

Insights Unwrapped

CEOs and the Social Media

Should CEOs be on Social Media?

64%

of CEOs are on LinkedIn

32%

of CEOs are on Twitter

30%

















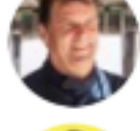



of CEOs are not on
social media at all

Executive leaders who have not embraced social media are quickly falling behind their peers, as more than half of all CEOs use social media in some capacity.

Source: H/Advisors Abernathy

Includes comprehensive analysis of the Fortune 100 CEOs social media accounts from public profiles

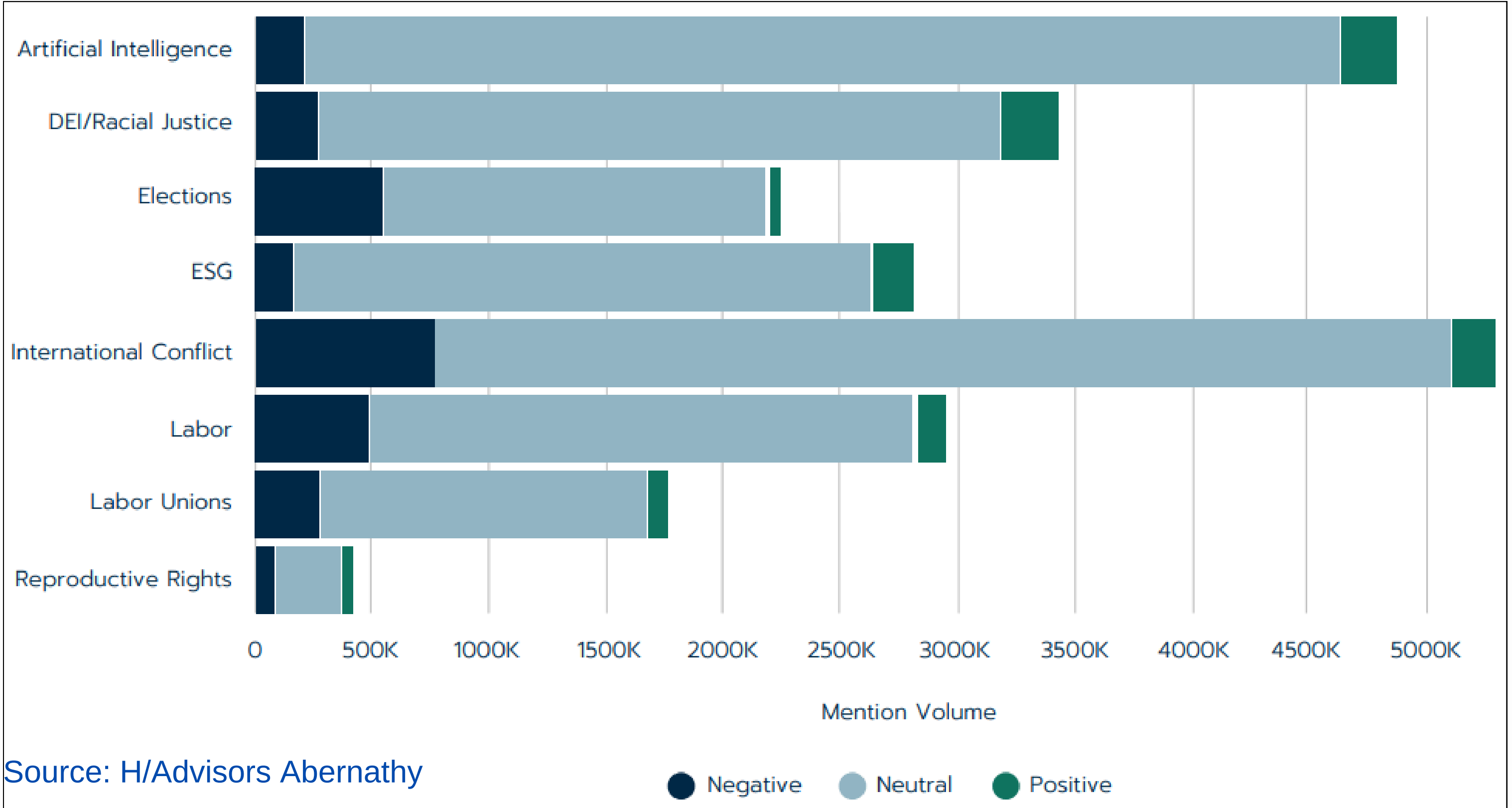
Corporate Leaders across Social Media (USA)

Name	Company	Reach
 Elon Musk	 	179.77M
 Bill Gates		64.50M
 Tim Cook		14.57M
 Sundar Pichai		5.40M
 Satya Nadella		3.25M
 Michael Dell		693.9K
 Mark Zuckerberg		756.3K
 Robert Iger		345.7K
 Jim Farley		255.4K
 Aaron Levie		2.49M

Corporate Leaders across Social Media (India)



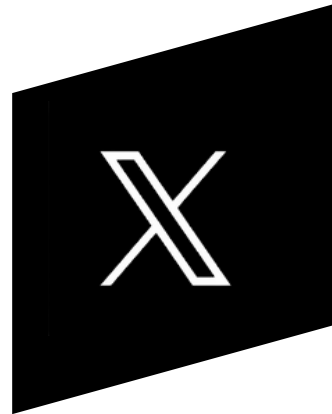
CEO Statements on Global Issues often Fuel Online Controversy.



CEO's SPAT ON PUBLIC PLATFORM

2024: Ola Electric on X (Twitter)

The CEO criticized a stand-up comedian as having a 'failed career' following his remarks on the company's customer care issues. The controversy wiped out over \$429 million or 8% of the company's market value.



