

# A FRESH LOOK AT EXECUTIVE COMMS

BRANDS2  
**LIFE**

**Some years ago, building an executive comms platform might have been a luxury.**

But today, employees and consumers want businesses and their leaders to have a point of view on the world and values to match.

# Crafting an executive comms strategy isn't always simple.

We have to answer:



Why we want to amplify our executives' presence.  
**Why is it important we do this now?**



Whether we need to evolve our corporate narrative to give our executives a fresh and engaging platform.



Whether we want to use the media, analysts or influencers to change perception and position in the market.  
**Is there a market opportunity we want to pursue?**



The acceptable level of risk that we are willing to take to achieve our aims.

# We cannot ignore external factors.



**Political instability, global conflicts, the cost of living, the climate crisis and the AI revolution preoccupy employees and consumers.**



**The volatile media landscape means fewer journalists, with those that remain having their attention monopolised by industry giants.**



**Social media can accelerate and amplify but also distort and damage – and Gen AI may impact this even further.**

Brand executives are the **ultimate brand ambassadors**. A well-designed executive comms platform:

1. **Deepens understanding** of what the company stands for
2. **Builds trust and credibility** with all stakeholders
3. **Makes issues management manageable**, and
4. **Helps navigate change internally**

# There are many stories to be told and each executive has a role to play.



Many presume that top global CEOs have their social and media strategies working well.

**We conducted a LinkedIn and media audit of 100 chief executives to test this assumption.**

Our findings paint a picture of patchwork involvement and huge variations in quality.

# We ranked 100 CEOs across five areas.

## Presence

The completeness of their LinkedIn profile and how often they post

## Expertise

The range of topics they talk about on LinkedIn and whether they share their opinions

