CIO Online LinkedIn Content and Engagement

CIO Leadership Live live-streamed events engagement 2020

Guest	Engagements	Likes	Comments	Shares	Reach
Vipin Gupta, CIO, Toyota Financial Services	297	205	77	14	16,115
Jesse Carrillo, SVP and CIO at Hines	201	105	92	4	7,630
Ken Piddington, VP and CIO at U.S. Silica	185	89	86	10	11,153
Co.					
Lety Nettles, SVP and CIO at Novant Health	172	105	60	7	9,220
Stuart Kippelman, CIO, Parsons	154	71	78	5	7,961
Mike Santimaw, SVP and CIO at Rent-A-	148	93	44	11	8,752
Center					
Nathan Rogers, SVP/CIO, SAIC	144	87	53	4	5,979
Michael Smith, VP & CIO, American	129	75	49	5	4,869
Academy of Family Physicians					
Jason Nairn, CIO of Concordia University	126	62	58	6	7,633
Shamim Mohammad, CI/TO at CarMax	119	74	40	5	7,330
Thomas McKee, Jr., VP and CIO at	113	67	42	4	6,252
Kennametal					
Ian Law, CIO of San Francisco International	111	56	53	2	6,639
Airport					
Anupam Khare, CIO at Oshkosh Corp.	104	62	39	3	5,341
Steve Haindl, CIO at Holman Automotive	74	41	32	1	4,527
Nicole Raimundo, CIO of the Town of Cary,	74	41	32	1	2,723
NC					
Darren Ash, assistant CIO, USDA, Farm	68	38	27	1	4,468
Production and Conservation Mission Area					
Andy Rhodes, CIO at UNICEF USA	63	39	23	1	3,696

CIO Online LinkedIn Content Engagement and Account Summary

(Jan. 1 to Nov. 24, 2020)

of posts: 1,200 posts (10% increase) Engagements: 18,000 (8.9% increase) Traffic driven to website: 31,090 page views

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Engagement Summary		Account Summary		Most Engaging Brand Post			
Likes	14.2K ↑7% Previous Period: 13.2K	Account Followers	66.8K 139.3% Previous Period: 48K	CIO Online	Aug 17, 2020 Vipin Gupta,		
Comments	1.3K ↑110.5% Previous Period: 630	New Account Followers	18.8K 1.2% Previous Period: 18.6K	CIO, Toyota Financial Services Vipin Gupta, CIO at Toyota Financial Services, joins Maryfran Johnson for this CIO Leadership Live interview, which is jointly produced by CIO.com			
Shares	2.5K ↑35.3% Previous Period: 1.9K	Total Inbound Messages	5.7K ↑51.4% Previous Period: 3.8K	and the CIO Executive Co	,		