




Washington Smart CEO, February 2012



How social is a CEO? **ADVICE FOR THE ONLINE FACE OF THE COMPANY**

In its 2011 report, NetProspex examined the top 20 jobs most likely to use Twitter. Believe it or not, "CEO" was number 12. And your C-suite? They're right there with you, with CMO, CFO, CTO and COO taking slots five through eight.

Some Washington CEOs are among that bunch, using their social media presence to make themselves publicly available, as the face of the company. Here's why:

KASSIE REMPEL, owner and founder, SimplySoles

I've really resisted this, but I've been swayed. People connect with people; people don't connect with companies or brands. They much prefer to know who is behind the brand. It started a few years ago with putting my picture on the website, letting people know that I started [the business] because I just love shoes. This is my passion, and I share it with you. It was a logical transition to assume that if we're connecting with people like that on the website, it would probably make sense to make me accessible on social media.

ADA POLLA, president and CEO, Alchimie Forever

When I started, I didn't set out to co-brand, but the "Ada" brand has started blurring with the Alchimie brand. I use my social media for both corporate purposes and my own purposes. I have three rules: nothing negative, nothing political and keep it authentic. I think being genuine helps people get to know you and the company better. On Facebook, I'm friends with people in the industry. We have a contest called "Where in the world is Ada?" where people can guess the destination of my travels for the chance to win a \$25 gift certificate.

TAMARA LUCAS COPELAND, president, Washington Regional Association of Grantmakers

I think it's important to give a voice to the organization. I'm active on Twitter, although not active in the sense that I post throughout the course of the day. For the past year, I've made an effort to post once a day, and I'll post either something I'm reading that I think would be interesting to our members or something I'm doing that they'd want to know about. I understand that people learn in different ways, and our members range in age from 20 to 70.