## Networking

How often they engage with others' posts

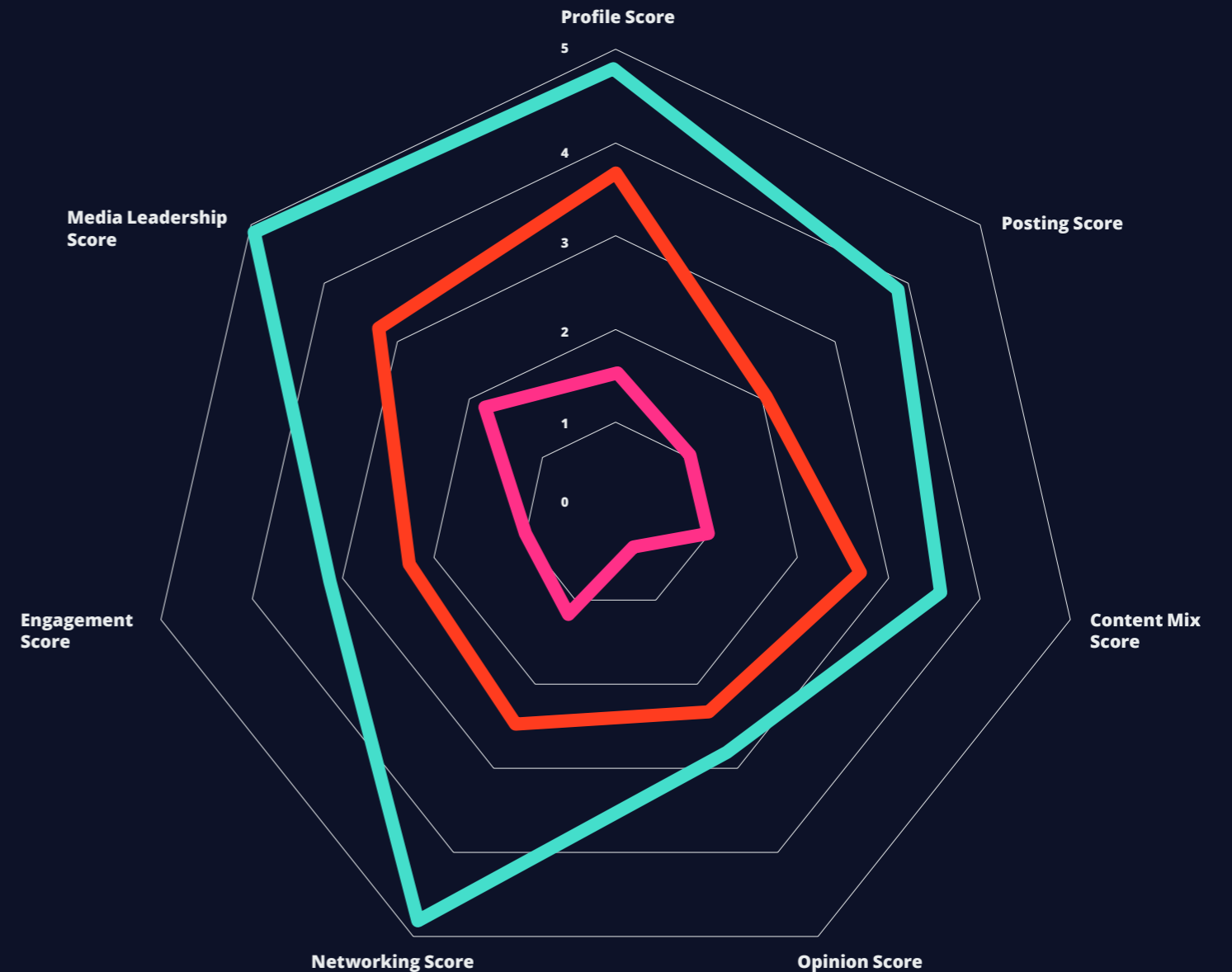
## Engagement

How impactful their LinkedIn content is

## Media Leadership

How they are portrayed in the media

An effective programme will help executives compete with these global heavyweights and position them as respected leaders.



## The executive comms scorecard

○ Top 100 Average    ○ Top 10 Average    ○ Bottom 10 Average



# SNAPSHOT FINDINGS

## Presence

**Only 42 have fully filled-out profiles**

**Only 7 post twice a week**—our recommendation for the most effective rate to build and maintain an audience

**17 post less than once a month, and 10 haven't posted at all over the past six months**

## Expertise

**Of our 100 CEOs:**

**10** spoke exclusively about their company over the past six months

**24** posted company-focused stories 4x as much as non-company stories

**61** broadcasted news about their companies twice as much as other issues

**We recommend talking about industry, society and personal thoughts as much as company updates. Only 28 CEOs met this criteria.**

## **\*WATCH OUT\***

We know there is an echo chamber on LinkedIn. When a senior executive posts, the vast majority of interactions are usually from people within their own company. So while the executive sees a high-volume of engagement, the posts might not reach far outside the company network or be relevant to the people they want to influence.

### **Top performing executives discuss:**

- 1.** Improving practices in their industry
- 2.** Addressing changes in regulation
- 3.** Combatting major issues like climate change
- 4.** Supporting disadvantaged groups, and
- 5.** Righting societal wrongs

## SNAPSHOT FINDINGS

# Networking

**Many CEOs simply broadcast updates without ever engaging with their audience.**

**Commenting on your peers' posts is an effective way to expand opportunities and nurture relationships with your network.**

