



stamp

#socialCEO

July 2014 Report

<http://stampplondon.co.uk/socialCEO>

the July top 10



1	↔	Simon Segars	ARM
2	↑	Xavier Rolet	LSEG
3	↑	Ian Meakins	Wolseley
4	↑	Rakesh Kapoor	Reckitt Benckiser
5	↑	Andy Parker	Capita
6	↑	Steve Holliday	National Grid
7	NEW	Mark Cutifani	Anglo American
8	NEW	Flemming Ornskov	Shire
9	NEW	Ben van Beurden	Shell
10	↓	Martin Sorrell	WPP

Another quarter, and again we see significant movement in the #socialCEO top 10.

Simon Segars from ARM remains the FTSE100's most social CEO.

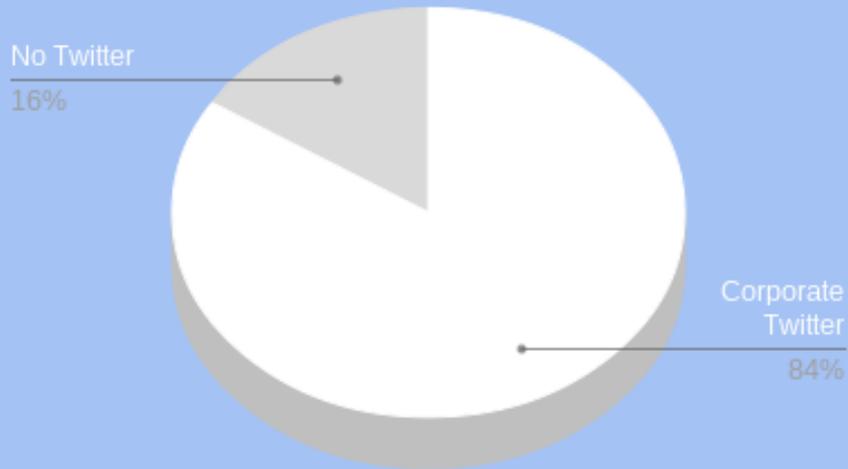
Former number 2 Ralph Topping drops out as William Hill are pushed into the FTSE250. Rupert Soames also disappears with his switch to become CEO of Serco.

New entrants Mark Cutifani and Flemming Ornskov have both been bubbling under in recent quarters, but Shell's Ben van Beurden's appearance on Twitter gains him a top ten place.

corporate tweeting

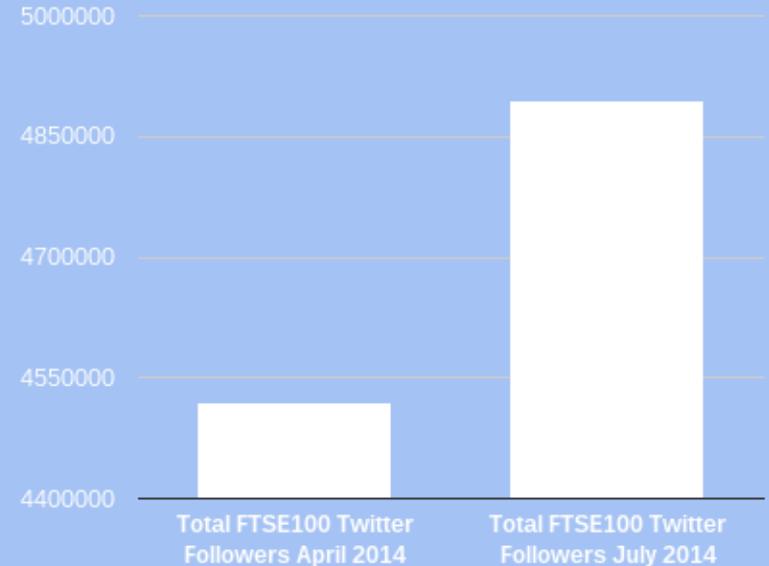


Corporate Twitter Accounts



FTSE 100 companies that have identifiable corporate Twitter accounts.

