

# REPUTATION MATTERS

Insights for building and saving your brand



## Winter 2014

“Reputations today are built - and destroyed - faster than ever. At Temin and Company, we put the best and latest thinking about reputation front and center - and advance the way organizations and individuals manage this most important asset. In “Reputation Matters,” we offer ideas for creating, enhancing, and saving your reputation, both online and off.”

## Should CEOs Tweet?

CEOs and other leaders are under increasing pressure to engage their customers and the public on social media. But should they?

Facing the reality that [nearly 70% of CEOs](#) have stayed away from social media so far, many marketing executives don't want their companies to be left behind in the chase for digital mindshare, especially when they see the followings of CEOs like [Richard Branson](#), [Arianna Huffington](#), [Marc Benioff](#) or [Marissa Mayer](#).

Social media in general, and Twitter in particular, are superb ways to establish a dominant thought leadership position, reinforce and reinvigorate a brand, and join the "global conversation" and marketplace of ideas. Plus, of course more and more companies' value propositions are based on social media or e-commerce. But we all know that engagement is not without risks, especially for "non-digital-native" CEOs, board members, or other C-suite executives.

## ABOUT TEMIN AND COMPANY

**Temin and Company** is a management consultancy that creates, enhances, and saves reputations for organizations and individuals, both on and off-line. The firm helps clients define and strengthen their public image – and their bottom line – through strategic marketing; positioning through thought leadership; media relations; social media; speaker, media and leadership coaching; financial communications; and crisis and reputation management.

## FROM FORBES...

Temin's current **Forbes** series, "10 More Don'ts of Corporate Social Media," tackles the key challenges organizations are up against when it comes to protecting their reputations over social media:

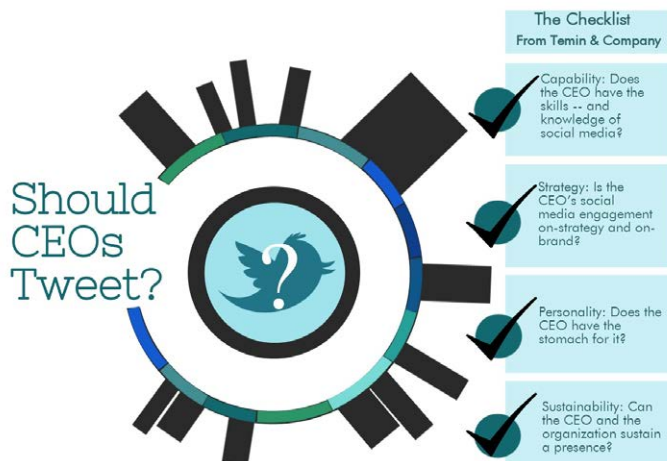
### **Introducing '10 More Don'ts Of Corporate Social Media'**

**Don't Ignore Your Best Co-Branding Opportunity - Your Employees – #1 of "10 More Don'ts of Corporate Social Media"**

## A few risks worth considering:

- **Skills gap.** Most CEOs and leaders aren't in the wholesale communications business, nor were they born in the digital age. Excelling in social media demands a whole new skill set for these leaders – one that most CEOs have yet to master (though they will have time to in the future).
- **Risk of brand damage.** The digital world can be inversely efficient: the things you want the public to pay attention to, they don't; the things you don't want them to pay attention to, they do. Coming from a CEO, the reputational damage of a social media misstep can be particularly destructive.
- **Unwanted stock price movement.** Given the heightened scrutiny of regulators and investors, public company leadership takes on additional risk when posting on social media, possibly making an unintended financial disclosure.
- **The time-sink factor.** Social media is not designed for the dabbler. Building an effective personal social media presence (even if it will be maintained by others) demands a serious investment of the expert's or leader's time – something CEOs find in short supply.

