

# Survey: Do Press Shy CEOs Make Brands Less Authentic?

If you want an authentic brand, make your CEO accessible to the media. That's one key finding of the [Brand Authenticity Survey 2017](#) from [D S Simon Media](#). 74% of journalists surveyed said an accessible CEO makes a brand seem more authentic. It also pays to get your CEO out on social media. 82% of reporters, producers and bloggers get story ideas from social media the survey found.

To get more valuable results and to download a free copy of the survey [click here](#).