

RepTrak™

2022 TECH REPUTATION REPORT.

press start



The people have spoken, we're just the messenger.

The space that moves fast and breaks things can only be outpaced by one thing: reputation.

Globally, Tech reputation is down – for Hardware, Software, and Media & Entertainment Technology industries.

When Tech seemed to be the safest (and most alluring) industry to work for, invest in, and praise leadership, the whole industry felt untouchable. But the post-pandemic blues came for everyone in 2022.

The warm fuzzies of “all of us, together” has faded and now we've entered a New Normal that has left organizations and stakeholders feeling righteous in their causes. As organizations, Tech included, attempt to puff out their chests and reassert their authority, the public has reminded its tech giants that this is a stakeholder economy. And that's a good thing – our proprietary data demonstrates that prioritizing stakeholders over shareholders is a much better move for longevity and reputation.

Who companies were when they went into the Pandemic, weren't the same when they came out. As Tech teeters further into the matrix, our advanced reputation metrics reinforce its humanity.

We're diving into our global data to understand this reputation transformation, and we're sharing it all with you.



STAKEHOLDERS V. SHAREHOLDERS

Stakeholders are employees, suppliers and distributors, the community, customers, and even broader society.

TRIPLE THREAT

Hardware, Software, and Media & Entertainment Tech

Our corporate reputation database is so robust we're able to analyze Technology Hardware & Equipment and Software & Services as separate industries, giving us an even deeper understanding into Tech's broader evolution. But that wasn't enough to satisfy us. For this report only, we've created a novel industry we're calling “Media & Entertainment Technology” taken as a subset from our broader Media & Entertainment industry measurement, to incorporate social media organizations, entertainment streamers, and video game companies not included in our Hardware and Software industries.



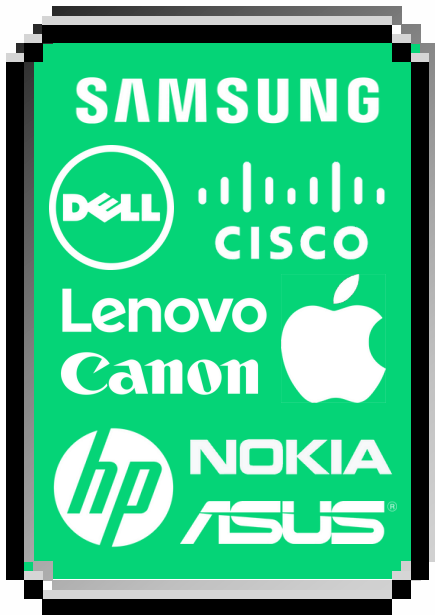
Throughout this report, you'll see three of a kind: Reputation Scores, Media Scores, Brand Scores, and more for Hardware, Software, and Media & Entertainment Tech as separate measurements. With three of a kind, RepTrak data will give a clear picture of Tech's reputation evolution in the first half of 2022 in the U.S.

These insights have been generated by our advanced reputation analytics platform. Through a combination of machine learning (ML), AI, and natural language processing (NLP), the Reptrak platform combines and analyzes millions of perception and sentiment data points from online surveys, mainstream media, social media, business data, and additional third party sources.

These measures are used to calculate RepTrak's Reputation Scores: a score from 0-100 that measures how people think and feel towards a particular company or industry. While RepTrak customers get access to their data through the RepTrak platform, we're delivering the same data and insight directly from our reputation data library.

We've been in the science of corporate reputation for more than 20 years, and we're ready to talk Tech.

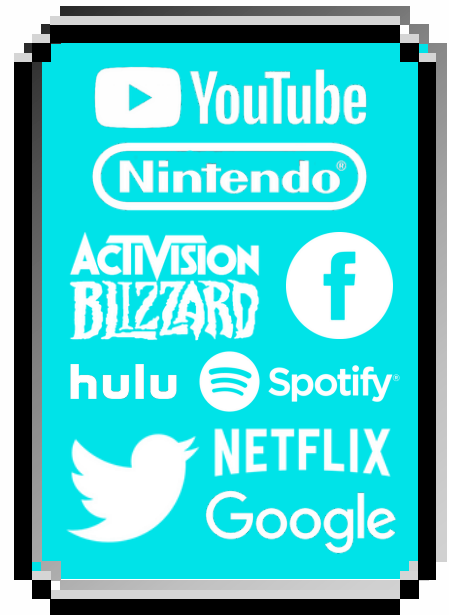
Technology Hardware & Equipment



Software & Services



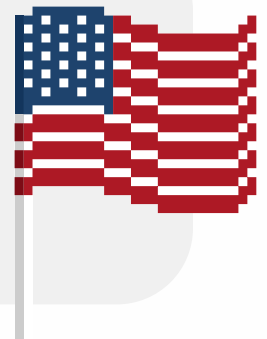
Media & Entertainment Technology



...just to name a few

RepTrak's reputation monitoring tools measure reputation and corresponding elements on a global basis, across industries and generations. For the most accurate reading of the largest number of relevant companies and industries measured, results of this report feature data from only the United States.

