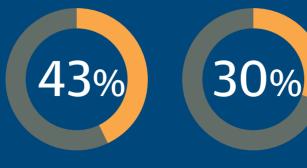
## How Social Are C-Suite Executives?

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:





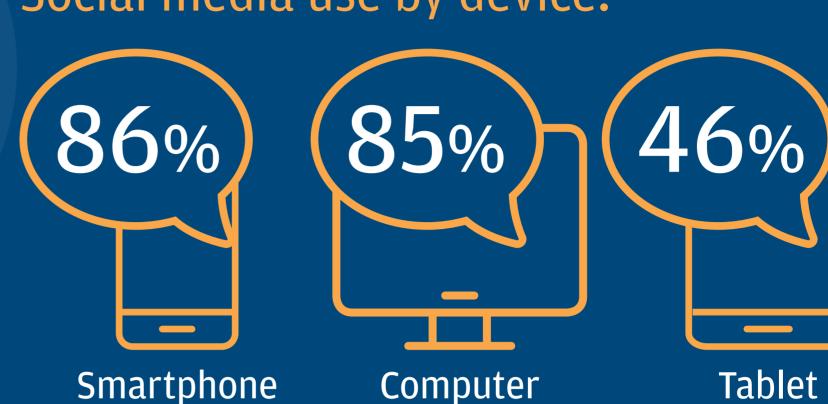


1-3 times 1-3 times Less than Daily use per week per month

once per month

Never

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:







tactics on social media: 

**61%** Product marketing

**84%** Raising brand awareness

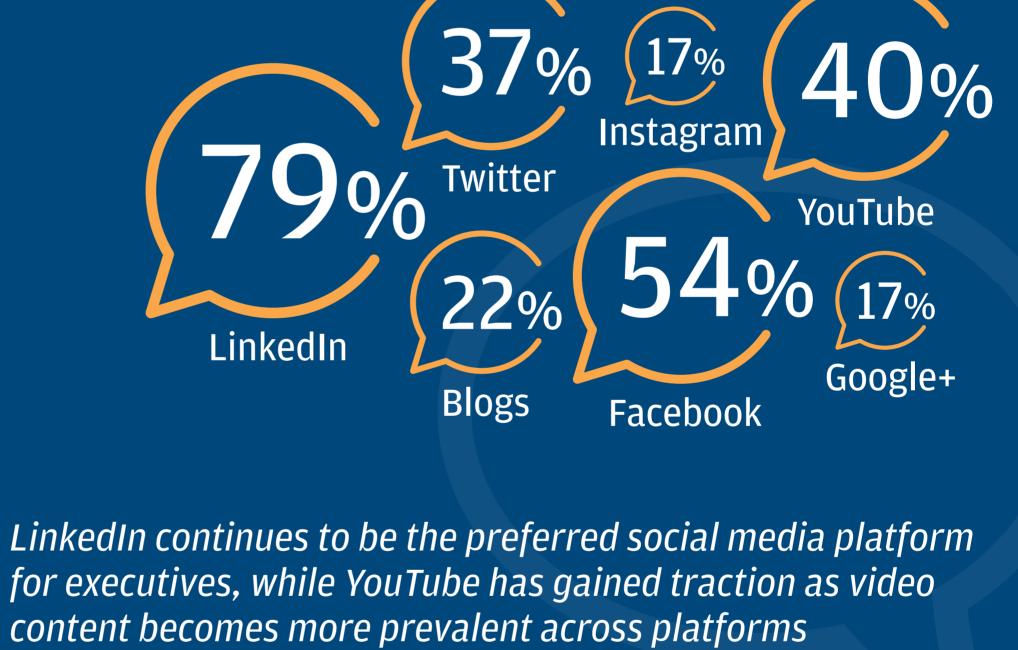
**52%** Advertising and promotions

**49%** Building customer loyalty

**41%** Lead generation

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:





Business leaders use LinkedIn to:

Networking, Recruiting

LinkedIn Is

a Tool for

## 65% Grow their network 50% Recruit

**39%** Connect with clients

**39%** Belong to groups

**35%** Search for prospects

**24%** Research competitors 22% Share content with network

15% Participate in groups

**29%** Connect with prospects

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

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

## 33% Follow companies 32% Search for companies

Sales teams are using LinkedIn to:



22% Facilitate introductions

17% Generate leads 15% Send InMail messages



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



© 2018 JPMorgan Chase Bank, N.A. Member FDIC. 391453