THE SOCIAL CEO - How Social Media Can Make You a Stronger Leader

Damian Corbet
Leading in the New Normal

In the Covid / Post-Truth / Social Media Age, leaders are now EXPECTED to be present, visible and accountable online.
“Social media is at the heart of the technological changes that are driving today’s modern, more collaborative style of leadership. It allows the modern leader to be found and to engage with their community, wherever they are.”

Sarah Goodall, writing in The Social CEO book.
Two important recent pieces of research

• Edelman Trust Barometer
• Brunswick Connected Leadership Report
CEOS MUST LEAD ON SOCIETAL ISSUES

I expect CEOs to publicly speak out about one or more of these societal challenges

- Pandemic impact: 59
- Job automation: 51
- Societal issues: 43
- Local community issues: 40

86%

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2021 Edelman Trust Barometer, CEO_SPEAK. Looking at the topics listed below, please select the ones you expect CEOs to currently be speaking out about publicly. Select all that apply. Question asked of half of the sample. General population, 21+ married. CEO expectation to speak out is a net of attributes 1, 2, 5 and 7.
Employees prefer to work for Connected Leaders by a more than 5:1 ratio

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<tr>
<th>Country</th>
<th>Total Agree</th>
<th>Total Disagree</th>
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<tbody>
<tr>
<td>Global</td>
<td>63%</td>
<td>12%</td>
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<tr>
<td>India</td>
<td>95%</td>
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It’s about metaphorically stepping out of the corner office and...

1. Building trust
2. Being accessible
3. Being transparent
4. Attracting talent
5. Engaging with employees
6. Developing your personal (and corporate) brand
How to get started

1. Define your goals
2. Understand your community
3. Choose your platforms
4. Follow and listen
5. Start sharing
6. BE AUTHENTIC!
Minimising risk

1. The biggest risk is NOT engaging
2. Be strategic in your approach – treat it like any other business activity
3. Be aligned with your organisation’s strategy and goals
4. Work closely with your comms team – let them feed you content ideas
5. Have a support network
6. Consider ‘reverse mentoring’
“Authenticity, building trust and the need to be able to connect to an increasingly wide range of people and differing mindsets is becoming the heart of a CEO role. This is in part because of social media, but also because of the need for greater direction and hope in an increasingly fast paced and volatile world.”

Sarah Walker-Smith, CEO of law firm Shakespeare Martineau.
Q&A Session

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Thank you for joining us for today's webinar.

Contact Damian Corbet via LinkedIn or damian.corbet@gmail.com

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