

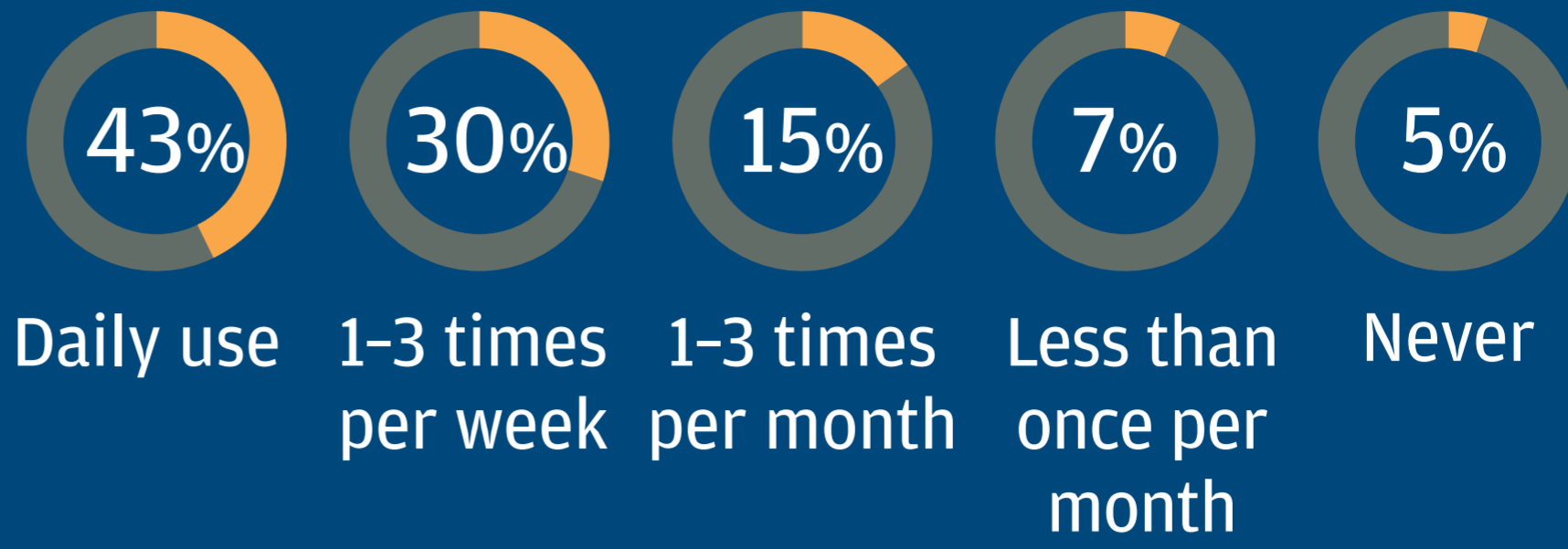
# How Social Are C-Suite Executives?

Business Leaders' Opinions About Social Media

In a survey of the JPMorgan Chase Executive Advisory Board, **88%** of business leaders indicate that they use social media

Business Leaders Are Increasingly Connected and Mobile

## Frequency of social media use:



## Social media use by device:



The number of executives using social media daily for business is up 5 percentage points since 2016

