

Workplace Gender Issues Noticeably Absent from Business Dialogue

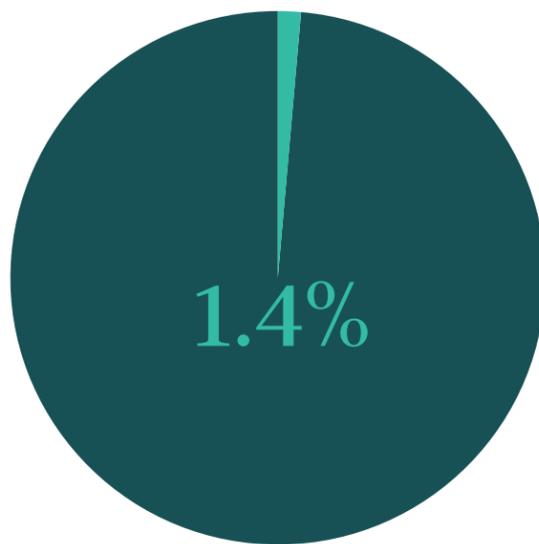
Our 2017 study, “*Women in Leadership: Tackling Corporate Culture from the Top*,” found that the American public looks to CEOs to drive changes to corporate culture. Still, this new study finds that male and female CEOs of Fortune 500 companies are largely missing from online conversations about the workplace issues that affect women’s experiences at work.

And, despite the fact that workplace gender issues should be of interest to both business journalists and reporters focused on gender and diversity, the business press’ social media activity indicates that it has not yet accepted the effects of workplace gender issues on businesses and their bottom lines.

Fortune 500 CEOs and the business press are not discussing workplace issues that affect women on social media

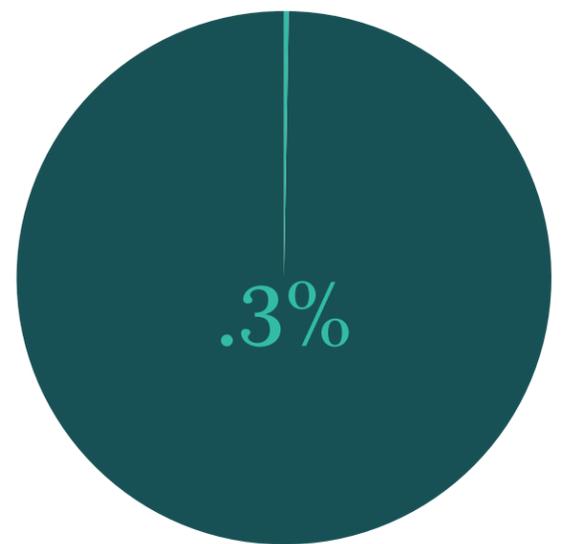
Only 1.4%

of the Twitter activity of CEOs pertained to workplace gender issues.



Only .3%

of the Twitter activity of the business press pertained to workplace gender issues.



Salesforce CEO Marc Benioff has an outsized impact on the limited conversation about workplace gender issues by Fortune 500 CEOs

Marc Benioff, CEO of Salesforce, stands out.

Male CEOs of Fortune 500 companies, including Benioff average about 2.8 tweets each about workplace gender issues.



Male CEOs of Fortune 500 companies, not including Benioff only average about .65 tweets each.



Female CEOs average 2.0 tweets each about workplace gender issues.



Equal pay dominates as the top workplace gender issue discussed by male and female CEOs on Twitter, as a result of Benioff’s influence and his company’s bold stance on pay equality.

