



2018

BRANDFOG
SURVEY:

THE POWER OF
SOCIAL MEDIA FOR
WOMEN EXECUTIVES

**AT BRANDFOG,
WE'VE HAD THE
HONOR OF
WORKING WITH
INSPIRING,
INFLUENTIAL
WOMEN LEADERS
ACROSS
INDUSTRIES FOR
MANY YEARS.**

Although we work with many Fortune 1000 C-Suite executives, we have a special focus on raising the profile of women leaders who work at large, enterprise organizations.

We have known for some time that companies run by teams with gender diversity tend to perform better, that firms with more women in the C-Suite translate into bigger profits for companies, and that businesses lacking gender diversity in board positions face more governance issues than the average firm. Nevertheless, we still see very little movement when it comes to increasing the number of women in top business leadership positions.

When we first examined the role of social media in building credibility for women leaders back in 2014, we launched a survey to find out how people felt about using social media to raise profiles and establish thought leadership for women executives. Even four years ago, survey respondents felt strongly that active social media engagement by women was a vital tool to help strengthen and build professional reputations. Specifically, 92% of US respondents felt that social-media-savvy women executives could improve a company's brand image, and 85% agreed that women executives could use social media to build credibility and establish thought leadership.

In 2018, more steps must be taken to promote women into top positions of leadership and influence. In our most recent survey, we see even more support for the critical role women executives can play in the board room. Of the 2018 survey respondents, an overwhelming majority of respondents (96%) believe that social-media-savvy women executives can improve a company's brand image. Moreover, the 2018 survey revealed that many critical elements of leadership including trust, authenticity, accessibility, and transparency

were all improved through the use of social media by women executives.

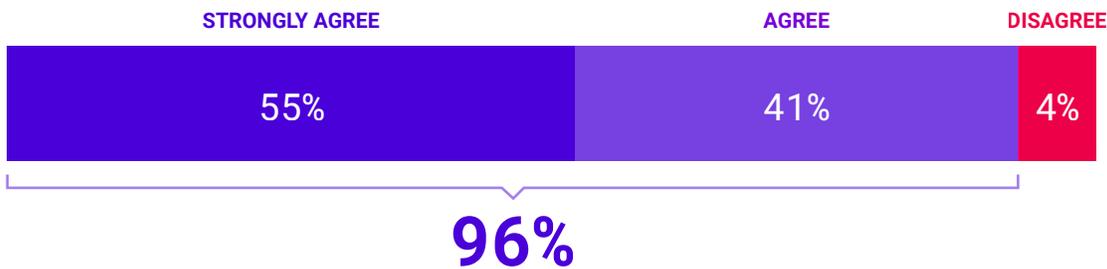
Another important theme emerged from the responses – the opportunity to positively shape and influence the next generation of leaders. A resounding 97% of survey respondents say that women in leadership roles can set a positive example for diversity and inclusivity through the smart use of social media. Additionally, 96% of respondents believe that women executives on social media can act as role models for the next generation of women leaders.

Inclusivity and diversity are pressing issues for all companies. Now more than ever, it is critical for organizations to share the perspectives of women leaders, whose ideas spark innovation, engender trust, and inspire young women to strive and achieve broader leadership roles. With customers and employees increasingly dominated by tech savvy millennials, social media provides the ideal platform for women executives to lead the conversation. As those same millennials begin to step into senior management roles, we expect to see social media leadership become the norm and not an exception to the rule.

Methology

BRANDfog's 2018 The Power of Social Media for Women Executives Survey surveyed 500 US employees in diverse companies. The companies surveyed ranged in size from startups to Fortune 1000 companies and spanned various industries.

Q1 Social-media-savvy women executives can improve a company's brand image.



