflix
(3 platforms)

F500 companies with new CEOs as of 2015

- Matthew Levatich, Harley-Davidson (3 platforms)
- Steve Easterbrook, McDonalds (2 platforms)
- Benno Dorer, Clorox (2 platforms)
- Craig Menear, Home Depot (2 platforms)
- Stuart Parker, United Services Automobile Assn. (1 platform)
- Todd Vasos, Dollar General (1 platform)
- Robin Hayes, JetBlue Airways (1 platform)
- Omar Asali, HRG Group (no social presence)
- Safra A. Catz, Oracle (no social presence)
- John Cahill, Kraft Foods (no social presence)
- Stefano Pessina, Walgreens (no social presence)

Here's what's new:

Recent reports show overall Twitter activity is on the decline, and we found that only a **few CEOs have adopted new Twitter accounts.**

50 F500 CEOs are on Twitter this year—that's just 8 more users than last year's 42.

Of CEOs with any social presence, a quarter of them are on Twitter.

Of those 50 CEOs on Twitter, only 31 of them are active* on the platform.

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

ALL TIME HIGHEST RETWEETED TWEET



Warren Buffet has **tweeted only 7 times** and yet holds the record for all-time highest retweeted tweet.

- Only 62% of CEOs with Twitter accounts are active, down from last year's 67% of active CEOs.
- About half of those active members are tweeting only once a month or less.
- On average, active CEOs tweet about once every 5 days (or an average of only 0.19 tweets/day).
 - *That's way down from last year's active Twitter CEOs who tweeted every other day on average.*
- Plus, 7 CEOs on Twitter have never tweeted, including a few CEOs with high numbers of followers like IBM CEO Virginia Rometty.
 - *In addition, 9 CEOs on Twitter have tweeted less than 25 times in their years on Twitter.*
- The king of Twitter activity is Salesforce.com CEO Marc Benioff with an average of 5.55 tweets/day.
 - *He tweets almost 30x more than the average F500 CEO on Twitter.*

What are our CEOs sharing when they are tweeting?

The average CEO includes links to content in 19% of tweets, while 11% of tweets are replies. On average, a CEO's top tweet has been shared 2,605 times.

Top Engagers:



Warren Buffet
CEO, Berkshire Hathaway

Owns the **all-time highest retweeted tweet** with "Warren is in the house" posted May 2, 2013.



Jack Salzwedel
CEO, American Family Insurance

The most engaged CEO on the F500 list. He has tweeted about 347 replies this year.



Darren Huston
CEO, The Priceline Group and Booking.com

Shares the most content with his followers, with 82% of his tweets containing links.



Reed Hastings
CEO, Netflix

Has been **on Twitter since 2008**—the longest of any F500 CEO.

2015's F500 Twitter All-Stars:

BERKSHIRE HATHAWAY

MOST FOLLOWERS

Berkshire Hathaway
CEO Warren Buffet

**1,340,000
FOLLOWERS**

The average CEO
on Twitter only has
113,098



FASTEST GROWING FOLLOWING:

Apple CEO Tim Cook

**GAINING 2,219
FOLLOWERS/DAY**

Triple the average of 80
new followers/day



BIGGEST FOLLOWER LOSSES:

Hewlett-Packard
CEO Meg Whitman

**LOST 878 FOLLOWERS
THIS YEAR**

After losing 3110
followers in 2014

f | FACEBOOK

The era of CEOs acting as the face of their brand on Facebook may be slowing to a halt.



57 (11%) CEOs have Facebook accounts, up only 2.7% from last year.

Unsurprisingly, Mark Zuckerberg is crowned as our undisputed Facebook king with 33,214,120 followers.

21% of F500 Facebookers have fewer than 100 friends and 46% have fewer than 500.

Of the CEOs on Facebook, 8 maintain official fan pages, 28 have semi-private accounts, and 21 use private accounts.

CEOs with fan pages:

<p>FACEBOOK Mark Zuckerberg 33,214,120 FOLLOWERS</p>	<p>NETFLIX Reed Hastings 349,736 FOLLOWERS</p>
<p>HEWLETT-PACKARD Meg Whitman 208,980 FOLLOWERS</p>	<p>MICROSOFT Satya Nadella 82,663 FOLLOWERS</p>

in | LINKEDIN

LinkedIn is still the most popular platform for F500 CEOs.