If you'd like to see specific results from another country or demographic, schedule a demo of the RepTrak platform.



schedule a demo



REPUTATION

Tech has stumbled into corporate ill repute, at least according to our data.

As part of our reputation management suite, RepTrak's Reputation Scores can be used to measure singular companies, industries, and even corporate reputation sentiment by country or generation.

As we turn to our proprietary data, Tech Reputation Scores are down for both Hardware and Software. Hardware Reputation has slid to a Strong 70.9, ▼1.6 points from 2021. Meanwhile, Software Reputation reduced to a Strong 72.3 (▼1.1) and Media & Entertainment Tech remained in the Average range, decreasing to 65.4 (▼0.5) – all statistically significant decreases.

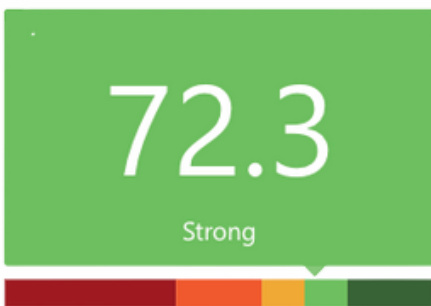
Technology Hardware & Equipment

U.S. Reputation Score, 2022 Q1 & Q2



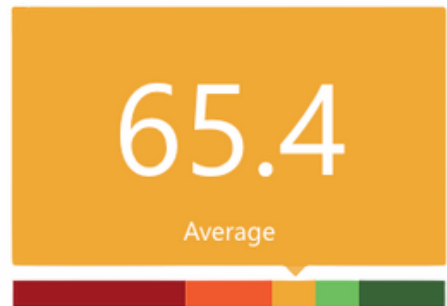
Software & Services

U.S. Reputation Score, 2022 Q1 & Q2



Media & Entertainment Technology

U.S. Reputation Score, 2022 Q1 & Q2

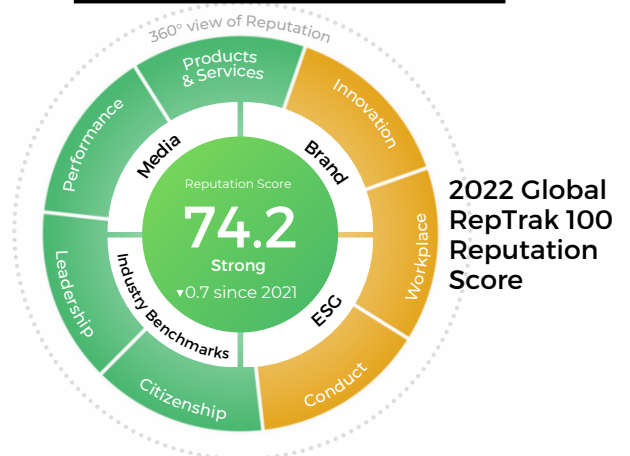


These may seem like subtle decreases, but historical RepTrak data warns us that a 1-point drop often results in a 4-5% drop in support. Tech should not relax and wait for this to blow over, this is an early warning.

And they're not alone. Reputation Scores have dipped worldwide, mostly because all industries are feeling the same squeeze. The 2022 Global RepTrak® 100 Most Reputable Companies report serves as an annual international reputation check-in. Across industries and across countries, global Reputation decreased from 74.9 in 2021 to 74.2 in 2022.

In comparison to the 1.8-point YoY increase from 2020 to 2021, this is the first global Reputation decrease we've seen since 2018.

The optimism from 2020 and 2021 has faded into the expectations of post-pandemic life. The public is exhausted from the constant adjustments. While supply chain issues, microchips and raw materials shortages, data privacy matters, ongoing environmental concerns, international labor disruptions, and medical borders impacted all industries, it was prominent within the Tech space.





