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80 Percent of North American Journalists Check a CEO's LinkedIn Profile Before an Interview, Says New Survey by Public Relations Global Network

Importance of Social Media Underscored; Reporters Also Check Twitter and Facebook, Along with Past News Coverage, to Prep for Interviews

CEOs, take note: If you're going to be interviewed by a journalist, update your LinkedIn profile ahead of time. A new survey by the [Public Relations Global Network](#) finds that 80 percent of North American journalists check an executive's LinkedIn profile before an interview.



The survey of 50 journalists also found that 70 percent of reporters check a CEO's Twitter account and 64 percent visit a company's Facebook page before an interview.

"One of the biggest dangers facing CEOs who engage in media relations is failing to take the time to prepare for the interview," said Aaron Blank, CEO/president of The Fearey Group and the member of PRGN conducting the survey, in a news release. "Ignorance can be costly to a CEO or his/her company. Our survey came up with a number of tips for top executives."

In addition to social media, North American journalists also prepare for a CEO interview by reviewing past media coverage (82 percent), visiting the company's website (58 percent) and reviewing the company's annual reports and news releases (56 percent).

Other key findings from the survey include:

- Journalists show a slight preference for conducting CEO interviews in the executive's office (88 percent) than by phone (70 percent)
- During an interview, journalists expect a CEO to demonstrate outstanding knowledge of the company and market (94 percent), an engaging personality (80 percent) and a strong track record of performance (74 percent)
- The biggest interview turn-offs for journalists are arrogant behavior (70 percent), failing to answer material or sensitive questions (66 percent) and attempts to influence what should and should not appear in the article (62 percent)

This survey follows PRGN's similar survey of more than 150 European journalists last spring. Highlights from the [European survey](#) found differences in approach between continents. The most notable was that European journalists are more willing to permit a CEO or PR firm to review an article before it runs. That practice is rare in North America.

About PRGN

The Public Relations Global Network (www.prgn.com) is one of the world's top four international public relations networks. Nearly 50 independently owned and operated PR firms in 80 markets belong to the invitation-only network. Collectively, PRGN firms have revenue in excess of \$110 million, employ more than 900, and operate 65 offices.