



TOP 30 CHARITY #SOCIALCEOS 2014

THE TOP 30

Debra Allcock-Tyler deballcocktyler Directory of Social Change	Deborah Alsina deborahalsina Bowel Cancer UK
Cathy Ashley CathyAshley Family Rights Group	Julie Bentley juliebentley Girlguiding
Caron Bradshaw caronlb Charity Finance Group	Paul Breckell pbreckell Action on Hearing Loss
Vicky Browning browning_vicky Charity Comms	Ava Easton encephalitisava The Encephalitis Society
Nigel Edwards nedwards_1 Nuffield Trust	Paul Farmer paulfarmermind Mind
Mark Flanagan MarkFlannCEO Beating Bowel Cancer	Richard Hawkes R_Hawkes Scope
John Hibbs hibbsy The Hibbs Lupus Trust	Helena Holt hgholt Devon Air Ambulance Trust
Jonny Hughes jonnyecology Scottish Wildlife Trust	Ruth Hunt ruth_hunt Stonewall
Karen Ingala Smith K_IngalaSmith nia	Javed Khan javedkhanceo Barnardo's
Kevin Kibble kevinkibble The Nurture Group Net-	Louise Mac louisemac Young Scot
John May johnccmay The Duke of Edinburgh's International Award	Kevin Murphy kpmurphy557 Voluntary Arts Ireland
Polly Neate pollyn1 Women's Aid	Ruth Owen ruthowenobe Whizzkidz
Lucy Perry LucyPerryCEO Hamlin Fistula Ethiopia	Cliff Prior cliffprior UnLtd
Janine Tregelles JanTregelles Mencap	Peter Wanless Peterwanless NSPCC
Imogen Ward imogenward Lessons for Life Foundation	Jamie Ward-Smith jamiewardsmith IVO/Do-it

Why is social media so important for CEOs?

50%↑ A Weber Shandwick study estimated that there'll be a 50% increase in CEOs using social media over the next 5 years

8 out of 10 people say they would rather work for a social CEO

Employees with social CEOs say their CEO's social media presence makes them feel **inspired (52%)**, **technologically advanced (46%)** and **proud (41%)**.

50% of journalists say that social media is their main source of information

<http://onforb.es/1oBBTjF>
 Weber Shandwick's 'The Social CEO: Executives Tell All' (2013)

Our top 30 #socialceos use social media to:

- Be transparent and visible
- Champion their cause
- Help their charities' beneficiaries
- Discuss policy and other issues that matter
- Encourage their staff to get involved in digital

GET OUR FREE BRIEFING FOR CHARITY CEOS ON ALL THE HOT ISSUES IN SOCIAL MEDIA.

- Zoe Amar zoe@zoeamar.com
- Matt Collins matt@platypusdigital.com

Our awards are in association with **Grant Thornton**
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- Thank you to the judges:
- Our chair, Simon Blake- CEO of the Brook (@simonablake)
 - Lucy Caldicott- Director of Fundraising at CLIC Sargent (@lucycaldicott)
 - Dalton Leong, CEO of The Children's Trust (@daltonleong)