Anna Litvak-Hinenzon, PhD
SVP, Global Head of Data Science
The RepTrak Company

Tech tends to fare better than other industries YoY, but this worldwide reputation decrease doesn't let Tech off the hook. The public is looking for a hero in the organizations it supports.

Anna Litvak-Hinenzon, SVP, Global Head of Data Science at RepTrak, proposes a hypothesis unique to Tech: "One of the potential reasons for this reputation decline could be the macro effect of the global financial environment and fears of recession," states Anna. "Historically, when a recession looms, technology stocks are the first to decline because they are considered short-term investment growth companies. It is possible that the 'reputation stock' of the technology industries is dropping in correspondence, despite or even because the financial performance perception score remains strong."

"One of the financial metrics we see influencing the technology industry's reputation is the price-to-earnings ratio. Tech companies may be perceived by stakeholders as rich yet charging high prices, or unfair to their consumers, resulting in a decline in reputation."

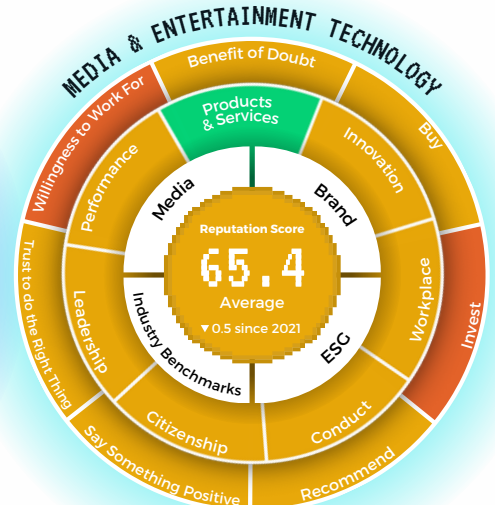
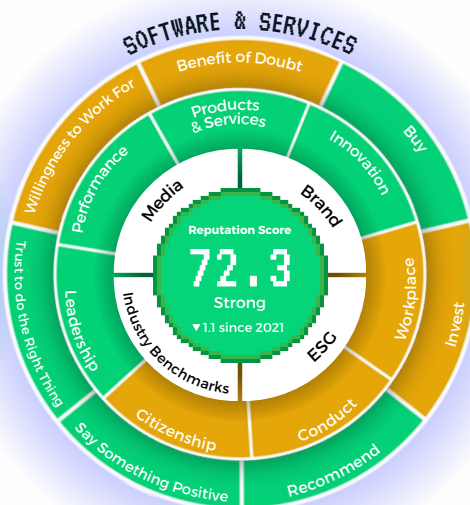
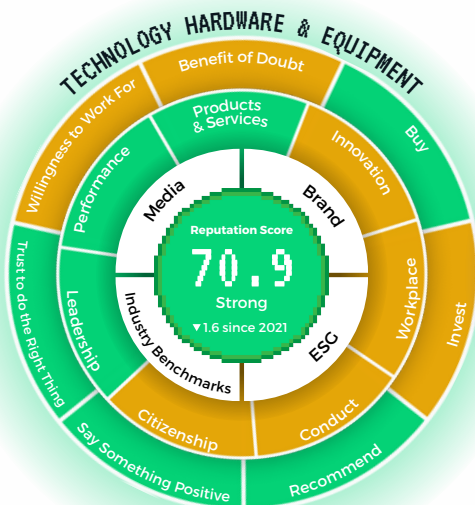
Financial-value stock and "reputation stock" may not be so different: RepTrak Reputation Scores tend to fluctuate with the ebb and flow of the traditional stock market. RepTrak's research into this development is ongoing, so we cannot state a direct correlation, but it's giving us a lot to think about in the meantime: how organizations are perceived can impact their financial value, and potentially, vice versa.

A variety of aspects can impact reputation, so we're digging even deeper into our Reputation Drivers to better understand what stakeholders admire and respect, and where Tech is specifically falling short.



PRO-TIP:

RepTrak's Reputation Scores tend to fluctuate with the ebb and flow of the traditional stock market.





REPUTATION DRIVERS

Reputation is multi-dimensional, and our Reputation Drivers give us insight into the nitty gritty specifics.

Drivers reveal how a stakeholder thinks about a company — encompassing what the public typically considers when formulating and interpreting reputation. Hardware, Software, and Media & Entertainment Tech saw statistically significant decreases across all Reputation Drivers. Only Media & Entertainment Tech saw a non-statistically significant increase of just $\Delta 0.1$ in their Products & Services Driver.

