

“Compulsively Engaged Online (CEOs) Compulsively Engaging Organizations”



Weekly Learnings 47 / 2024

Being on Social media is important for CEOs. According to the Social [CEO.org](https://www.ceo.org)

1. Company reputation improves when a CEO posts regularly
2. Employees and Ecosystem partners want to know CEO pov on a topic
3. 80 pc of consumers are more likely to trust a CEO who is on social media.
4. 78 pc of employees want to see their CEO in social media
5. 71 pc of millennials are likely to join a company where the CEO is visible on social media

Despite the obvious benefits, Weber Shandwick reports that less than 40 pc of CEO s have posted in the last 12 months.

My input

- a. Doing nothing is not an option for a CEO
- b. Focus on one channel, LinkedIn, Insta, FB, X. Do a good job on one that suits your style
- c. Once you start, pls continue, if you are inactive, you become invisible
- d. Dont link everything to your business and over promote it, dont keep posting solo pictures of yourself.

[5.As](#) a CEO, you dont need to be the only person answering everything, there are people in your team who can answer for you. Don't be a one man/woman band.

6. A CEO/founder/owner is one of the reasons for company success, not the only reason.

I have attached ten examples of brand mistakes as learning.

1. Because something trends on news doesn't mean you need a T shirt for it.

[2.You](#) have a service head to handle service issues.

3. The British Museum gets too cute about women.

4. Musk announces something prematurely, is pulled up and pays a huge fine.

5. Snapchat has a topical ad, loses \$800 million in value when Rihanna rebukes them.

6. United Airlines beat up a customer and offloaded him. A video surfaced. Someone created a fake account of the United CEO and posted a meme.

7. Lulu lemon CEO Chip Wilson in response to social media backlash on product recall said "Our sheer range is not for some women's bodies". More social furore !The share price tanked and Chip Wilson quit. Silence was a good option.

8. Dove and its 3 second black turns white is simply wrong

9. Kellogg' s CEO has a Mary Antoinette moment in Feb 2024. " If you cant afford dinner, have Kellogg' s "!

10. H &M launched a T shirt with a black kid ' The coolest monkey in the jungle '

Have social listening, develop an online reputation management mindset.

Pick early signals from social listening

And, if you are wrong

SORRY is not a bad word, its a good word online.

An apology is valued from a CEO and a company

Consumers and Followers are forgiving.