FTSE 100 total Twitter followers grow

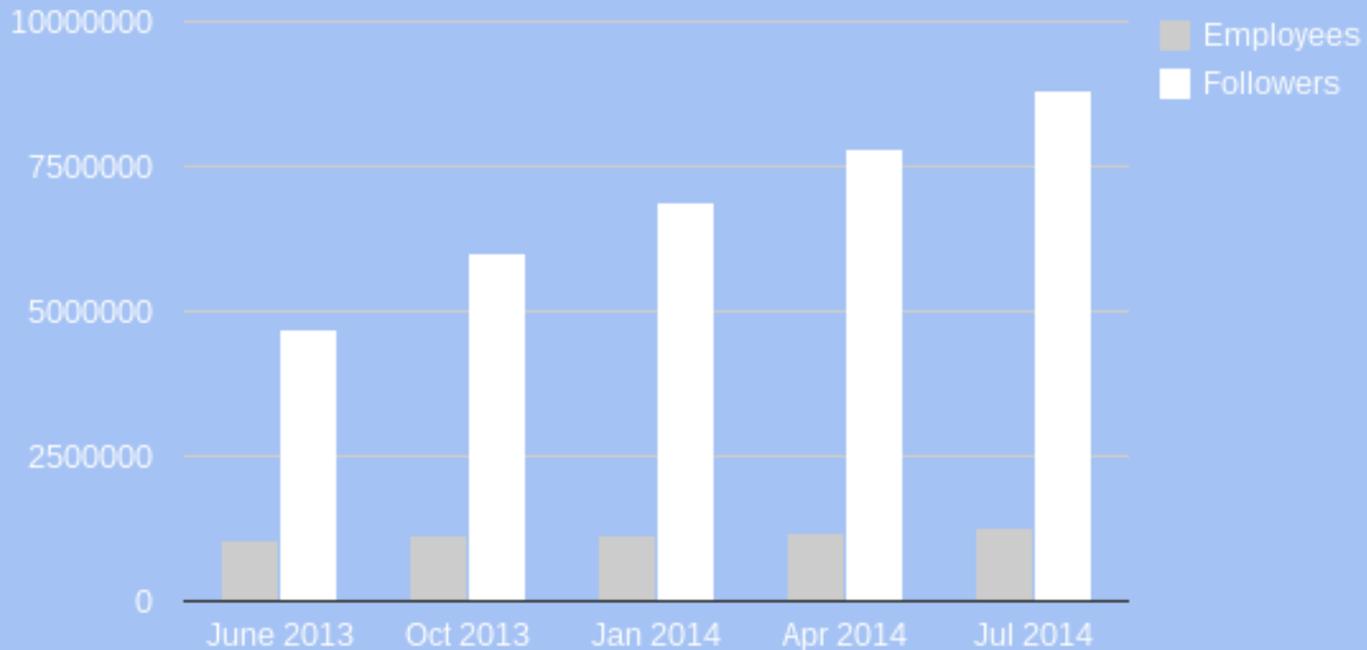


Total number of Twitter followers and accounts followed for the primary corporate Twitter account for those FTSE100 companies using the network

corporate LinkedIn



FTSE100 Employees & Followers on LinkedIn



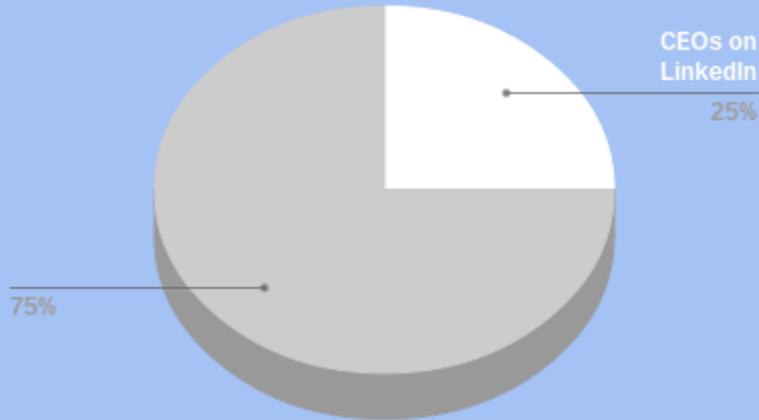
Company employees refers to the number of LinkedIn members associated with the companies LinkedIn page. Followers are reported from the same source.

Total employees moved from 1.06M in June 2013 to 1.29M in July 2014; Followers from 4.71M to 8.82M over same period.

