

CIO Online LinkedIn Followers/Audience

Overview:

The CIO Online LinkedIn page is extremely effective at attracting and reaching its target audience of high-level technology professionals, including chief information officers, chief technology officers, VP of technology, and IT managers:

- 36.19% of followers are senior level
- 16.54% are director
- 12.2% are manager
- 6.91% are VP

Audience at live-streamed events:

- 29.5% of attendees are IT managers and directors
- 10% are CIOs