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The immigrant perspective on leadership & workplace innovation

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## How LinkedIn, Facebook and Twitter Have Changed the ROI of Leadership

Most executives claim that social media doesn't add value. As a former C-level exec, I was skeptical myself, but now I'm a believer. LinkedIn, Facebook and Twitter have changed the ROI on leadership and it's your responsibility to get in the game. Do you have something innovative to say? Do you trust yourself enough to share what is on your mind? The social media community out there is eager to hear what you have to say, and to share your views with a wider community – for a wider impact.

Today, your ROI is directly related to your [thought leadership](#) activities and the manner in which you allow social media to play a role in sharing your voice and POV. What is the impression that others have about your leadership impact and influence outside of your organization? Are you the type of leader that only focuses on company related issues or are you expanding your voice to address wider industry problems your leadership perspectives can add value to a conversation?

About a year ago, the head of marketing for a healthcare company told me, "our leaders are not paid to write and express their POV outside their immediate roles & responsibilities. Besides, many of them don't write well and would tarnish their image if they tried." I responded by saying, "this short-sided approach will soon impact your bottom line and make you vulnerable as the need for healthcare reform POV become more valuable. In fact, many of your smaller competitors have invested in activating the voices of their senior executives by training them how to blog and also how to utilize social media to expand their reach and influence." This prediction recently became a reality and not only has the head of

marketing been fired, but the company has had to hire new talent that understands how to implement the power of social media.

Not only have “the big 3” social media outlets added a new dimension to one’s leadership role & responsibility – but the behavioral tendencies from those that are active in the social media world have started to permeate into the workplace. For example, social media users are typically more transparent about how they communicate with their colleagues. In fact, rules of social media engagement are influencing the manner in which employees interact with one another. For example: we have less time to deliver an important message, people are only paying attention to the things that benefit them and one’s reputation is measured by the influence of one’s “social” network. Remember you must authentically and organically grow your brand in this new world. If you force it or fake it, your leadership impact and sustainability will be doomed.

The next time you lead a meeting or deliver a presentation, think about how your peers are evaluating your performance. How are others evaluating the value, relevancy, timeliness and originality of the content you are delivering?

In particular, this is how Generation Y employees are evaluating their leaders in the workplace. This generation doesn’t care about your title. They care about your contributions. They are easily turned off by leaders that focus on themselves and create unnecessary noise. This generation values leaders based on the positive, sustainable societal impact they can create. Equally as important, Generation Y employees are careful about how they evaluate a leader’s intentions and whether or not she can be trusted.

The social media standards that young leaders originated through LinkedIn, Facebook and Twitter are today’s new standard for leadership everywhere. They are what define a leader’s post-impression value and performance ROI in today’s workplace. You need to step up to social media.