Social Media Is a Key Tool for Business

## Top three reasons executives use social media:



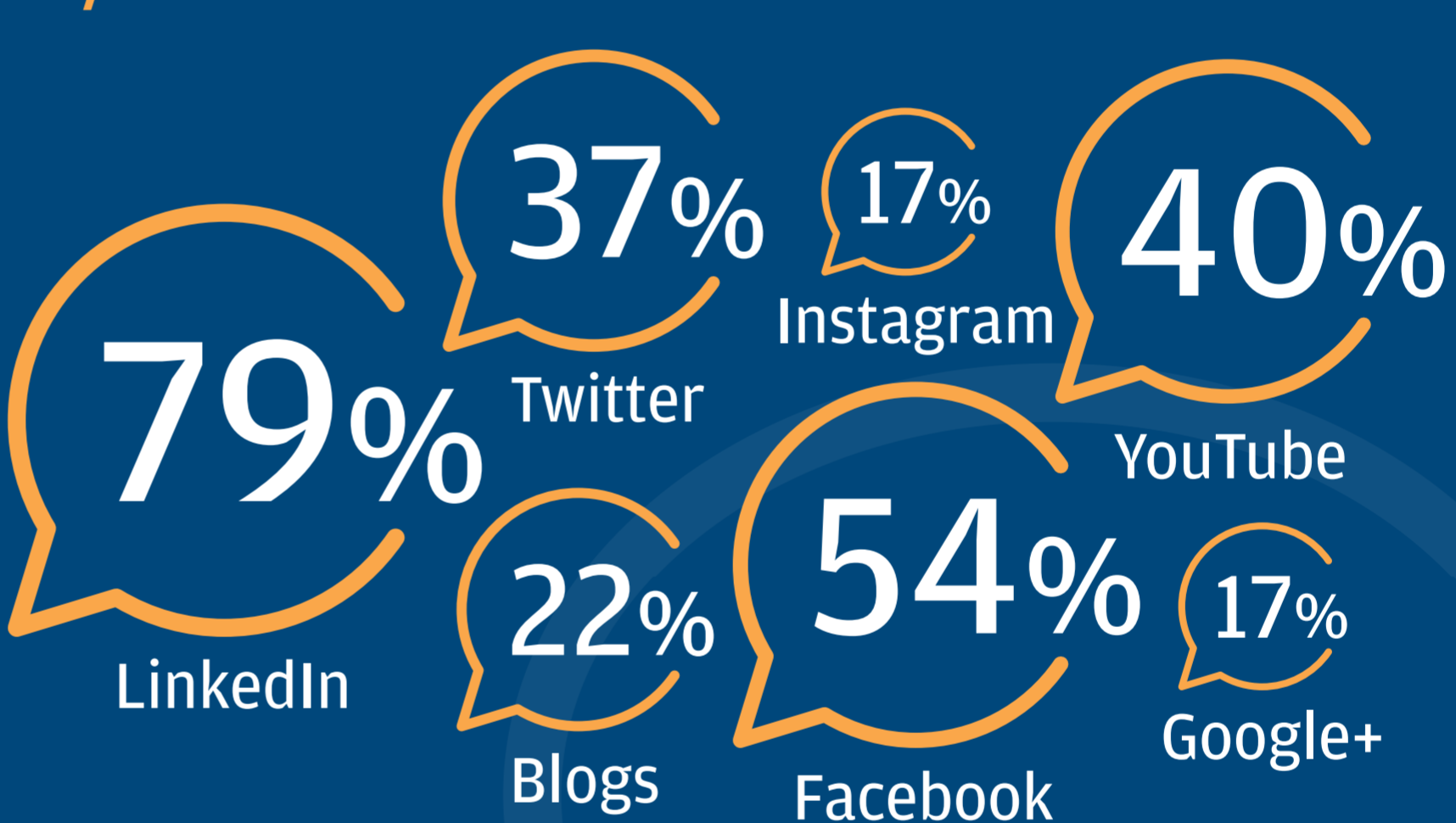
Using social media to hire and recruit qualified candidates is up 12 percentage points since 2016

## Executives use these marketing tactics on social media:



The number of executives using social media for lead generation is up 5 percentage points since 2016

