Executive social spokesperson readiness checklist

Before designating a senior leader or C-suite executive as a digital spokesperson during a high-stakes incident, corporate communications teams must evaluate whether their public profile has the reach, credibility and active audience required to perform effectively under pressure.

Use this checklist to audit your executive's LinkedIn profile across four core pillars before assigning them a spokesperson role.

Pillar	**Assessment criteria** Evaluating whether an executive's posts will actually reach key stakeholders at scale.
1. **Network reach and penetration**	First-degree connections and follower footprint • Profile maintains an active follower base capable of driving organic feed distribution (typically 2,000+ targeted followers minimum for enterprise-scale reach)
	Internal workforce penetration • A significant percentage of current company employees follow or connect with the executive, ensuring mobile-first internal reach during urgent updates
	Commercial and industry partner coverage • Key B2B clients, joint-venture partners, supply chain leads and industry peers are represented in the executive's immediate network
	Media and commentator footprint • Profile is followed by relevant trade journalists, tier-one business reporters, industry analysts and key market commentators
2. **Network quality and credibility**	High-value followers • Network composition features verified decision-makers, regulatory observers, and senior industry figures, rather than generic or automated accounts
	Active stakeholder engagement • Regular engagement (likes, thoughtful comments, re-shares) comes from recognizable figures in your sector, validating the executive's industry standing
	Algorithmic trust score • Profile exhibits strong organic engagement signals (high comment-to-view ratios), proving the algorithm prioritizes their posts in follower feeds.

3. **Historical peacetime engagement & content profile**	Consistent activity cadence • Executive posts with regular frequency (e.g., 2-4 times per month minimum) rather than going silent for months at a time
	Authentic executive voice • Past posts reflect first-person insights, human perspective and personal commentary rather than copy-pasted corporate press releases or marketing text
	Employee and culture focus • History of publicly recognizing team efforts, celebrating frontline achievements and highlighting company values
	Low controversy and risk profile • Historical post archive is free from ambiguous statements, unverified claims, or off-brand personal commentary that could be weaponized during a crisis
4. **Operational readiness and response speed**	Verified account status and security • Profile is fully verified (LinkedIn ID verification badge enabled) with multi-factor authentication (MFA) activated to prevent hijacking during a crisis
	Agile sign-off and approvals established • Pre-established agreement between the executive, comms and legal teams on rapid-turnaround drafting and posting protocols (under 30 minutes)
	Comment management capabilities • Clear protocol established for whether comments will remain open, monitored, or moderated by the communications team during high-stakes announcements.