C-SCORE
YOUR PUBLIC FOOTPRINT

C-Score: 37.5

Online 18.9 — LinkedIn, 7; Video Coverage, 5; Twitter, 3.4; Website, 3; G...

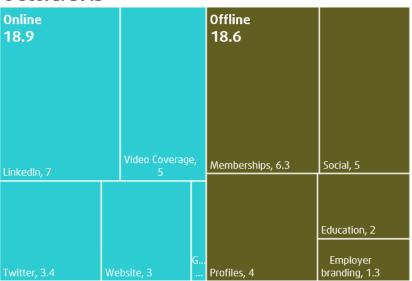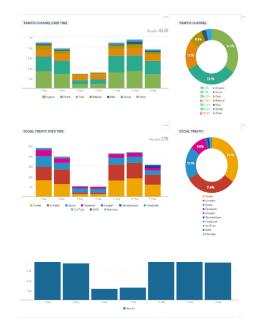Offline 18.6 — Memberships, 6.3; Social, 5; Profiles, 4; Education, 2; Employer branding, 1.3

What does the Internet know about your reputation?
C-Score is the tool of choice for analyzing and evaluating the reputation and presence of top executives. It is the only algorithm that combines offline ('real-world') reputational achievements with online reputation-building achievements ('popularity and network'). A total of 35 measures are weighted against each other and divided into two categories.

Reputational benchmark measures include:
▪ Offline efforts (academic education, professional affiliation, board positions, charitable work, memberships in business associations, awards, entries in business directories, etc.)
▪ Online efforts (search results, search interest, Social Media connections/followers/engagement, employer branding ratings as leader, etc.)

Sentiment analysis measures include:
▪ Interest in the individual over time and by region
▪ Positive, neutral or negative sentiment in relation to current public statements or issues
▪ Factors influencing individual opinions
▪ Age, gender, education and interests of the audience

Delivered as a report, including a personal consulting session.

VALUE TO YOU
Get the outside view.

Manage your reputation in a controlled manner. Receive early warnings in critical times such as career transitions, M&A, rebrandings, restructurings. Compare yourself with other individuals.

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