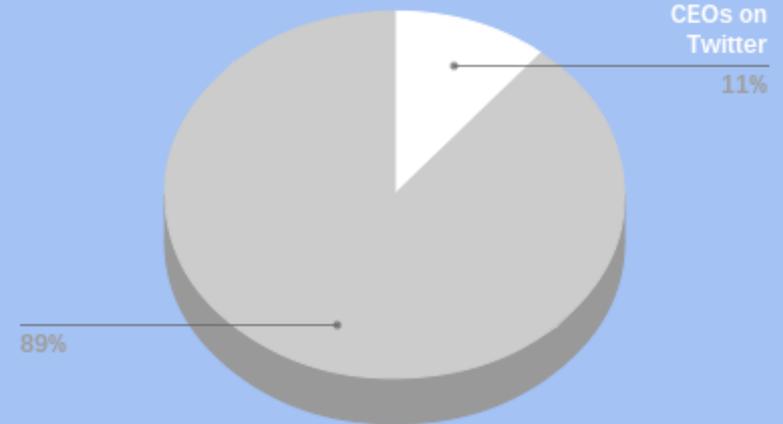
CEOs remain disengaged



LinkedIn CEOs



Tweeting CEOs



Total number of FTSE100 CEOs with both LinkedIn and Twitter accounts: 6

Number of LinkedIn FTSE100 employees who will find their own CEO on the network: 541,016
(That's up from 215,376 in April - the impact of RBS, HSBC and Barclay's CEOs joining the service)

Total number of FTSE100 employees using LinkedIn: 1.29 million

good news...

stamp



Engineering firm **GKN** enters the world of corporate social with Twitter and LinkedIn Presence. GKN employees on LinkedIn rise from 1,472 to 7,908 in the past quarter.



Royal Dutch Shell CEO Ben van Beurden makes his appearance on Twitter and enters the #socialCEO top ten as a result.



Aerospace giant **Rolls-Royce** start corporate tweeting, and find 20,000 followers.



Banking bosses Stuart Gulliver (HSBC) and Antony Jenkins (Barclays) both appear to create profiles on LinkedIn

why's social important for CEOs?

A red square with the word "stamp" in white lowercase letters, set against a white background with a decorative scalloped border.

1. reputation management

Companies have spent millions over the past two decades securing their brands' identities through URLs, search optimization and other mechanics. There are currently 73 FTSE CEOs who aren't managing their own brand on the lingua franca of business networking, LinkedIn.

2. fulfilling a brand's promise

If you are heading up a company in the telecoms, media or technology industries, what message is being told to your customers and staff when you claim to be digitally savvy, yet don't engage in social networks?

3. customer engagement

Being engaged on social networks is increasingly simply saying "I'm open for business". LinkedIn has become the business card for the early 21st Century.

4. talent engagement

Whether to the 1.2M employees using LinkedIn today, or the 7.5M people who follow companies on the business network, external social networks provide a channel for conversation.

still not convinced?



5. collaboration

The boundaries of the organization traverse companies in our increasingly virtualized business world. Social networks increasingly provide the conduit for inter-company collaboration, and being engaged role-models the right behaviours for all.

6. informed purchasing

Social networks are unlike previous media in that if you don't engage, you'll find it hard to understand value. How can you acquire social network and media services if you don't understand them by using them?

About stamp London

Founded in the summer of 2013, stamp helps organisations and individuals get greater value from digital and social technologies.

You can find out more about our work and services at our website:

<http://stamlondon.co.uk/>

about this research



The #socialCEO research was compiled on July 16-21 2014, collecting data directly from LinkedIn, Twitter, <http://investing.businessweek.com/> and the listed companies' own websites.

If you would like to get hold of the source data in spreadsheet form, please drop us a line at info@stamplondon.co.uk or via <http://twitter.com/stampLondon>

Please let us know of any errors or queries.

The #socialCEO Top Ten ranking is created by ranking CEOs based on their own company's social presence, and their personal use of LinkedIn and Twitter. It is biased slightly towards two-way rather than broadcast use of those channels.

Twitter follower/following data will sometimes be rounded to the nearest 500 because of the way in which Twitter displays such data. For LinkedIn, users with standard accounts with 500 or more connections will be presented as 500.

LinkedIn users with >500 "connections" are those who have "influencer" accounts, and therefore have followers (reported) as well as connections.