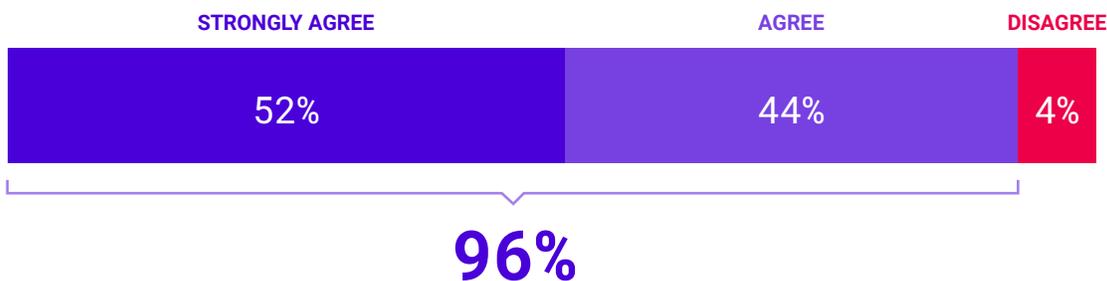
2018 results

- An overwhelming majority of respondents – **96%** - agree that social-media-savvy women executives can improve a company's brand image.
- More than half (**55%**) of overall respondents strongly agree with the statement.

2014 results

92% of US respondents agreed that social-media-savvy women executives can improve a company's brand image, but only 34% agreed strongly.

Q2 Women executives can use social media to build credibility and establish thought leadership.



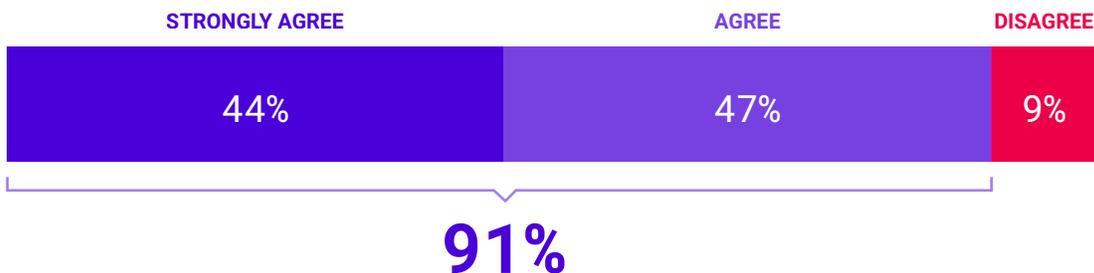
2018 results

- **96%** of respondents agree that women executives can use social media to build credibility and establish thought leadership.
- More than half (**52%**) of respondents strongly agree with the statement.

2014 results

85% of US respondents agreed that women executives can use social media to build credibility and establish thought leadership, and only 29% strongly agreed.

Q3 Women executives can use social media to build reputations to make them attractive candidates for the C- Suite.



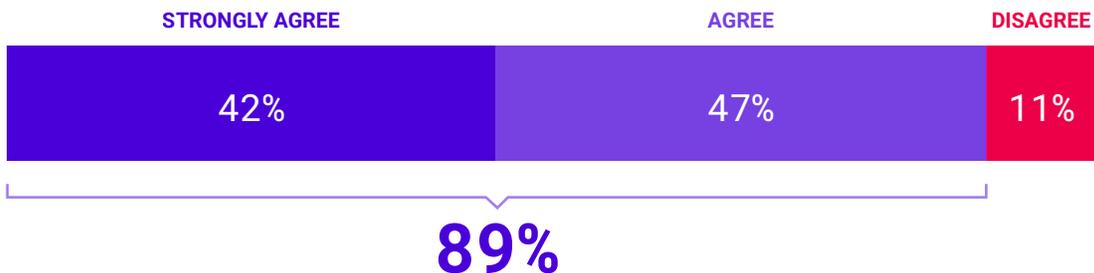
2018 results

- More than nine in ten (**91%**) survey respondents agree that women executives can use social media to build reputations to make them attractive candidates for the C-Suite.

2014 results

82% of US respondents agreed that women executives can use social media to build reputations to make them attractive candidates for the C-Suite.

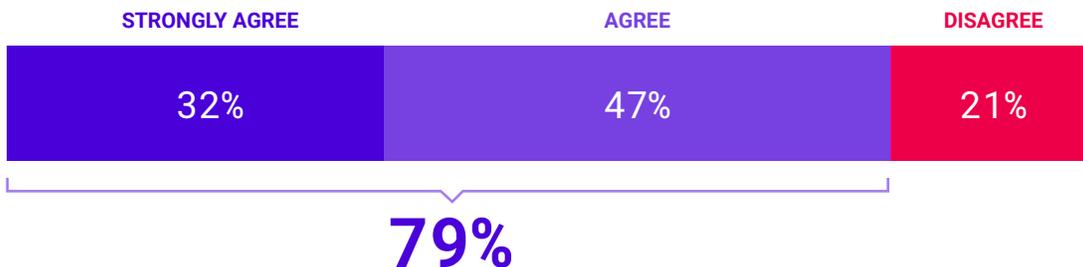
Q4 Women executives who are social-media-savvy are more accessible as business leaders.



