

# THE SOCIAL CEO: Best Practices for Building Influence Online

HOW AN ACTIVE ONLINE PRESENCE DRIVES SUCCESS

## Why CEOs Should Be Active on Social Media

Perceived as trustworthy and approachable.

**BUILDS CREDIBILITY**



**AMPLIFIES AWARENESS**



Expands company's reach and voice.

**DRIVES REVENUE**



Attracts customers and partners

**STRENGTHENS RELATIONSHIPS**



Improves connections with stakeholders.

## Key Habits for Building Influence



### POST CONSISTENTLY:

Maintain a regular online presence.



### BE AUTHENTIC:

Share genuine thoughts and experiences.



### SHARE INSIGHTS:

Offer valuable industry knowledge.



### RESPOND THOUGHTFULLY:

Engage with followers, address comments.

## Tangible Benefits of an Active Profile



### ATTRACT TOP TALENT:

Showcase company culture and leadership.



### INSPIRE EMPLOYEE CONFIDENCE:

Boost morale and foster trust within the organization.



### SHAPE INDUSTRY PERCEPTION:

Influence key conversations and industry trends.



### STRENGTHEN STAKEHOLDER CONNECTIONS:

Build transparency and trust with stakeholders.



### GAIN ADDITIONAL VISIBILITY:

Secure coveted media coverage and speaking opportunities.

## Action Plan for Success



### SET CLEAR GOALS

Define objectives that align with the company's overall vision.



### DEVELOP TARGETED CONTENT

Create and share posts that inform and engage the target audience.



### MANAGE REPUTATION

Monitor and respond to online interactions to maintain a positive public image.



### TRACK PROGRESS

Utilize performance metrics to refine and optimize the social media strategy.



### COLLABORATE WITH EXPERTS

Partner with professionals to amplify efforts and boost visibility.