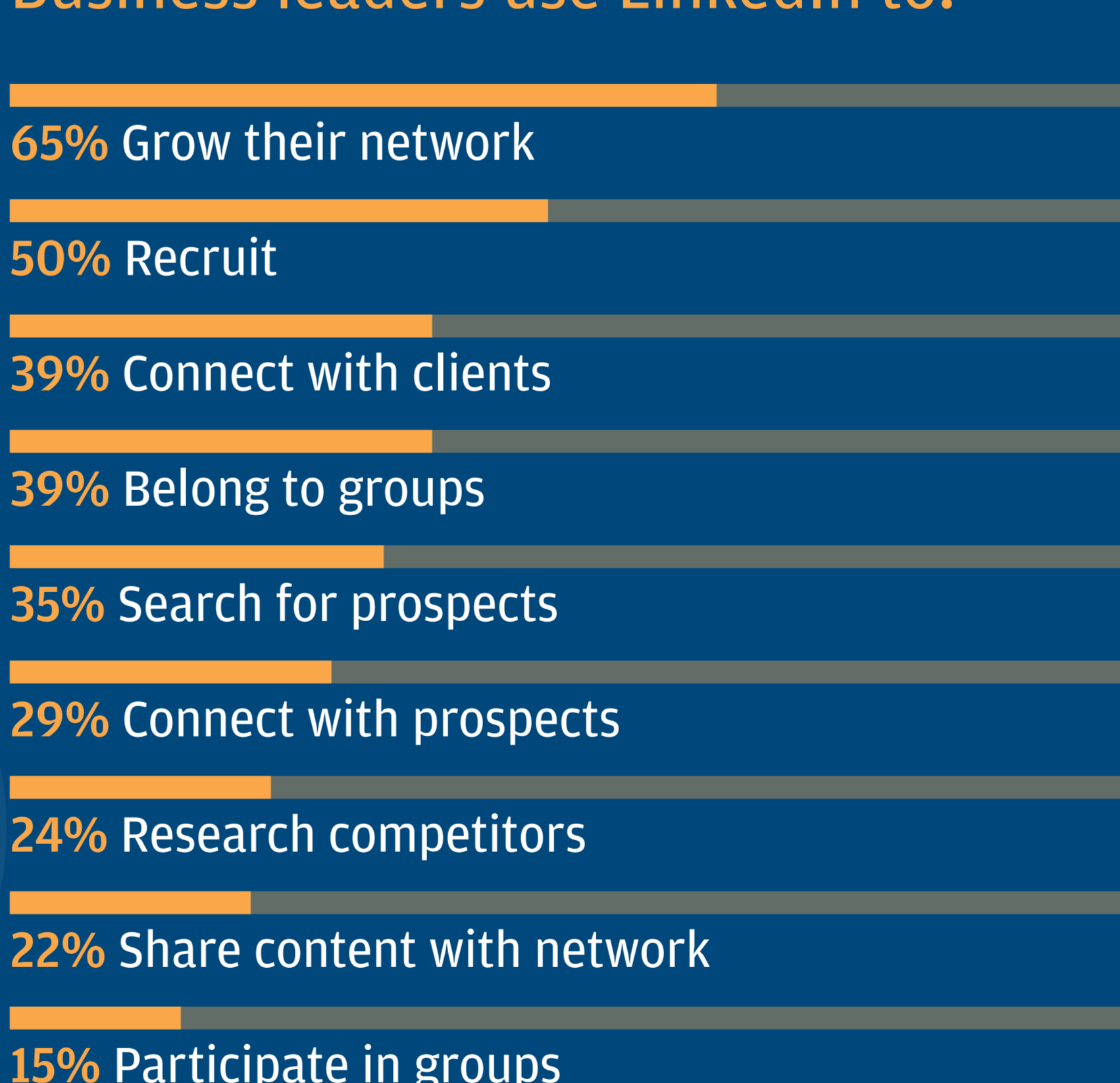
## Top social media channels used by the C-suite:



LinkedIn continues to be the preferred social media platform for executives, while YouTube has gained traction as video content becomes more prevalent across platforms

LinkedIn Is a Tool for Networking, Recruiting

## Business leaders use LinkedIn to:



Executives are using LinkedIn to search for and connect with business prospects

**44%** of executives encourage their sales teams to have a LinkedIn profile

## Sales teams are using LinkedIn to:



Sales teams are using LinkedIn to target companies and reach and engage with sales prospects