Shiv

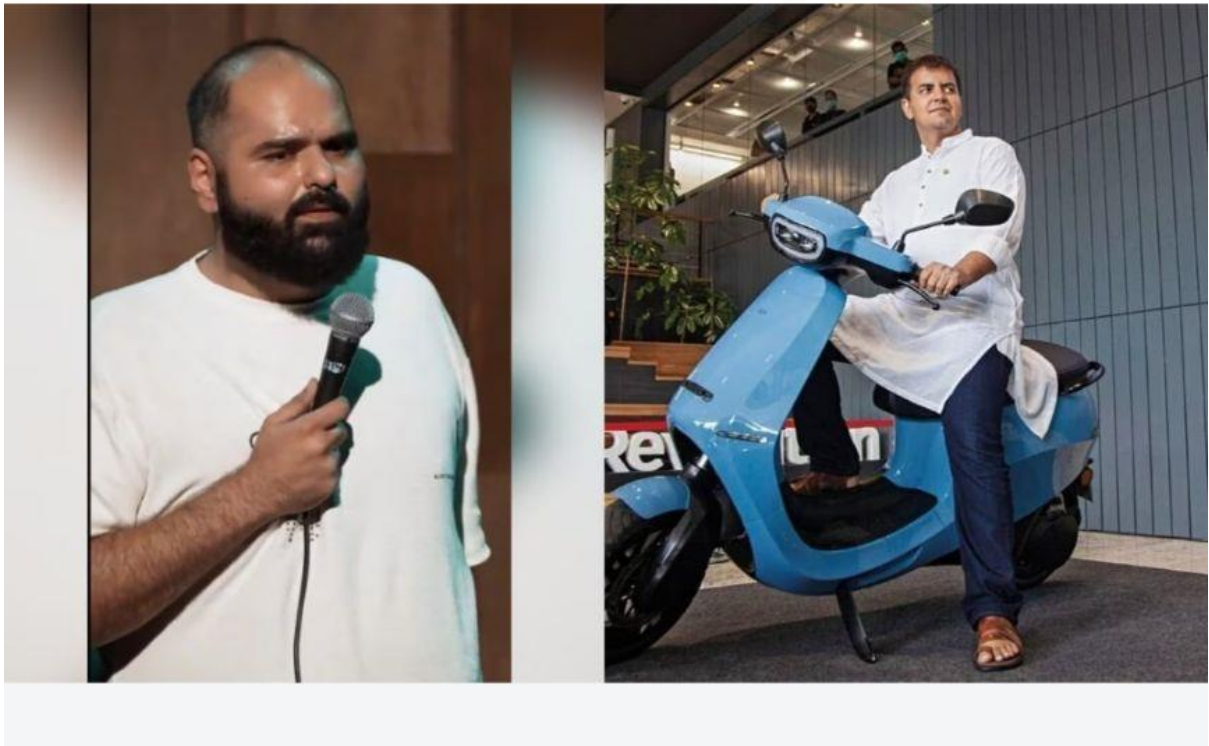
www.shivshivakumar.com

11 November 2024



inshorts

Meesho sells gangster Lawrence Bishnoi T-shirts; criticised





Girlies if you're single and looking for a man, this is your sign to go to the British Museum's new exhibition Life in the Roman Army and walk around looking confused you're welcome x



6,631



326



131



britishmuseum

Follow

Come for the Romans, stay for some romance ...





Image source: [ISS Insights](#)

In August 2018, Elon Musk, Tesla's CEO, tweeted about taking Tesla private at \$420 per share, claiming "funding secured."

This led to a major controversy and an SEC (The U.S. Securities and Exchange Commission) investigation.

First, Tesla's stock price soared. But it quickly became clear that funding was not actually secured.

The SEC then launched an investigation and Tesla's stock became volatile.



Source: [The Sun](#)

In March 2018, Snapchat approved an ad for a game asking users to choose between "Slap Rihanna" or "Punch Chris Brown."

The ad referenced the 2009 assault on Rihanna by Chris Brown.

Users quickly spotted the ad and shared screenshots, sparking outrage on social media.

Rihanna also issued a statement on Instagram accusing Snapchat of intentionally shaming domestic violence victims.

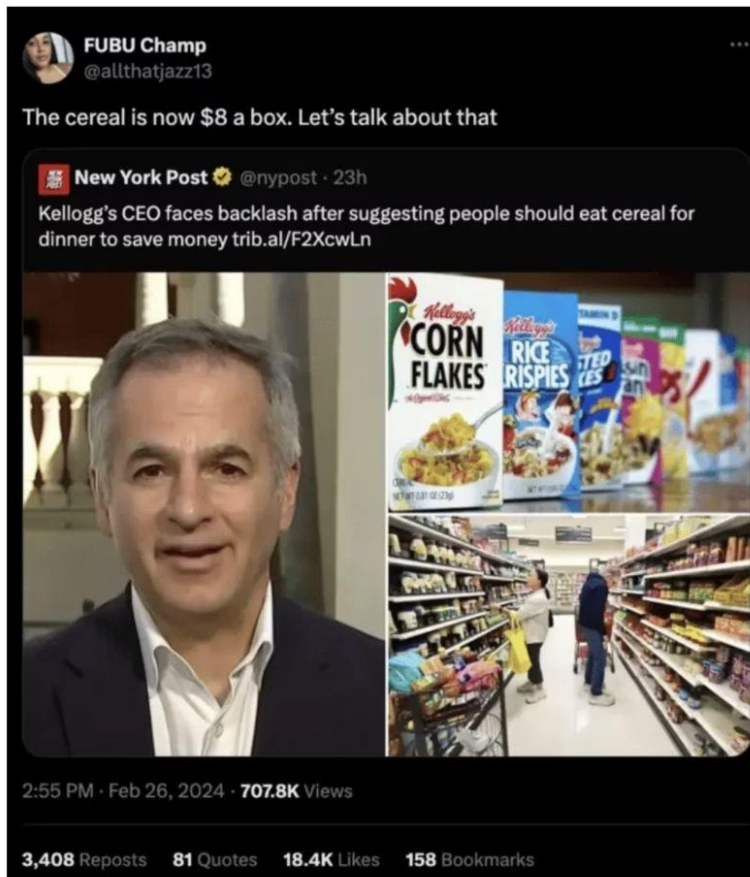


Source: [The New York State Senate](#)

In October 2017, Dove went through a social media crisis over a Facebook ad.

The 3-second video showed a Black woman removing her shirt to reveal a white woman underneath.

Makeup artist Naomi Blake called out the ad as "tone deaf" and racist on



Source: [Complex](#)

In February 2024, Kellogg's CEO Gary Pilnick suggested families eat cereal for dinner to save money during a CNBC interview.

Pilnick was promoting Kellogg's "cereal for dinner" campaign amid rising food prices.

Social media exploded, accusing Pilnick of being out of touch with economic



Printed noodea top
€8.99

Green



Select size

- 1½ 2Y
- 2 4Y
- 4 6Y
- 6 8Y
- 8 10Y

[Size Guide](#)

Delivery in 2-4 working days

ADD TO SHOPPING BAG

FIN

DESCRIPTION DETAILS SHARE

Top in soft, printed sweatshirt fabric with a v
cuffe and hem. Soft fleecehert inserts