2018 results

- Nearly nine in ten respondents (**89%**) agreed that women executives who are social-media- savvy are more accessible as business leaders.

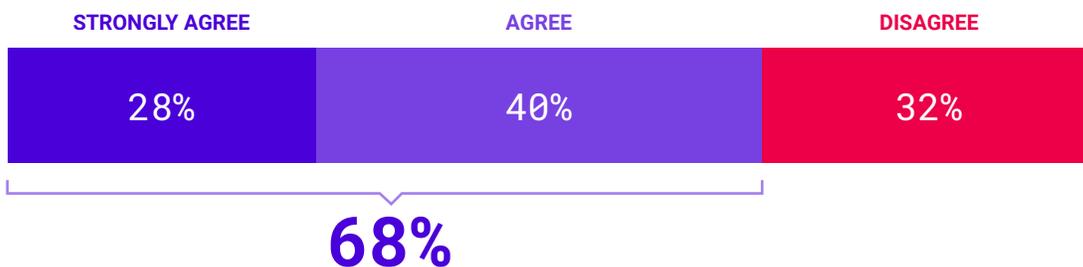
Q5 Women executives who are social-media-savvy are more transparent as business leaders.



2018 results

- More than three-quarters of survey respondents (**79%**) agree that women executives who are social-media-savvy are more transparent as business leaders.

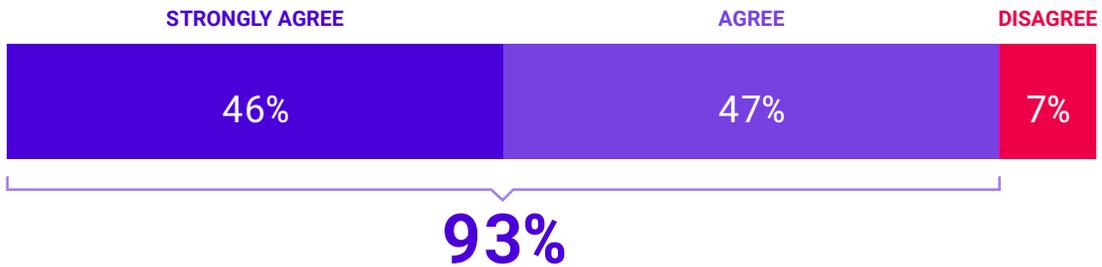
Q6 Women executives who are social-media-savvy are more trustworthy as business leaders.



2018 results

- More than two thirds (**68%**) of respondents believe that women executives who are social-media-savvy are more trustworthy as business leaders.

Q7 Social-media-savvy women executives can strengthen a brand's leadership team.



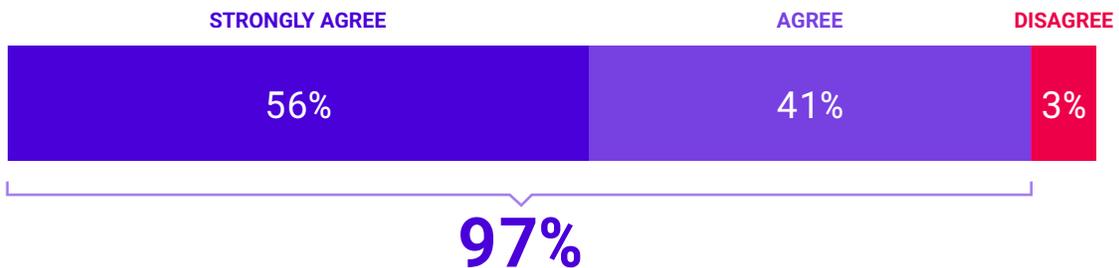
2018 results

- **93%** of survey respondents believe that social-media-savvy women executives can strengthen a brand's leadership team.

2014 results

89% of respondents agreed that social-media-savvy women executives could strengthen a brand's leadership team, but only 28% strongly agreed.