LinkedIn continues to dominate as the “entry network” of choice among CEOs. This year’s research shows that 70% of F500 CEOs who are on only one social network are using LinkedIn.

We’ve seen significant growth in the past year, as 32% of CEOs have active LinkedIn accounts, up almost 7% from last year’s 25.4%.

- Of the CEOs on LinkedIn, 33 are “Influencers” (LinkedIn’s official list of 500)
- 14 of those Influencers joined the network in the past year.

F500 Influencers: 100,000+ Followers

GENERAL ELECTRIC Jeffrey Immelt 208,980 FOLLOWERS	LOCKHEED MARTIN Marillyn Hewson 141,613 FOLLOWERS	EBAY John Donahoe 188,569 FOLLOWERS
HEWLETT-PACKARD Meg Whitman 932,412 FOLLOWERS	MORGAN STANLEY James Gorman 102,633 FOLLOWERS	MARRIOTT INTERNATIONAL Arne Sorenson 261,103 FOLLOWERS
J.P. MORGAN CHASE & CO. James Dimon 364,997 FOLLOWERS	BLACKROCK Laurence Fink 472,771 FOLLOWERS	COGNIZANT TECH. SOLUTIONS Francisco D’Souza 181,399 FOLLOWERS
HUMANA Bruce Broussard 130,933 FOLLOWERS	SOUTHWEST AIRLINES Gary Kelly 131,661 FOLLOWERS	MASTERCARD Ajaypal Banga 173,446 FOLLOWERS
COCA-COLA Muhtar Kent 100,798 FOLLOWERS		

10,000-100,000 Followers

<p>GENERAL MOTORS Mary Barra 13,669 FOLLOWERS</p>	<p>PFIZER Ian Read 74,786 FOLLOWERS</p>	<p>TRAVELERS COS. Jay Fishman 51,888 FOLLOWERS</p>
<p>VERIZON COMMUNICATIONS Lowell McAdam 72,207 FOLLOWERS</p>	<p>CISCO SYTEMS John Chambers 83,544 FOLLOWERS</p>	<p>ALCOA Klaus Kleinfeld 48,790 FOLLOWERS</p>
<p>FANNIE MAE Timothy Mayopoulos 50,856 FOLLOWERS</p>	<p>JOHNSON CONTROLS Alex Molinaroli 37,900 FOLLOWERS</p>	<p>ABBOTT LABORATORIES Miles White 60,169 FOLLOWERS</p>
<p>EXPEDIA Dara Khosrowshahi 83,475 FOLLOWERS</p>	<p>HENRY SCHEIN Stanley Bergman 41,185 FOLLOWERS</p>	<p>CAMPBELL SOUP Denise Morrison 54,756 FOLLOWERS</p>
<p>DOW CHEMICAL Andrew Liveris 57,716 FOLLOWERS</p>	<p>TIAA-CREF Roger Ferguson, Jr. 73,055 FOLLOWERS</p>	

5,000-10,000 Followers

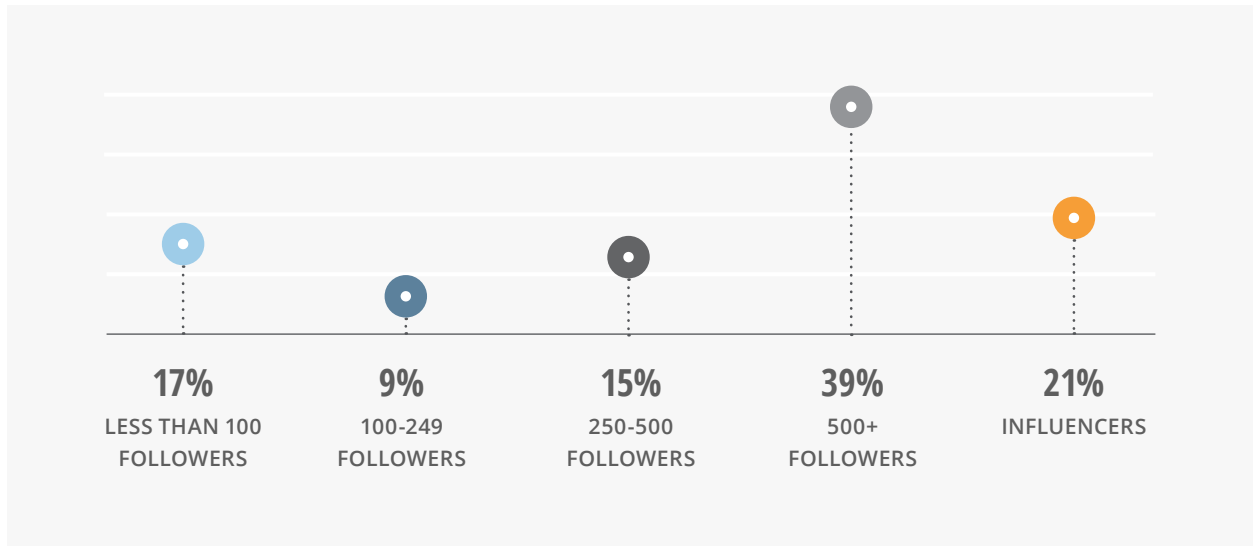
<p>MCKESSON John Hammergren 5,681 FOLLOWERS</p>	<p>UNITED PARCEL SERVICE David Abney 5,032 FOLLOWERS</p>	<p>CHARLES SCHWAB Walter Bettinger II 6,803 FOLLOWERS</p>
---	--	---

