



*The Sixth
Edition of*

**THE QNARY
REPORT**

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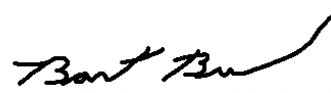
FORWARD

This year we decided to make a change. Over the last five years our annual research study has been titled, *The Changing Face of Online Reputation*. While the methodology remains the same, our 6th annual study has a new name, *The Qnary Report*. The new moniker reflects Qnary's total commitment to understanding, optimizing and growing the digital presence of executives. Our purpose as an enterprise relates to addressing the topics in this report and separating or providing a different name seemed inconsistent.

This is the 6th edition of The Qnary Report, and the findings reflect the current zeitgeist and executive perceptions of digital media usage. We compiled the research in Q4 2022 at a time when hyperbolic news circulated about Elon Musk's \$44 billion acquisition of Twitter, Meta continued to harp about the Metaverse whilst showing minimal significant customer traction to the vision, and news coverage regarding the status of the global economy filled all of us with recessionary trepidation following the long pandemic. Also, there are new emerging social media channels like BeReal that are garnering attention. And machine learning, an area that we have spent time developing over the last couple of years in our own solutions, has reached a broader audience through OpenAI's release of ChatGPT.

The Qnary Report shows that Twitter appears to still have considerable utility for executives as they build out their online presences. While there is continued growth in channels like TikTok, a jump to the metaverse still seems premature. And the general point of view that an executive's online presence matters continues to increase. Video and audio are more important than ever as we see executives actively creating and sharing multimedia content.

This year's study is the largest yet with 2216 respondents, a 21% increase over the 5th edition. Thank you to our partners at Emerson College in Boston and The Blanquerna School of Communications in Barcelona as well as to the expert team at Qnary that envisioned, managed, and analyzed the global results for this report. As we exit the pandemic, we find ourselves in a digital media world that is evolving rapidly. Some old channels like Twitter are being reinvented and more multimedia platforms are taking hold. And yet, one key fact remains, that executives are more active than ever in terms of managing their own online presences.


Dr. Bant Breen



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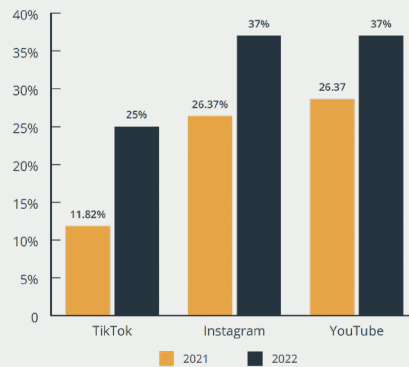


KEY INSIGHTS AT A GLANCE

1.

Executive thought-leadership is multimedia and once personal platforms are now blurred professional.

Executives sharing professional content on Instagram increased from 17% in 2021 to 19%, and on TikTok from 12% to 21%. Business leaders creating videos also jumped from 24% in 2021 to 37% in 2022.



2.

There is an increased positive perception of executives who are active and post on social media platforms.

Nearly 80% of respondents have a positive view of executives being active on social media, this is up by almost 10% from last year.

3.

Twitter is in flux but remains relevant.

Executive sharing of content on Twitter increased with 43% now participating compared to 34% in 2021. Tech execs had an even higher Twitter usage at 52%.



2021 - 2022
 34% → 43%

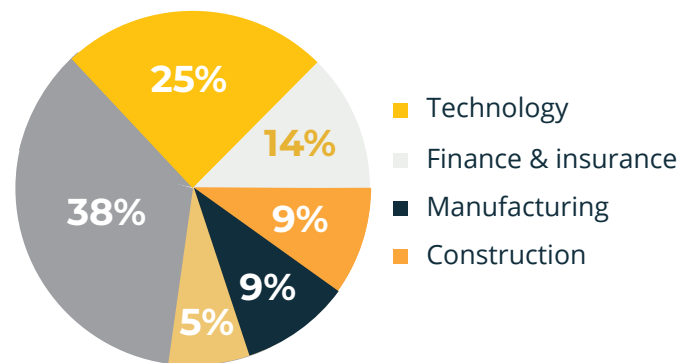
SURVEY RESPONDENTS

This year, Qnary surveyed the largest number of international professionals: **2,216 people**. A 21% increase over the fifth edition, including over 12 markets around the globe.

The largest groups hail from:

United States and Canada	48%
India	9%
United Kingdom	8%
Australia	6%
France	5%
Spain	5%
Germany	5%
Hong Kong	3%
Singapore	2%

There are respondents from every significant business sector. The greatest cohort (**25%**) is employed in **technology**, which is followed by **finance & insurance (14%)**, **manufacturing (9%)**, and **construction (9%)**. About 5% of those polled work in the following industries: real estate, government, health and social care, arts and entertainment, education, marketing & communications, retail, corporate management, and consulting.



■ About 5% of those polled work in the following industries:

- Real Estate
- Government
- Health and Social care
- Arts and Entertainment
- Education
- Marketing & Communications
- Retail
- Corporate Management
- Consulting

SURVEY RESPONDENTS

In terms of gender demographics, respondents were divided between 42% women and 58% men.

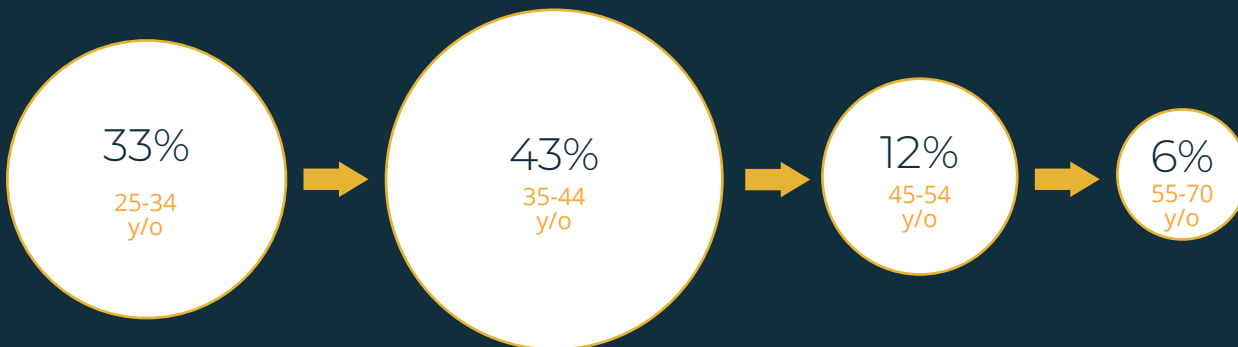


Women 42%



Men 58%

Our respondents' ages provide a generational range. 33% of people are between the ages of 25 and 34, while 43% are between the ages of 35 and 44. 12% of respondents are 45-54, and 6% are 55-70 years old.



Nearly 22% of participants hold senior roles, with nearly a third being the owner or founder of their business. **32% are Managers and Directors**, and **over 840 (39%) surveyed hold C-suite titles**.

Participants with businesses of all sizes are represented, including those with fewer than 10, more than 250, and between 10 and 250 employees.

29% of respondents are from businesses with more than 250 employees, and we have a decent mix of responders from businesses with between 50 and 250 and more than 1000 workers.

THE FREQUENCY OF SOCIAL MEDIA FOR PROFESSIONAL USE CONTINUES TO INCREASE YEAR OVER YEAR

According to survey findings, business professionals are increasingly using social media. In 2022, the volume of respondents sharing and interacting with content more than once daily increased to nearly 40% in comparison to 28% in 2021.



Purpose-driven leadership and communicating values continue to be popular. Executives who use social media in part to communicate their views or beliefs climbed from 41% in 2021 to nearly half of all respondents.



Social media training continues to grow as organizations understand the power of their employees online. According to this year's survey, **63%** of respondents **received social media training** from their employers, up 4% from 2021.

Social media crisis training accounted for 58% of this training, brand identity training for 59%, and social media best practices for 32%.

With more businesses promoting and encouraging engagement, executive communication on social media climbed from 45.43% to 56.41% in 2022.

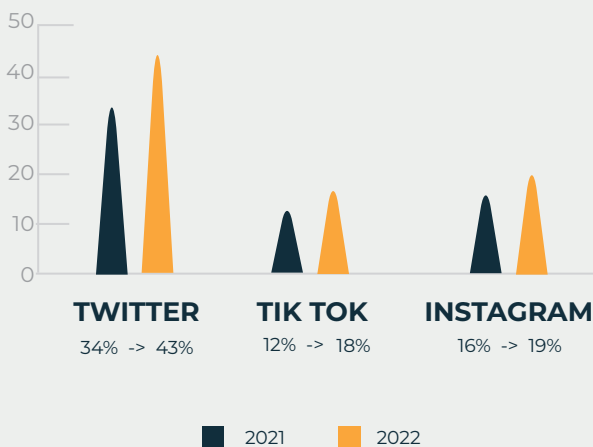
EXECUTIVE COMMUNICATION ON SOCIAL MEDIA



Additionally, compared to 2021, 62% of executives now say that using social media to establish their professional profile is important to them.

EXECUTIVE THOUGHT LEADERSHIP IS MULTIMEDIA, AND ONCE PERSONAL PLATFORMS ARE NOW BLURRED

SHIFT TOWARDS MORE MULTIMEDIA CONTENT



Sharing multimedia content continues to become more important for professionals. Video is a common tool for them to highlight their jobs or business verticals, whether it be brief clips from a conference, videos that explain a specific aspect of one's business or industry, or behind-the-scenes footage. Compared to 2021, business leaders sharing photos of their work, team, or office increased from 26% to 33% in 2022. Execs posting videos and infographics saw an average 6% increase this year.

Personal and professional social media use is blurring. People sharing professional content on platforms outside of LinkedIn continues to rise, as does people sharing personal information on LinkedIn. Audiences and content continue to mix and mingle. The newest multimedia platforms, which were all once considered mostly personal, continue to evolve into personal and professional platforms. As more millennials take the helm of businesses, they tend to use the personal platforms for professional purposes

The 2022 data demonstrated a **6% average increase in video and infographic posts from execs.**

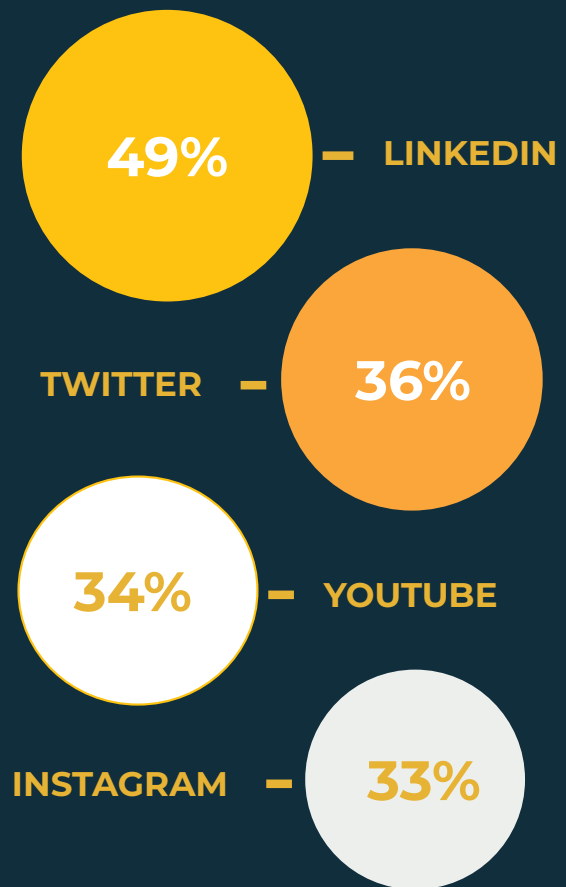
▲ **6%**
INCREASE

EXECUTIVE THOUGHT LEADERSHIP IS MULTIMEDIA, AND ONCE PERSONAL PLATFORMS ARE NOW BLURRED

LinkedIn posts still remain the **most popular professional content for executives** to consume. Nearly half of all executives surveyed said that it was their preferred form of content. The second most common content they view is Tweets (36%), followed closely by YouTube videos (34%), and Instagram Posts and Stories (33%).

When asked which social media platforms employees or employers use to look up or analyze the background of other coworkers, CEOs, or business thought leaders, **YouTube emerged as a leading social media platform**. 72% of the respondents use this digital tool, which increased from 47% in 2021.

PREFERRED FORM OF CONTENT



72% of the respondents utilize YouTube. Its use increased by 25%.

▲ 25%
INCREASE

CONTINUED POSITIVE PERCEPTION OF EXECUTIVES WHO ARE ACTIVE AND POST ON SOCIAL MEDIA PLATFORMS

In 2021, 68% of respondents had a favorable opinion of coworkers or leaders who shared work-related news and information on social media. This increased this year to nearly 80%, highlighting the significance of executives keeping an active social media presence. This ratio increased even more for tech executives, reaching 87%.

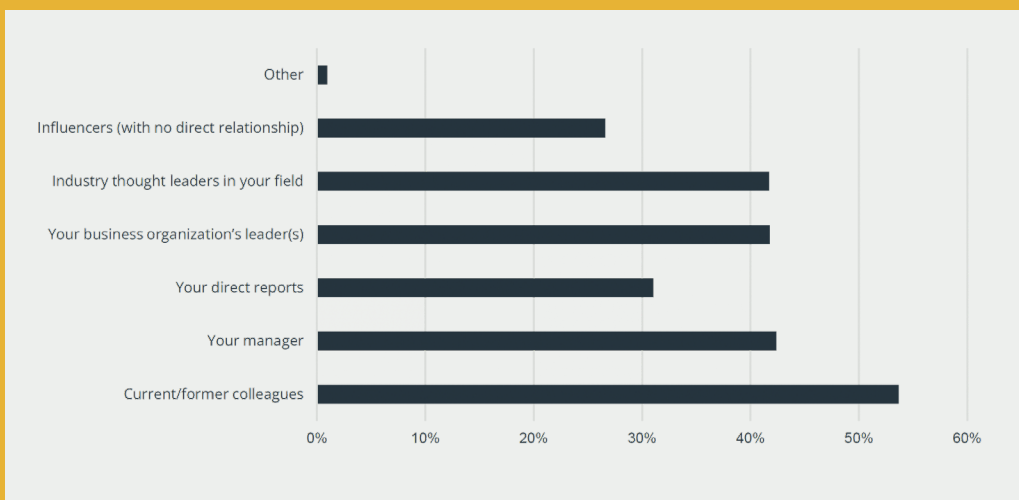


Having an active social media presence appears more crucial than ever if one wants to be known among other business leaders in their professional network.

According to the latest *Brunswick Group* research, by a ratio of 4 to 1, employees prefer to work for a CEO who uses digital and social media.

Social media is regularly utilized to stay connected with industry experts and gain a feel of current trends. 54% of people say they follow current or former coworkers on social media, up from 49% in 2021. 42% also follow thought leaders in their industry, followed by managers (42%), leaders of one's business organization (42%), direct reports (31%), and influencers with whom they have no relationship (27%).

Of the business executives you follow on social media, what relationship are they to you?



CONTINUED POSITIVE PERCEPTION OF EXECUTIVES WHO ARE ACTIVE AND POST ON SOCIAL MEDIA PLATFORMS

Executives who follow other business professionals primarily to stay up to date with what's happening in the current business landscape is at 42%, down from 55% in 2021. This figure was significantly greater for IT executives, with 65% reporting that they follow other industry professionals on social media to keep current.

We saw a **continued positive response for networking (59%)** as a major intention behind execs sharing content on social followed by inspiring colleagues (51%) and reputation building (42%), which is in line with 2021.

40% of those surveyed believe that having a consistent professional presence on social media might make them a strong contender for employment or promotion, up from 36% in 2021

The 2022 *Edelman Trust Barometer* shows that **societal leadership is now a core function of business**. When considering a job, 60% of employees want their CEO to speak out on controversial issues they care about, and 80% of the general population want CEOs to be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society.

Utilizing social media can be a communication tool for internal operations as well as for business leaders and their reputations inside the industry. 39% of tech leaders maintain that an active professional presence on social media will help them motivate or inspire teams and colleagues (38% vs. 36% in 2021).



The professionals polled are aware that social media can be used to share ideas and opinions.

Globally, 52% of executives agreed that workers should be urged to promote the company, up from 46.26% in 2021.

46% → 52%

TWITTER IS IN FLUX BUT REMAINS RELEVANT

Twitter has been in the news quite a bit over the last year with Elon Musk's acquisition of the company. However, Twitter is still one of the most popular social media platforms for professionals.

According to our latest survey, a significant portion of individuals around the globe use Twitter for both personal and professional purposes, this includes 38% of U.S. respondents, 36% of APAC respondents and 33% of EMEA respondents

Additionally, the report highlights that 37% of survey participants use Twitter to stay informed about other professionals, and about 27% of them utilize the platform to share professional content. Furthermore, 17% of the respondents stated that they use Twitter for employee advocacy and 10% for generating sales leads.

More and more executives are taking to Twitter to voice their thoughts and ideas, with a remarkable 43% of them now using the platform for this purpose, which is a significant increase from the 34% in 2021.



52% of tech execs use Twitter.

Specifically, tech executives have embraced the platform, with 52% of them being regular users, making Twitter an essential platform for this industry.

These numbers show the importance of Twitter for executives, especially in the tech world, as a way to connect with a broader audience and share their thoughts and opinions. As the platform continues to grow and evolve, it remains an important tool for those in positions of power.



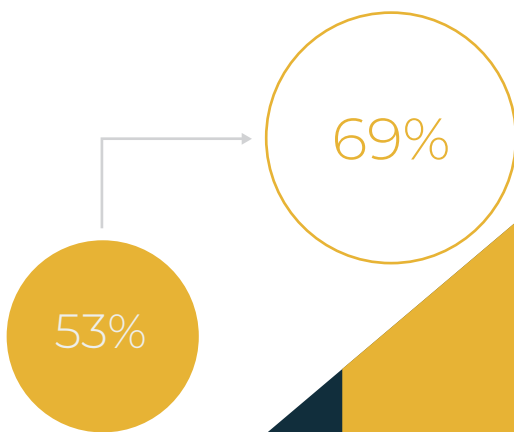
Twitter remains an integral platform for executives with 43% of those surveyed sharing content on the platform, up from 34% in 2021.

SALES ATTRIBUTED TO EXECUTIVE SOCIAL MEDIA HIGHER THAN EVER

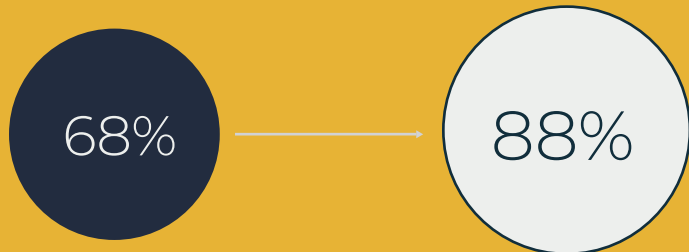
The previous year’s survey findings showed that business leaders’ activity on social media can significantly influence consumer purchasing. This year’s survey confirms that conclusion, showing that companies executives’ use of social media is crucial from both an influence and a bottom-line viewpoint.



53% of respondents said they were more likely to make a purchase from a brand in 2021 when they were following one of its leaders. This year, that percentage jumped to 69%, demonstrating how an online presence for company leaders can truly impact bottom line.



In 2021, 68% of respondents had a favorable opinion of coworkers or leaders who shared work-related news and information on social media. This percentage increased this year to 88%, highlighting the significance of corporate executives keeping an active social media presence.



In addition, 77% of respondents understood that an executive’s social media presence could benefit their organization’s overall communication strategy.

Furthermore, we see a 14% rise in the percentage of executives who are more likely to believe statements made on their personal social media accounts than those made on behalf of their company or brand from last year.