**42 CEOs write less than 1 comment every 2 months**

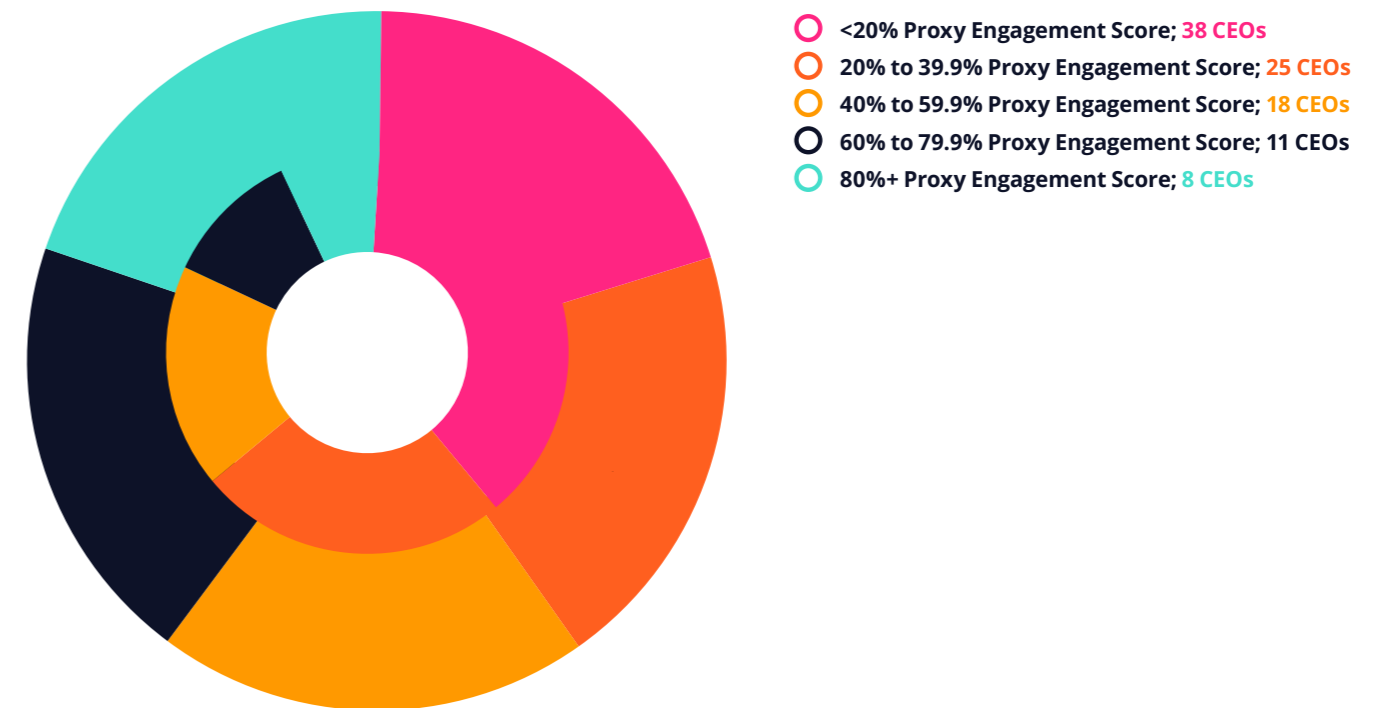
**Only 21 write 1+ comment a week (our recommended best practice)**

# Engagement

**Our Proxy Engagement Score allows us to roughly gauge how impactful the CEO's content is with their audience.**

The formula we use is:

Total reactions, comments and reposts ÷ Total Followers



## SNAPSHOT FINDINGS

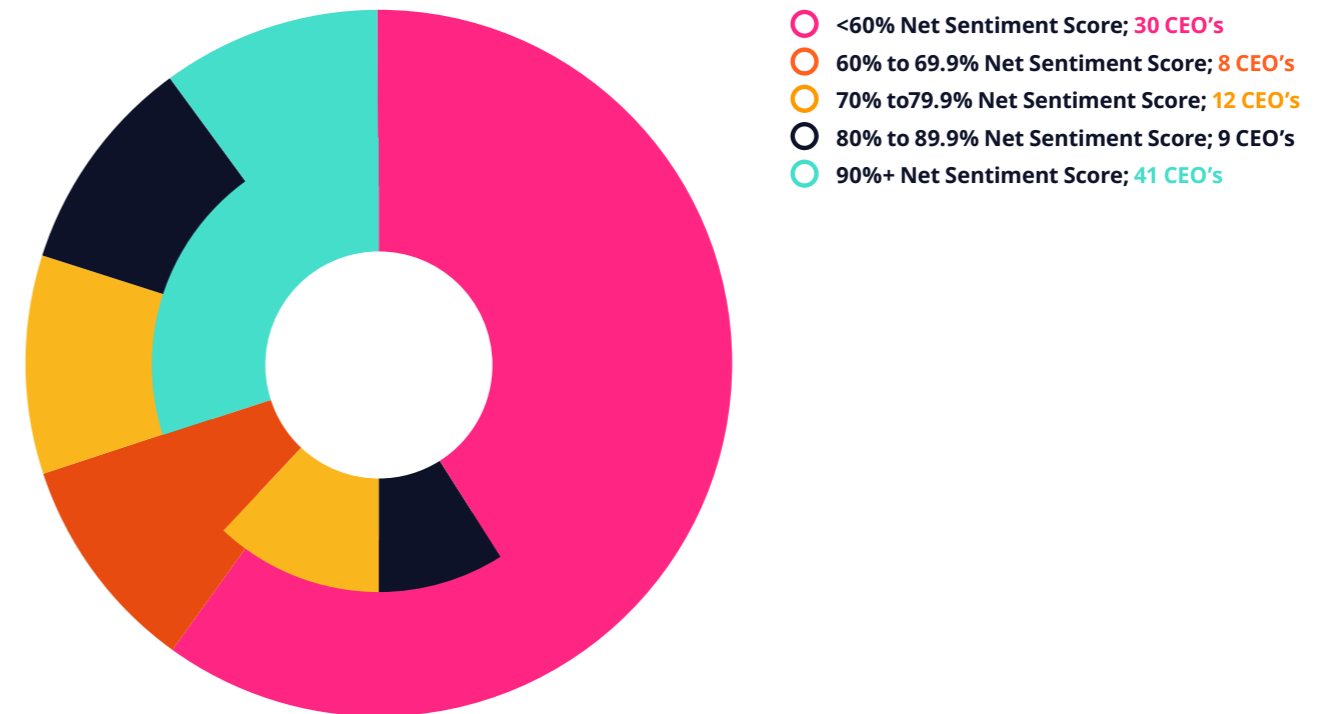
# Media Leadership

**We analysed the top-tier media hits each CEO has been featured in over the past year to understand how their messages are received.**

We created a Net Sentiment Score that is similar to a Net Promoter Score where positive and neutral stories are evaluated against negative stories.

While almost all our CEOs have a net positive sentiment, there is still a wide variation in how well their media relations strategies are working.

## CEO Net Sentiment Score:



# The average CEO **vs** best practice.

## Presence

## Expertise

## Networking

## Engagement

## Media Leadership

### THE AVERAGE CEO

Has completed the basics of their LinkedIn profile

Post three times a month

Talks about their company twice as much as any other topic

Does not often offer opinion in their post

Comments on another's post once a month

Post content that does not engage far beyond the employee base

<60% Net Sentiment

### THE BEST CEOS

Have fully filled-out profiles with professional profile and header pictures, featured posts, the follow option enabled, a compelling About section and detailed experience

Post twice a week to build and maintain audience

Talk about industry, society and personal topics as much as their company

Always share their insights with original thinking

Comment on another's post once a week

Post content that generates strong engagement (above benchmark) including from those outside their company

90% Net Sentiment Score

**So what does this mean  
for senior leaders?**

# Executives need a platform that sets them apart.

## C-Suite Issues

- Business growth
- Vision/Mission
- Competition
- Customers
- Talent
- Cost of capital
- Technology
- Stakeholders
- Culture
- R&D

## Industry Issues

- Customer challenges
- Supply chain
- Market transformation
- Company differentiation
- Skills gaps



## Societal Issues

- Economic uncertainty
- Cost of living
- Net-Zero targets
- Geopolitics
- Diversity

## Personal Interest

- Passion projects
- Details on career ascent
- Allyship
- Charity involvement

**Using social and cultural insights, we ensure the stories and perspectives shared resonate with the audiences that matter.**

# Introducing the LIFE framework for Executive Comms

We follow a four-part approach to create a comms platform unique to your organisation which scales to as many executives as required.





# These brands have trusted us to manage the profiles of their most senior executives.

They do so because of our:

**Extensive experience** working alongside executive leadership

**Proven impact** on the executive and organisation's brand

**Access to the right data and insights** to inform strategy

**Deep market understanding** of the stories that need to be told

**Combined earned and social expertise** for a fully integrated programme



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# Getting ready

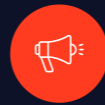
Refining your executive communications programme can be summed up in these five must-do steps:



**Goal setting  
with internal  
and external  
listening**



**Programme  
development  
inc. messaging  
and narrative**



**Media  
and presentation  
training**



**Content and pitch  
creation alongside  
channel planning  
to reach key  
audiences**



**On-going  
listening  
and reporting  
to refine the  
programme**

**If you would like to benchmark your executives or take a fresh look  
at your executive communications, please get in touch at [workwithus@brands2life.com](mailto:workwithus@brands2life.com)**

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