2020: Alibaba-Bund Finance Summit, Shanghai

CEO Jack Ma criticized Chinese financial regulators and banks in a landmark speech, leading to a combined \$877 billion market cap loss for Ant Group and Alibaba.

2024: Hims & Hers on X

CEO Andrew Dudum praises the 'moral courage' of anti-Israel campus protesters. The firm's stock value plunged nearly \$210 million in a single day.



2016: VRL Logistics

The Chairman announced plans to invest in aviation, stating they 'do not care what investors think.' The stock plunged 20% in a single day.

2020: Tesla on X

Elon Musk's tweet stating- 'Tesla stock price is too high, IMO' wiped \$14 billion off the company's market capitalization within hours.

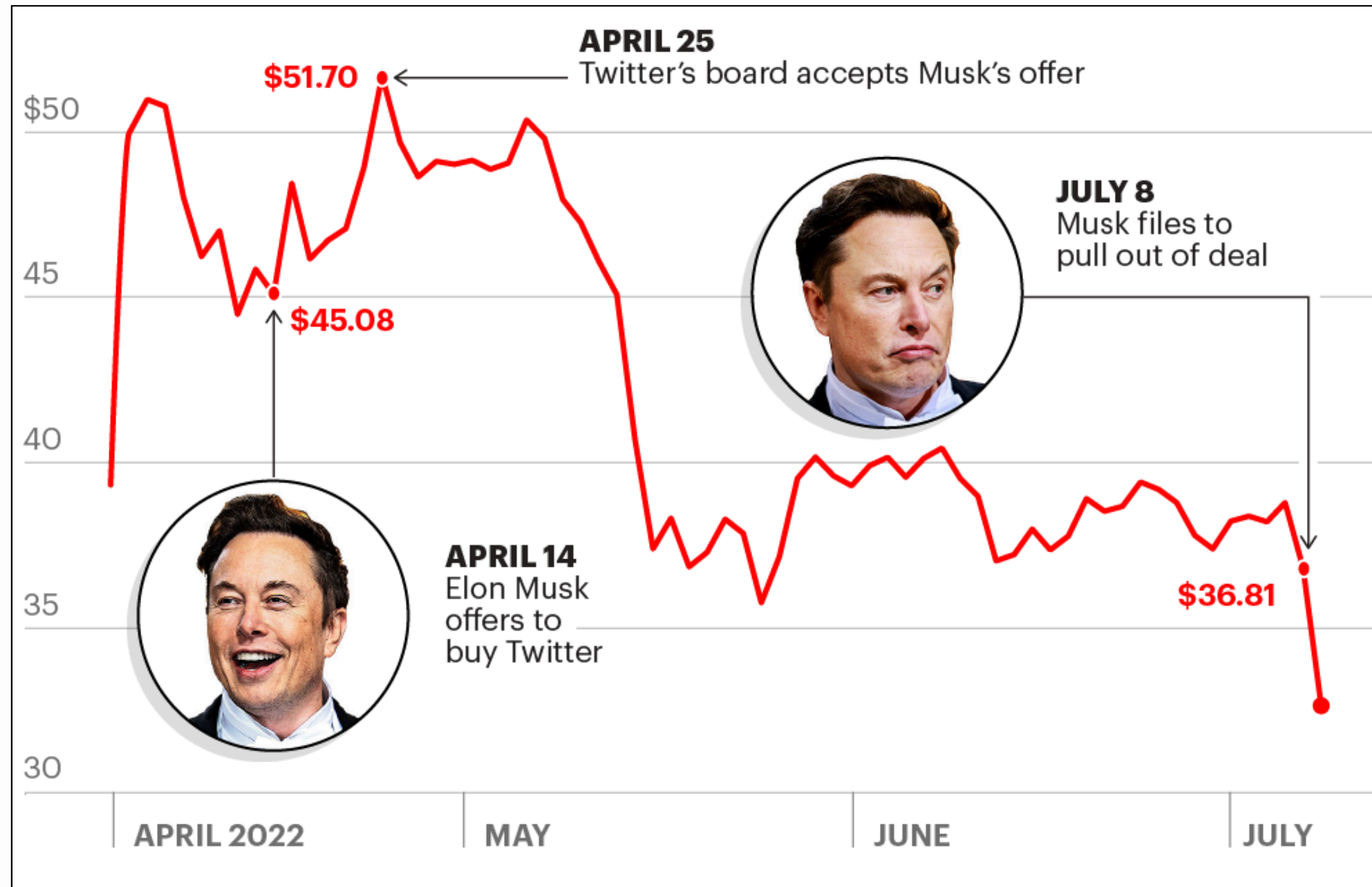


1991-Ratner Group: Directors' Annual convention in the UK

CEO Gerald Ratner mocked his company's products as 'crap,' causing a £500 million drop in the company's value. The Sunday Times later dubbed him 'Gerald Crapner.'

Impact of Public Comments on Stock Markets

Twitter's Share Price during Musk Acquisition



Source: Bloomberg, Fortune

Indian CEOs Relatively Silent on Social Media

CEOs/Chairmen for BSE Sensex-30 Companies*

Only 45% of corporate leaders in BSE Sensex companies have active social media accounts (LinkedIn and X)

As per study in 2019 (EECO International)

Less than 20% of Indian CEOs are active on LinkedIn and about 10% on Twitter – compared to 58% and 17% of global CEOs, respectively.



LinkedIn or X?

While 41% of Sensex-30 CEOs* are active on LinkedIn, only 24% engage on X.

Why less active on X?

Are Indian CEOs avoiding X to escape online backlash? Are conventional leaders too conservative than their new age counterparts?

Source: Sprout Research

*Includes data from public X and LinkedIn profiles (as of October'24)

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