Under 5,000 Followers

<p>CARDINAL HEALTH George Barrett 3,911 FOLLOWERS</p>	<p>MANPOWERGROUP Jonas Prising 4,821 FOLLOWERS</p>	<p>BANK OF NY MELLON CORP. Gerald Hassell 4,159 FOLLOWERS</p>
---	--	---

39% of CEOs with LinkedIn profiles who are not LinkedIn influencers have 500+ connections, presenting a huge opportunity for engagement.

CEOs on LinkedIn by # of connections:



  | **GOOGLE+ AND INSTAGRAM**

Google+ and Instagram are the most underutilized social platforms.



Larry Page
9,353,608 FOLLOWERS

Only 17 CEOs use Google+—more than double last year’s 8, but still falling behind other social network use.

..... Our top F500 Google +er, Google CEO Larry Page has 9,353,608 followers.

Though Google+ usage by F500 CEOs has more than quadrupled over the past four years, it is still lagging far behind its other social platform competitors.

Only 2.6% of F500 CEOs have Instagram accounts.



Michael Rapino
KING OF INSTAGRAM

..... Michael Rapino maintains his uncontested title of king of Instagram as he continues to be the only F500 CEO who uses the photo-driven platform as a marketing tactic.



YOUTUBE

Video is growing faster than any other social medium.

When growth on social platforms is slim and slow, we wanted to see where these CEOs are focusing their social efforts. Our discovery? They (and their companies) are focusing on video.



Larry Page
953 SUBSCRIBERS

VS.



Mark Zuckerberg
125 SUBSCRIBERS

41% of all F500 companies are featured in a YouTube video for their company.

Larry Page of Google and Mark Zuckerberg of Facebook are the two CEOs with active YouTube channels of their own.