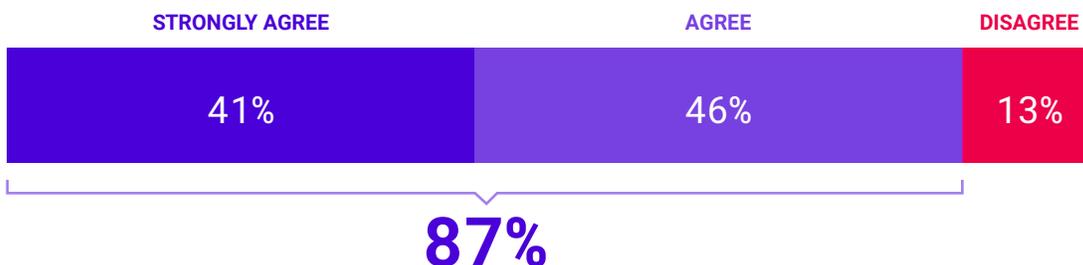
Q8 Women in leadership roles can set a positive example for diversity and inclusivity through smart use of social media.



2018 results

- Almost all our survey respondents (**97%**) agree that women in leadership roles can set a positive example for diversity and inclusivity through smart use of social media.

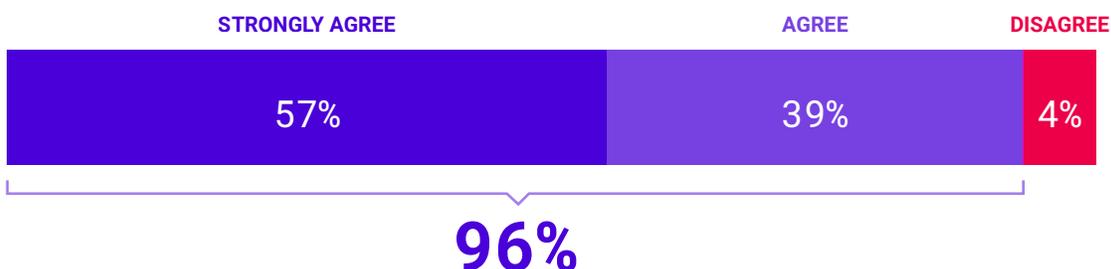
Q9 Social media is an effective tool to promote equality among executives and in the C-Suite.



2018 results

- Nearly nine in ten survey respondents (**87%**) believe that social media is an effective tool to promote equality among executives and in the C-Suite.

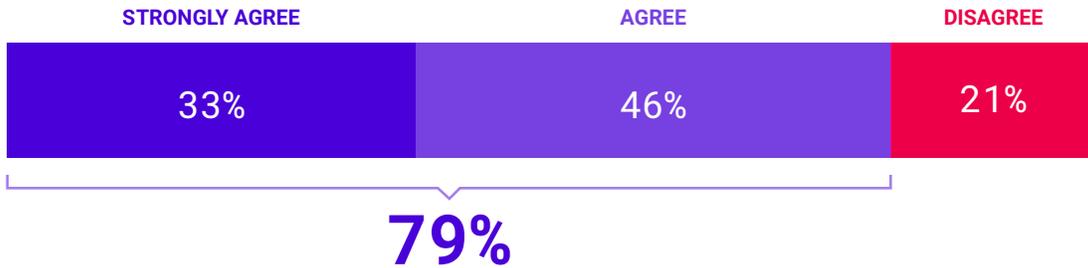
Q10 Women executives on social media can act as role models for the next generation of women leaders.



2018 results

- More than nine in ten respondents (**96%**) agree that women executives on social media can act as role models for the next generation of women leaders.

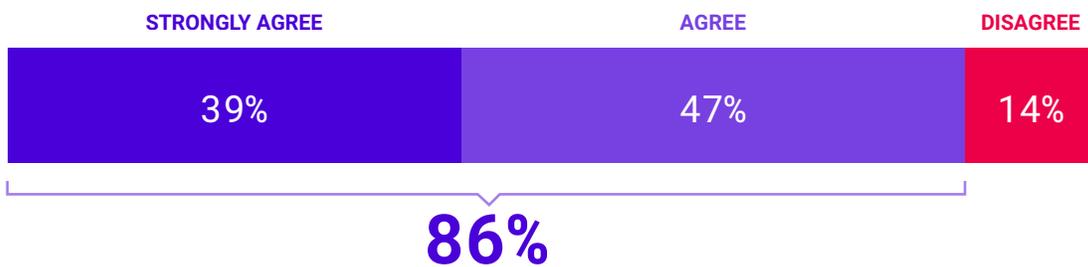
Q11 Currently, smart, innovative, entrepreneurial women are well represented on social media.



