

Thought leadership: Executive social visibility

Issued by [Ogilvy South Africa](#)

17 Mar 2020

An organisation's key individuals have always been crucial to its fortunes. More recently, a company's social media profile has also become a fundamental determinant of its success.



Nick Bedford, new business manager, Ogilvy SA



Christophe Chantraine, MD Social Lab, Ogilvy SA

However, only recently has it become clear how these two factors – social media and executive leadership – can be strategically combined to drive positioning and corporate messaging. Today, reputations are built on social media, so it's ironic that many corporate leaders maintain extremely low social-media visibility profiles, or avoid it altogether.

Executive visibility on social media can be a powerful strategic business tool. At Ogilvy, our Executive visibility in social product is specifically focused on building the social presence and following of key executives. We help them become thought leaders in their industries and help drive leads for the organisation by combining our core competencies in data, media and creative.

[Find out more about Ogilvy's Executive Social Visibility Product!](#)
[Learn more...](#)

- **Ogilvy and KFC break history with it's secret recipe** 30 May 2024
- **Ogilvy shines as the winning Consumer and Influence PR Agency at the SABRE Africa Awards** 17 May 2024
- **Ogilvy launches pioneering health influencer offering in South Africa** 13 May 2024
- **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024
- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024

[Ogilvy South Africa](#)



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>