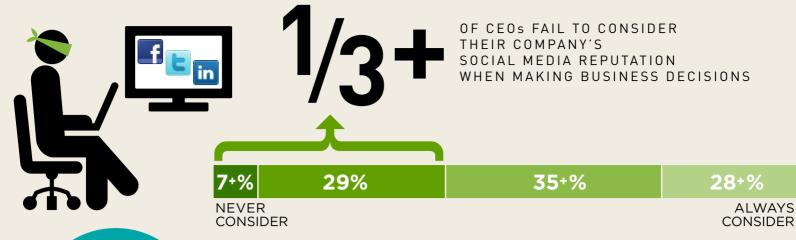
# SOCIAL MEDIA

# A CORPORATE REPUTATION BLIND SPOT FOR EXECUTIVES?





#### **B2C VS B2B**

WHEN CONSIDERING SOCIAL MEDIA REPUTATION IN DECISION-MAKING, B2B COMPANIES LAG THEIR B2C COUNTERPARTS







## 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

CONSIDER





AMONG SMALLER FIRMS, THE TENDENCY TO IGNORE SOCIAL MEDIA IS EVEN MORE PRONOUNCED

% OF EXECUTIVES WHO BELIEVE THEIR FIRMS COULD RESPOND TO A NEGATIVE POST WITHIN 24 HOURS

More Than 10,000 Employees

Less Than 10,000 Employees

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



## REPUTATION





