# 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.

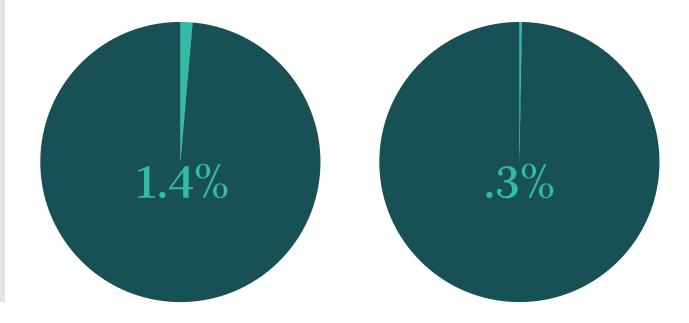
And, despite the fact that workplace gender issues should be of interest to both business journalists and reporters focused on gender and diversity, the business press' social media activity indicates that it has not yet accepted the effects of workplace gender issues on businesses and their bottom lines.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

 $\Sigma \Sigma$ 

## 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.

	Equal Pay
\$\$	57%
	STEM
	24%
0.0	Diversity
Ř	12%
-	Work Life Balance
θŢθ	6%
$\square$	Sexual Harassment
ا×××ل محل	2%
α.	Family Leave
	0%
(0) (0)	

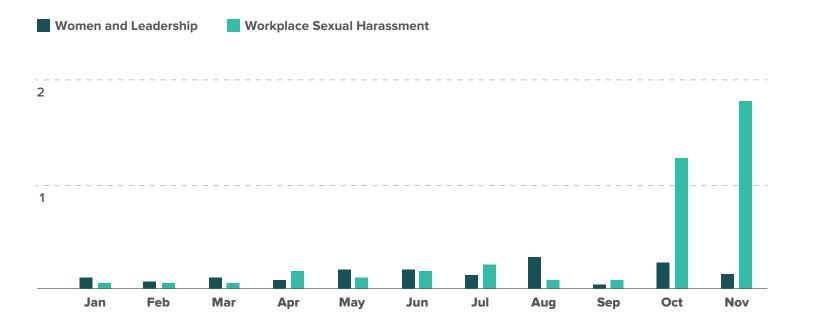
# Salesforce's focus on pay equality is not reflected in conversations about the company in the business press

### Tweets related to Salesforce among press groups



The recent discussion of sexual harassment in the workplace has not yet translated into a broader discussion about the need for more women in leadership

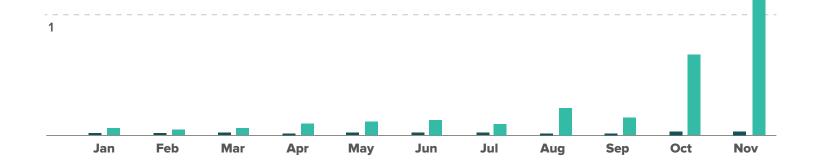
## Average mentions per month by gender and diversity press





There was an **uptick in sexual harassment tweets**, but women in leadership discussions have stayed about the same.

Average mentions per month by general population





#### Methodology

#### **Press and Businesses & CEOs**

GSG identified the Twitter accounts of male and female Fortune 500 CEOs, male and female-led Fortune 500 companies, and prominent business and gender and diversity journalists, and used proprietary software to track and analyze the activity of these separate audiences.

#### **General Population**

GSG used a matching algorithm to pair a random sample of voters to Twitter users matched to the voter file, allowing us to build a "general population" group that that mirrored the voting population across gender, age, ethnicity, region, income, college completion, population density, and number of children in household. We further divided our "general population" group into men and women for the purposes of this research and used proprietary software to track and analyze the activity of these audiences.