In order to evaluate whether a CEO – or any other expert or executive – should tweet, here is a **checklist** of questions to ask first:



1. **Capability:** Does the CEO have the necessary

[Don't Confuse 'Thought Leadership' With 'Branded Content' Or 'Native Advertising' – #2 of "10 More Don'ts of Corporate Social Media"](#)

[Don't Waste Your Time\(line\): Maximizing Your Own Viral Potential For Thought Leadership – #3 of "10 More Don'ts of Corporate Social Media"](#)

[Don't Think You're Anonymous - Unless You're Really Anonymous – #4 of "10 More Don'ts of Corporate Social Media"](#)

[Don't Waste Money - Make Your Social Media Advertising Smarter, More Original, More Effective – #5 of "10 More Don'ts of Corporate Social Media"](#)

[Don't Kill Off Your Website - Use It As The Hub For Your Social Media Presence – #6 of "10 More Don'ts of Corporate Social Media"](#)



Davia Temin, President & CEO, Temin and Company



Davia Temin is a highly experienced marketing, media and reputation strategist, crisis manager and coach.

She serves as the

skills in and knowledge of social media? The obvious candidates for active engagement on Twitter and other networks are those who made their name in the game. CEOs and leaders in tech, digital communications, and e-commerce companies generally have an innate understanding of the risks and rewards of social media, and can post accordingly.

2. **Strategy:** Is the CEO's social media engagement on-strategy and on-brand? Thought leadership is integral to brand strategy in some industries more than others. Service sectors, such as media, publishing, academia, and consulting, sell ideas and expertise. Therefore a CEO – or a university, college or NGO president – who is able to communicate thought leadership over social media can boost the brand. Also, a company that is seeking to convey that it is advancing thinking or making great innovative leaps forward – such as GE – might employ social media to signal their forward-thinking capabilities.
3. **Personality:** Does the CEO or leader have the stomach for it? Posting on social media opens up anyone to critique. Even the most innocuous statements can be knocked by “haters,” and CEOs are popular targets of consumer anger and frustration. A leader who engages on social media must be able to listen to what's being said, and respond (or not respond) appropriately.
4. **Sustainability:** Can the CEO and the organization sustain an authentic presence? Social media engagement demands continuity, consistency, frequency and freshness. A successful program cannot be delegated by the CEO 100%. His or her true voice must be maintained in meaningful conversation. If a CEO doesn't have the time to commit – and have the right organization behind him or her – then it's best to hold off.

### So, should CEOs – and other leaders – tweet?

Only if they meet these four criteria, know and appreciate the ever-evolving rules, and are ready to take on some of the work themselves, not delegate it all. Just as today's CEOs need to inspire their employees, deliver excellent

spokesperson for major organizations during crisis, coaches numerous global CEOs, is a frequent and popular public speaker, and advises worldwide corporations on the strategic direction of their women's councils. She runs and moderates popular CEO and corporate programs including, most recently, "How to Survive, Thrive and Add Value during Difficult Times," "Visionary Leadership," and "Crisis Games."

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presentations, lead in crisis, and speak persuasively to the media, tomorrow's CEOs will no doubt see social media engagement as de rigeur communications.

But until then we counsel: weigh the risks and rewards, see such activity as an extension of your core business strategy and brand, and proceed with caution.

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### MORE ideas from Temin and Company

Davia Temin in **The Corporate Board**: "[What Boards Must Know About Social Media](#)"

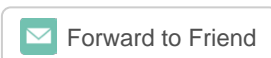
Davia Temin in **The Washington Post**: "[Target CEO Opens Up About Data Breach](#)"

Davia Temin in **Forbes**: "[Leadership Under Attack – Escalating Crisis And Reputation Challenges In The Age Of Social Media](#)"

Davia Temin in **Marketplace**: "[How Much Is An Apology Worth?](#)"

Davia Temin and Ian Anderson in **Forbes**: "[Don't Ignore Your Best Co-Branding Opportunity – Your Employees](#)"

Davia Temin and Ian Anderson in **Forbes**: "[Don't Think You're Anonymous – Unless You're Really Anonymous](#)"



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