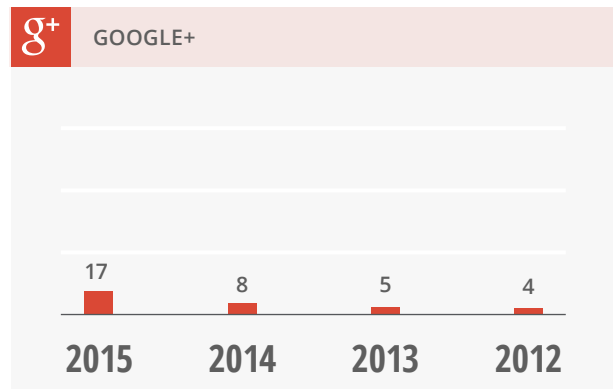
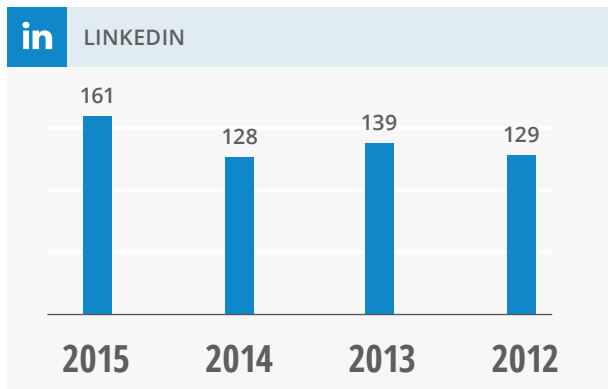
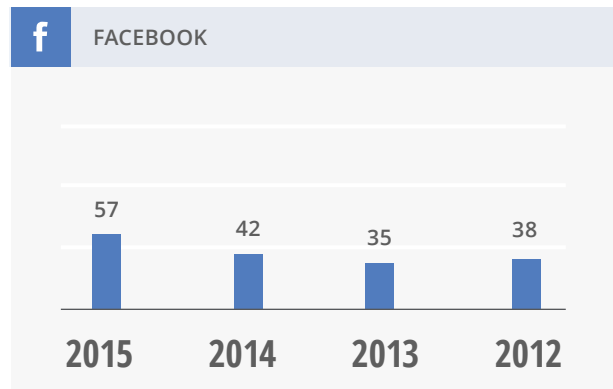
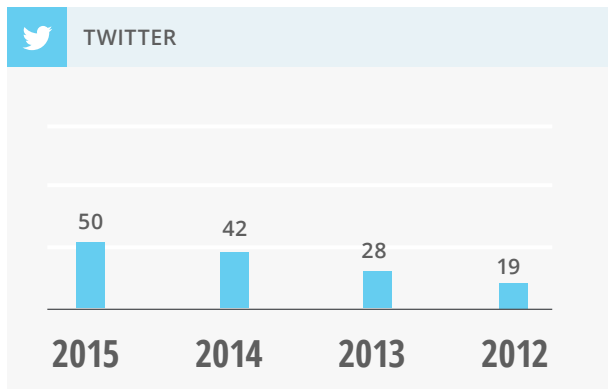
While only two F500 CEOs operate a personal YouTube account, a massive 208 CEOs are featured in at least one of their company's YouTube videos.

YEAR-OVER-YEAR ANALYSIS

Trends we're seeing:

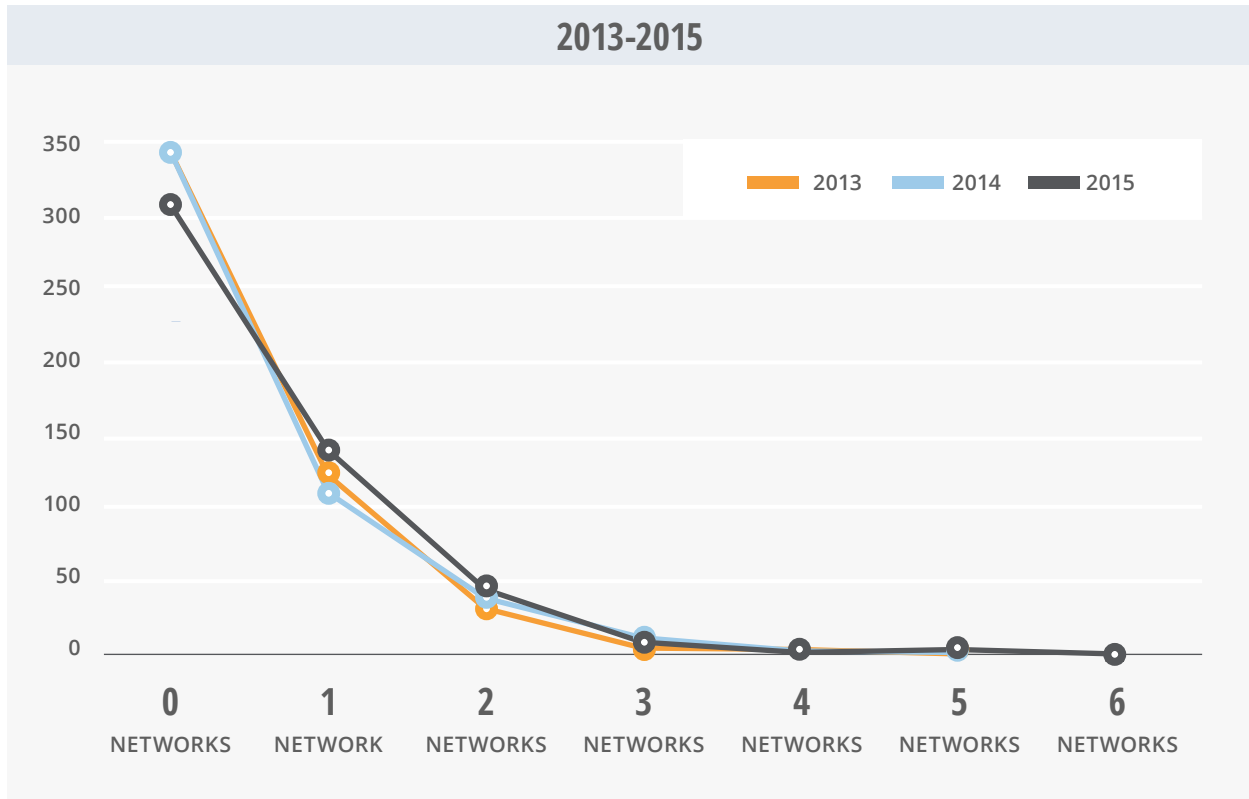
This report is the fourth of its kind, and we've seen moderate growth in social media adoption over the years.

