

Connected Leadership

Powered by Brunswick

Non-Governmental Organizations

Leadership is being redefined in a world of accelerating complexity, speed, and connectivity. **With 86% active on social media**, leaders of NGO Advisor's Top 50 NGO's list are more connected than their corporate counterparts around the world.

Of the list, 43 of the world's top 50 nonprofit leaders are making inroads via their social media activity, setting the bar for peers in this sector. With such a saturated digital landscape of leaders sharing thought leadership content, real time news updates, and calls to action, **it is imperative that NGO leaders leverage their social media effectively** to breakthrough and reach their target audiences.

Key Findings

From the leaders of NGO Advisor's Top 50 NGOs

- 48% of NGO executives are active on more than one platform, however they are underinvesting in the largest, mass market platforms (Instagram & Facebook).
- **Twitter and LinkedIn** are the most utilized platforms for leaders in this sector.



Twitter: 66% are active users



LinkedIn: 58% are active users

- **28% do not have a biography listed on the organization website.** Search engine results are the foundation of your digital reputation and your website biography is a key component of the top results.

"The easiest answer as to who should be out front in thought leadership is the CEO or the Board Chair,"

Rick Cohen, CCO & COO
National Council of
Nonprofits



86%

of executives from NGO Advisor's Top 50 NGOs are active on social media.



Leaders on social media must adopt new platforms, develop a signature content campaign to **break through the noise.**

For leaders without an online presence, there is **urgency to begin.**



Learn more about Connected Leadership and how Brunswick can help by contacting ConnectedLeadership@BrunswickGroup.com

Read the full report at BrunswickGroup.com/ConnectedLeadership

Notable Connected Leaders

Check out these leaders for inspiration across a variety of platforms. *The list below is sorted in alphabetical order by first name.*



Annie Leonard

Executive Director
Greenpeace

List: NGO Advisor

Platforms:

Country: **United States**



Caroline Kende-Robb

Secretary General
CARE International

List: NGO Advisor

Platforms:

Country: **Switzerland**



David Miliband

President & CEO
International Rescue
Committee

List: NGO Advisor

Platforms:

Country: **United States**



Jacqueline Novogratz

Founder & CEO
Acumen

List: NGO Advisor

Platforms:

Country: **United States**



Kenneth Roth

Executive Director
Human Rights Watch

List: NGO Advisor

Platforms:

Country: **United States**



Patricia Moreira

Managing Director
Transparency International

List: NGO Advisor

Platforms:

Country: **Germany**

What the top Connected Leaders do right globally

Use visuals

The Top 50 Corporate Connected Leaders understand the importance of visual content, with a majority using photos and videos in their posts in the last year.

Be yourself

Leaders who are connected and respected share another characteristic – they're themselves. Authenticity is a key factor in meaningful digital communications.

Commit to consistency

The Top 50 Corporate Connected Leaders post more frequently than other active CEOs. These leaders post twice as much content as their peers, while maintaining a high level of quality in their content.



The Top 50 Corporate Connected Leaders post twice as much video content than the average active CEO on social media.



62%
of the Top 50 Corporate Connected Leaders are present on more than one platform.