

# Connected Leadership

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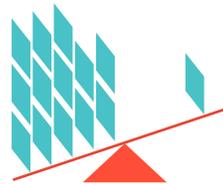
## Hong Kong SAR

People increasingly experience business leaders and their companies through their screens. New research from Brunswick shows that CEOs who adapt to a more accessible and transparent style of leadership and embrace social media have distinct business advantages over those who do not. Especially as working arrangements remain fluid, it is critical that business leaders reach people where they are: online.

### Key Findings

- **Digital and social media use is higher in Hong Kong SAR than in many places around the world.** 93% of employees<sup>1</sup> and 97% of financial readers<sup>2</sup> in Hong Kong SAR have used a digital or social platform in the past month for work or personal use, compared to 86% and 91%, respectively, globally.
- **85% of employees and 90% of financial readers say it is important for CEOs to actively communicate on social media about their company.** However, only 27% think their leaders are doing this very effectively, providing vast opportunities for growth.
- **Staying connected with employees is even more important given the fluidity of working arrangements in Hong Kong SAR.** While 69% of employees in Hong Kong SAR said they were required to work in a new location due to the pandemic, employees now shuffle between the office (56% primarily but not exclusively) and their homes (34% primarily but not exclusively) during the week.
- WhatsApp, Facebook, LinkedIn, YouTube, and WeChat emerge as top platforms employees and financial readers want corporate leaders to use to communicate with them and the public.

### The Landscape



**13 to 1**

employees say they would trust a CEO who uses social media as a part of their work more than one who does not.



**90%**

of financial readers in Hong Kong SAR think it is important for CEOs to actively communicate on social media about their company.

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[ConnectedLeadership@BrunswickGroup.com](mailto:ConnectedLeadership@BrunswickGroup.com)

 **Click here to get the 2021 Connected Leadership report**

<sup>1</sup> Employees living in Hong Kong SAR who work at for-profit companies with 1,000+ employees

<sup>2</sup> Financial readers living in Hong Kong SAR who regularly read national and international finance publications

## Stakeholders in Hong Kong SAR have high expectations from business leaders across a range of critical issues.

The top issues for business leaders to communicate about on social media include:



### What's Next?

1. Begin implementing Connected Leadership today. How can you adapt your leadership to be more accessible and transparent?
2. Assess how your executive team has responded to the demand for accessible, transparent leadership. Does it compare favorably with your competition?
3. When prospective employees or investors search for you online, what will they find? Evaluate your reputation through the same lens as your stakeholders.
4. Determine which leadership adaptations should persist and evolve beyond the pandemic. What still needs improvement?
5. How will you lead through the next crisis? Build digital into your crisis response protocols.

### About Connected Leadership

Connected Leadership, powered by Brunswick, is the authoritative platform to understand how modern businesses can redefine leadership in a connected world. We asked readers of financial publications and employees of companies with more than 1,000 employees – groups emblematic of the external stakeholders business leaders want to reach – about their communications expectations of corporate leaders across 13 countries and markets.



Learn more about Connected Leadership and how Brunswick can help at [BrunswickGroup.com/ConnectedLeadership](https://BrunswickGroup.com/ConnectedLeadership)