

Should Your CEO Join the ESG Conversation?

CEOs are **effective spokespeople** for environmental messaging in most sectors.

Greenwashing accusations are the biggest threat to a company's environmental reputation, with greenwashing mentions accounting for **20%** of negative environmental coverage across all industries.

And the media usually blames communications and marketing professionals for greenwashing.

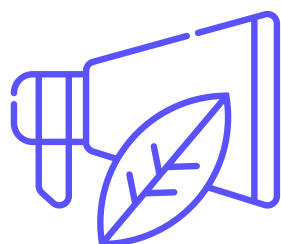
So, who is the most convincing spokesperson to deliver your brand's ESG messages?

At PublicRelay, we performed a benchmark analysis of the media coverage of the world's leading companies to identify trends in environment coverage so you can improve your ESG message impact.

Here's what we found.

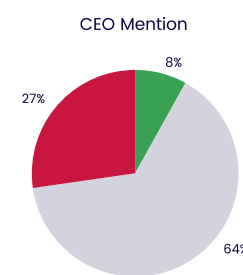
Environment coverage that mentioned or quoted a CEO was less negative than environment coverage with no CEO mention.

Further, positive environment coverage mentioning a CEO generated **over 2.3x more social sharing** than when no CEO was present.

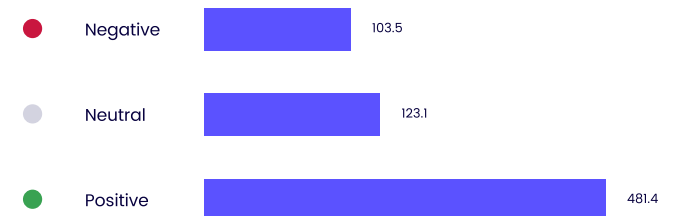


Environment Coverage

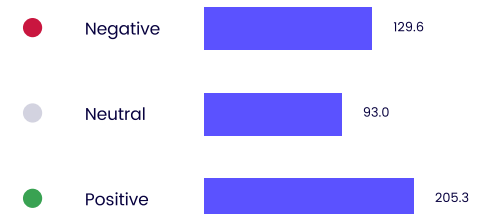
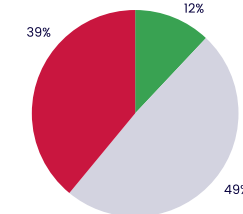
Mentions by Tone



Average Twitter Sharing by Tone



No CEO Mention



In other words, your CEO can improve your company's environmental reputation.

Greenwashing has highlighted the significance of **authenticity** in brands' environmental messaging.

The **media and audiences view CEOs as more authentic** and accountable spokespeople regarding companies' environmental narratives.

Want to **elevate your communications**?

Reach out to our [team](#) to **preview more insights** from the PublicRelay Benchmark report.