How many CEOs on each platform:



- LinkedIn remains the dominant social media platform for F500 CEOs. Over 32% of our CEOs are connecting to other users on this platform.
- Facebook and Twitter take second and third, respectively, followed far behind by Google+ and Instagram.

How many CEOs are on multiple platforms:



CONCLUSION

While CEOs are connecting with consumers like never before, it generally hasn't translated to them being all that more social compared to years past.

We did find a small uptick in social media engagement among Fortune 500 CEOs, however, largely attributed to the existing social media presences of CEOs of companies new to the F500 and new CEOs at existing companies.

And while the benefits of being a social CEO have been regularly reported, found a way to effectively and consistently do this, with a few exceptions.

So, what's holding F500 CEOs back?

- CEOs are BUSY.
- It's hard to always see the metrics and direct sales benefits behind social media involvement and participation.
- CEOs haven't received coaching or training on social media best practices.



"One of the things that has really surprised me about social media is how many people are afraid of it, or don't feel they have anything to say that anyone would be interested in. Too many leaders haven't thought through their own voice or have become too concerned about it. Quite frankly, too many leaders let these fears stop them from trying."

**- Jack Salzwedel, American Family Insurance CEO,
excerpt from "Finding Wisdom in the Crowd"**

Simply put, social media has become a vital tool for CEOs to better communicate and connect with their key stakeholders and enhance the reputations of their companies.

Increased awareness of that reputation comes with certain rewards: Highly regarded companies are more than three times as likely as those with weak reputations to have a CEO who participates in social media.

So, while CEOs have come a long way in maintaining their social presence, there is still a huge opportunity to:



Connect with current and potential customers on a more personal level.



Meet the customer where they live. Consumers increasingly live on social media. CEOs are missing an opportunity if they're not there, too.



Show the personal, human side of the company and the CEO.



Garner significant customer loyalty.



Better understand customers through more direct engagement and social listening. This allows for more direct feedback and more rapid product improvement.



Attract and recruit top talent to work for your company.



Be transparent. Visibility lends to credibility.



"CEOs who aren't afraid to embrace the power of social media will have a significant competitive edge."

- Josh James, Domo CEO





ABOUT THE RESEARCH


To find out about CEOs' activity on social media, and what kind of influence their presence wielded, we turned to the FORTUNE 500 list. On July 28, 2015, we searched for every CEO on each of these five major social networks.

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.


Breakdown for each platform:

 TWITTER	 LINKEDIN
Twitter-verified	Have LinkedIn Premium account
Or followed by their company's official handle or mentioned by a reputable Twitter source.	Or part of the influencer program
 FACEBOOK	Or legitimate-looking connections, given recommendations or engaged in any other activity that made the account appear legitimate.
Facebook-verified	 YOUTUBE
Or company listed in their Facebook profile and friends with family members of the CEO or high-ranking employees in the company.	YouTube-verified
	Or has relevant, believable posts, or were featured in a video on their company's official YouTube channel.

 **GOOGLE+**

Google+ verified

Or has relevant, believable posts or family members in their circles.

 **INSTAGRAM**

Has relevant, believable posts or family members as followers.

Editor's Note:

This year's Fortune 500 List included 501 CEOs, since Bed, Bath and Beyond is led by co-CEOs. Therefore, all our calculations were based on 501 instead of 500. Percentages and findings were rounded to the nearest tenth.

All the research was conducted based on the data available to us during the summer of 2015. If profiles had high privacy settings, then we may have been unable to reasonably verify the validity of those profiles.

SPONSORED BY:

