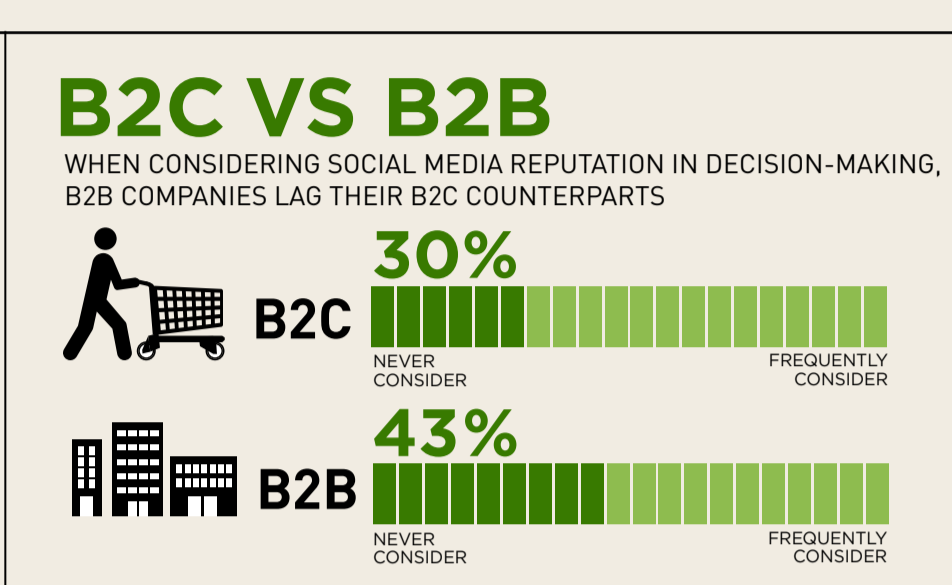
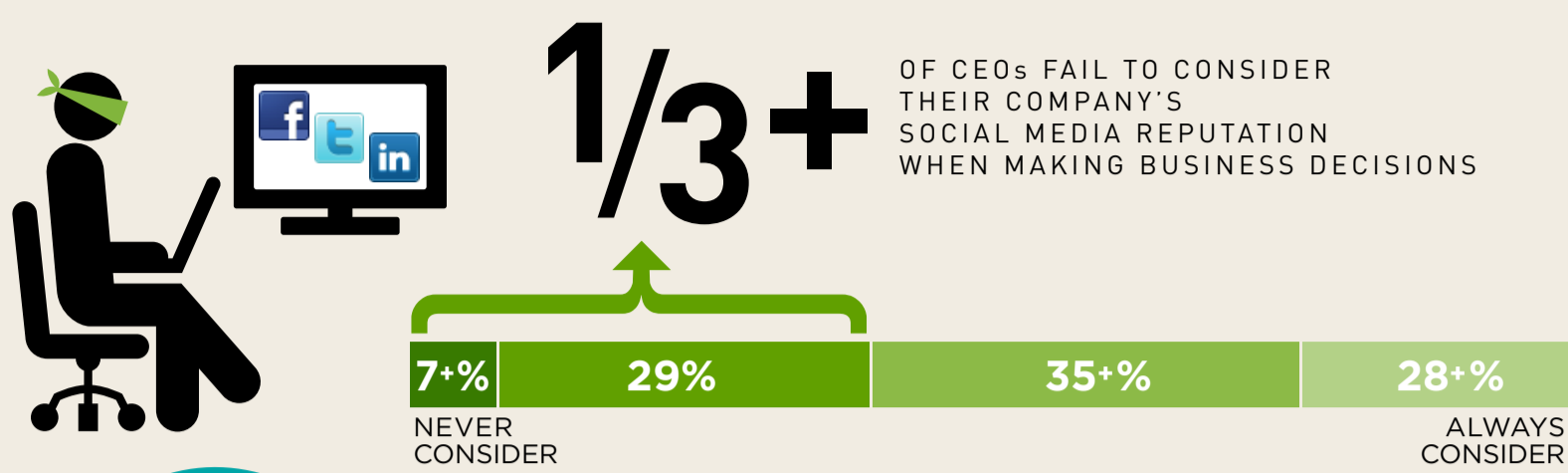


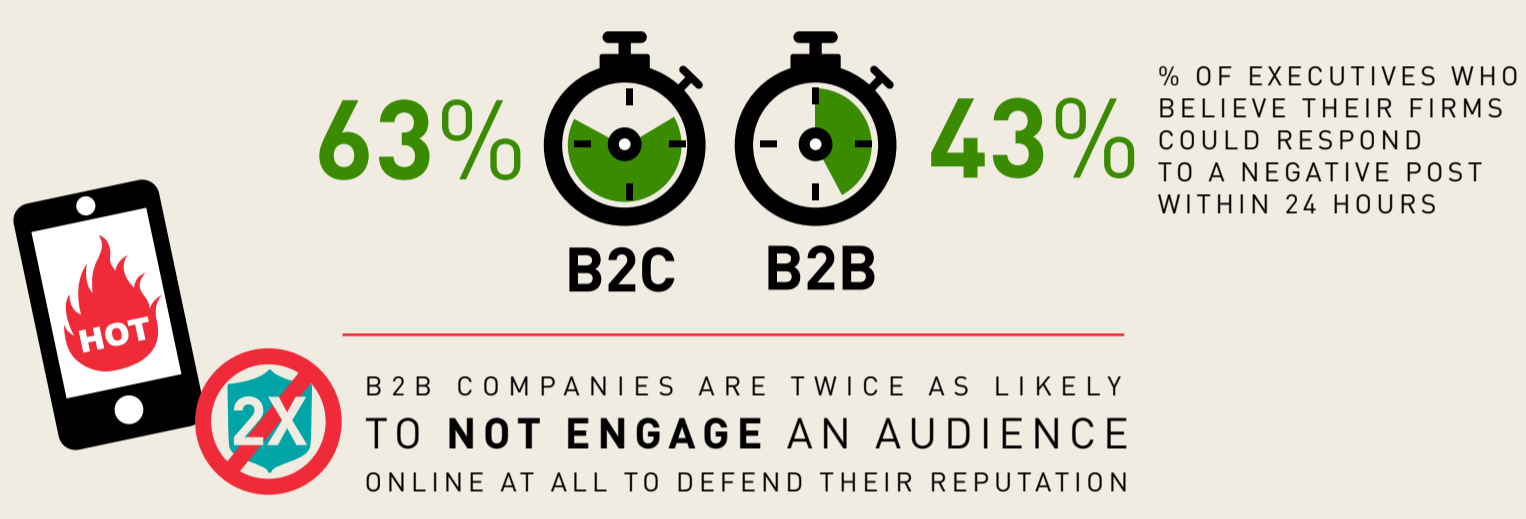
# SOCIAL MEDIA

## A CORPORATE REPUTATION BLIND SPOT FOR EXECUTIVES?



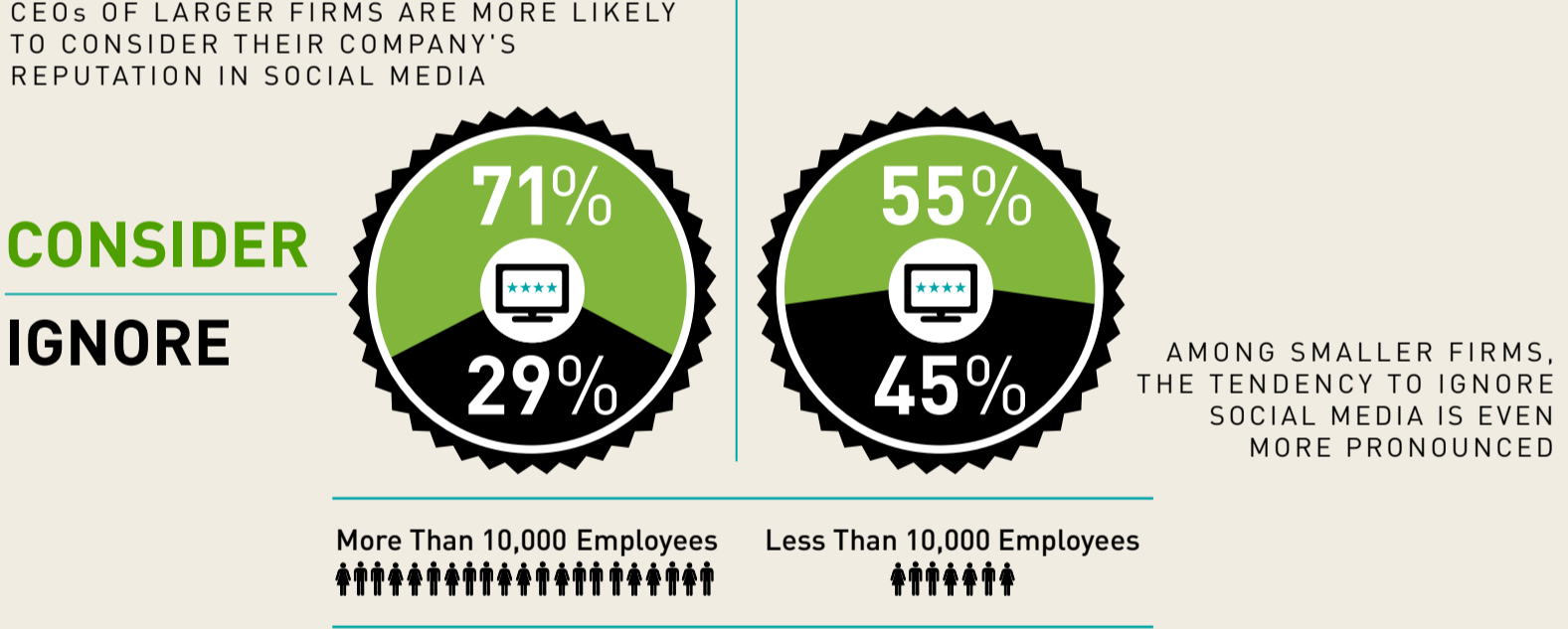
## RESPONDING TO AN ONLINE CRISIS

B2C COMPANIES ARE MORE PREPARED TO RESPOND WITHIN THE FIRST CRITICAL 24 HOURS

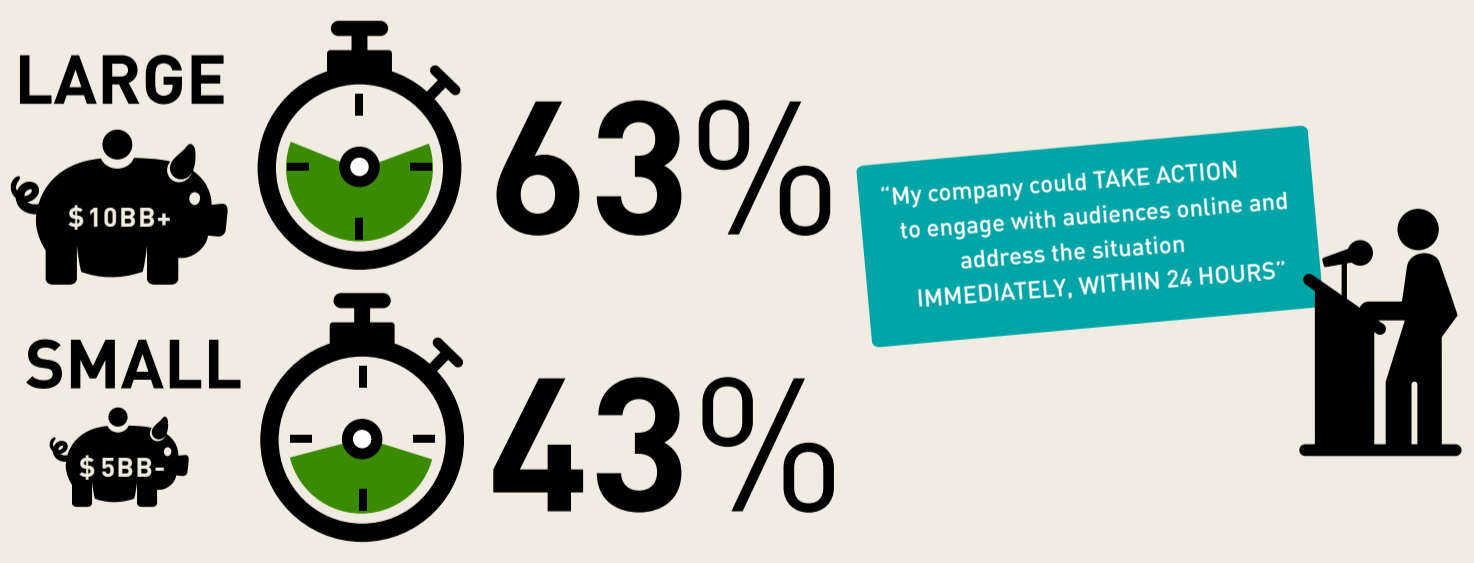


## LARGER FIRMS VS SMALLER FIRMS

CEOs OF LARGER FIRMS ARE MORE LIKELY TO CONSIDER THEIR COMPANY'S REPUTATION IN SOCIAL MEDIA



LARGER FIRMS ARE ALSO MORE LIKELY TO RESPOND TO A DAMAGING ISSUE ONLINE WITHIN THE FIRST CRITICAL 24 HOURS



## REPUTATION

CEOs IN THE NORTHEAST ARE MOST LIKELY TO CARE ABOUT THEIR COMPANY'S REPUTATION IN SOCIAL MEDIA