2021

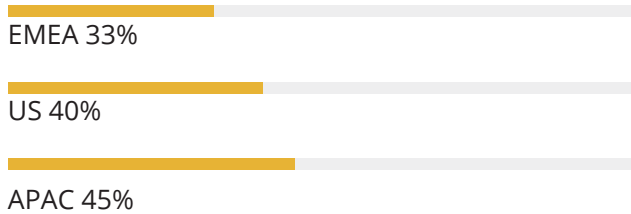
51%

2022

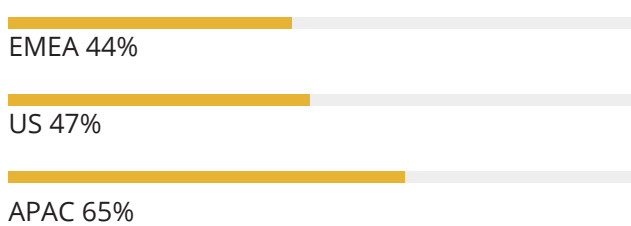
65%

GLOBAL INSIGHT

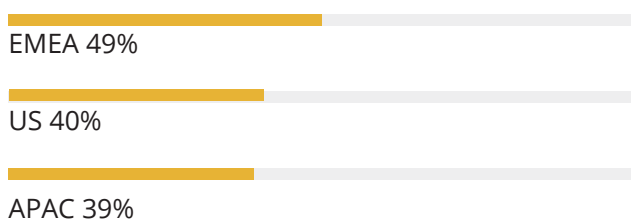
Compared to EMEA (33%) and the US (40%), 45% of people in APAC **use social media once every day.**



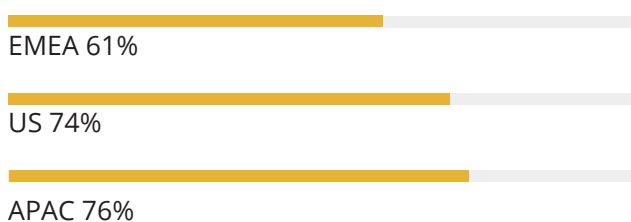
In contrast to Europe’s 44% and the US’s 47%, 65% of respondents in APAC mention **personal privacy as a worry when sharing information on social media platforms.**



Compared to 40% in the US and 39% in APAC, we discovered that 49% of executives in EMEA believe it is **more important than ever for them to convey their values and views.**



In terms of executives who **were more likely to purchase from the brand that the executive followed**, 76% of APAC respondents considered themselves more likely to purchase from brands with leaders they follow online, 74% of US respondents, and 61% of those from EMEA.



APAC

When analyzing the APAC market based on our survey results it was revealed that LinkedIn is the region’s most popular site for posting professional material and encouraging employee advocacy.

Purpose-driven leadership and communicating values are still popular today. Executives who feel obligated to communicate their views or beliefs on social media climbed from 41% in 2021 to 49% in 2022.

41%



2021

49%



2022

CONCLUSION: SOCIAL MEDIA CONTINUES TO BE AN ASSET TO THE PROFESSIONAL

The trend of executives taking advantage of social media for their professional goals continues to be a must have globally. What was once a niche area, then a nice-to-have, is now more and more becoming critical for professionals to showcase themselves and engage with colleagues, industry peers, and consumers.

Millennial executives, who are now in upper-middle and senior management roles, are increasingly using more traditionally personal multimedia platforms like YouTube and Instagram to promote their professional careers. Although LinkedIn continues to be the top professional platform, executives are increasingly using new channels like TikTok due to the demand for more video and image-friendly ways to tell stories.

No longer is one platform sufficient on its own; we now need a combination of channels to convey an executive 's story and vision.



"We are entering a 'new era of brand ambassadors' whereby employees and executives use their social networks to speak well of their companies, their products, and above all, to promote their values and social commitment. The use of social networks by employees is no longer penalized and becomes of paramount importance as an instrument of promotion and reputational improvement for companies."

Dr. Jordi Collell, Director of Global Communication
Management Blanquerna - Universitat Ramon Llull



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