2018 results

- Nearly eight in ten respondents (**79%**) agree that smart, innovative, entrepreneurial women are currently well represented on social media.

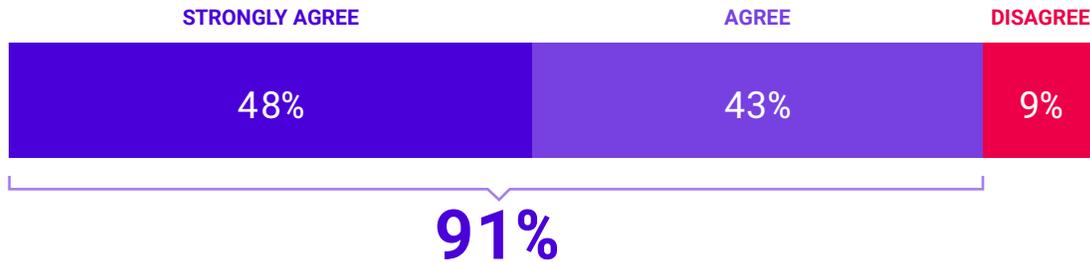
Q12 I like to hear directly from women executive leaders on social media.



2018 results

- **86%** of survey respondents like to hear directly from women executive leaders on social media.

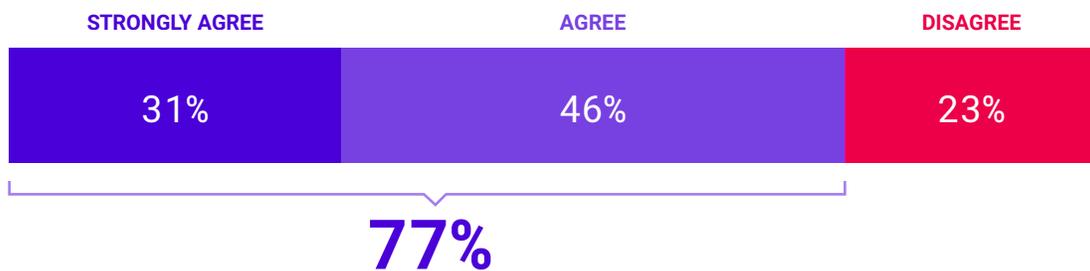
Q13 I'd like to see more brands showcase women executive leaders on social media.



2018 results

- More than nine in ten respondents (**91%**) would like to see more brands showcase women executive leaders on social media.

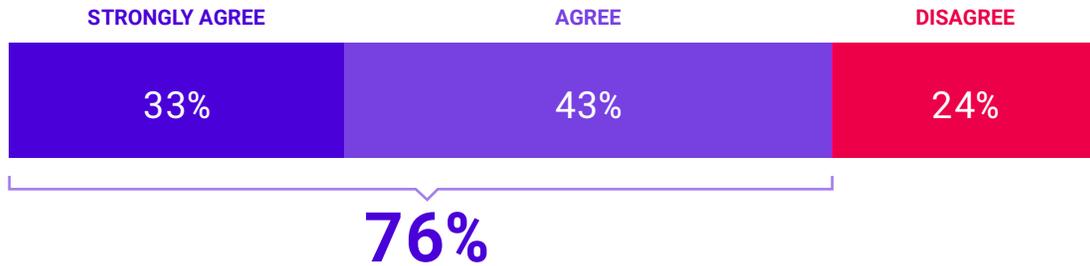
Q14 I am more likely to trust a brand that promotes women leaders through social media.



2018 results

- More than three quarters (**77%**) of respondents are more likely to trust a brand that promotes women leaders through social media.

Q15 I am more likely to be loyal to a brand that promotes women leaders through social media.



2018 results

- More than three quarters (**76%**) of respondents are more likely to be loyal to a brand that promotes women leaders through social media.