Technology Hardware & Equipment

2022 Q1 & Q2 Reputation Drivers

DRIVER	SCORE	CHANGE
Products & Services	75.3	▼0.7
Innovation	69.4	▼1.2
Workplace	67.2	▼1.5
Conduct	68.3	▼1.2
Citizenship	66.8	▼1.9
Leadership	70.4	▼1.4
Performance	73.5	▼0.7

Software & Services

2022 Q1 & Q2 Reputation Drivers

DRIVER	SCORE	CHANGE
Products & Services	74.7	▼0.8
Innovation	70.2	▼1.5
Workplace	66.9	▼2.6
Conduct	68.7	▼1.8
Citizenship	67.2	▼2.3
Leadership	70.8	▼1.8
Performance	74.3	▼1.1

Media & Entertainment Technology

2022 Q1 & Q2 Reputation Drivers

DRIVER	SCORE	CHANGE
Products & Services	69.7	$\Delta 0.1$
Innovation	66.7	▼0.8
Workplace	61.9	▼2.0
Conduct	61.8	▼0.8
Citizenship	62.1	▼0.9
Leadership	65.8	▼0.8
Performance	70.9	▼0.6



For all three, their biggest decreases were amongst its Workplace and Citizenship Scores. RepTrak’s Workplace Scores indicate whether companies provide equal opportunities in the workplace, reward employees fairly, and are concerned for employee well-being. Citizenship Scores include organizations’ positive impact on society, supporting good causes, and environmental conscientiousness.

It’s no longer enough to simply be a company that provides the best product or service (although, historically, Products & Services serves as the most important Driver in determining reputation). The public wants to support well-rounded organizations, and our 2022 data demonstrates they are disappointed across the board.

WORKPLACE and CITIZENSHIP saw the most drastic decreases across tech industries.

Workplace has become a top priority amid the Great Resignation, and like reputation, this decrease is widespread across industries. Organizations are under more scrutiny to both jobseekers and consumers. As many reconsider their career paths amongst Return-to-Office and daily updating job boards, their own job search inspires how they buy.

Even B2B software isn’t safe. Those who depend on that software want to know that their reps will continue to be an available and reliable source, possibly influencing Software’s notable Workplace decrease (▼2.6), a steeper decrease than Hardware’s (▼1.5) and Media & Entertainment Tech (▼2.0).

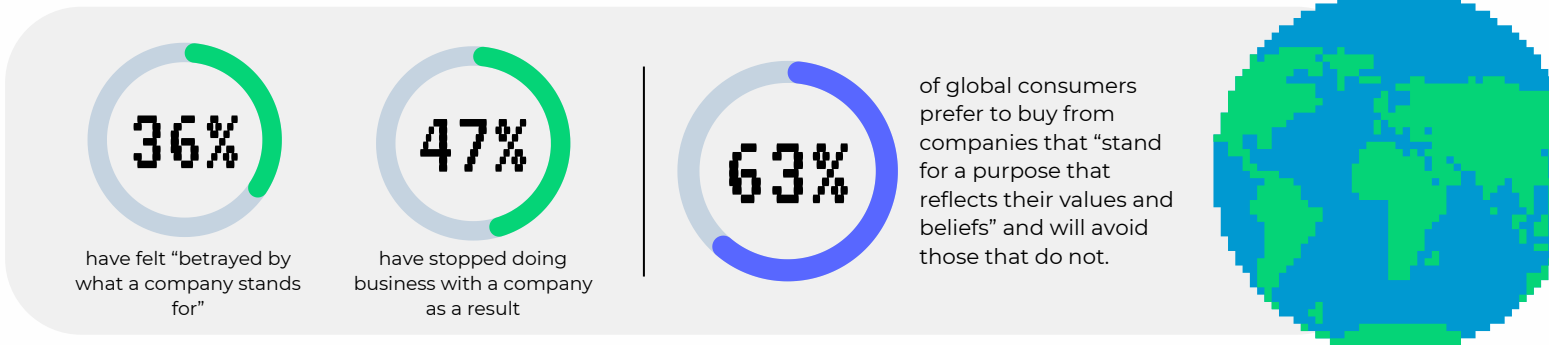


“Every single company we track in the Technology industries trends down in the Workplace Score in 2022,” reveals Anna. “The Workplace Driver is important for talent acquisition and retention. The main factor affecting the Tech Workplace downtrend is ‘rewards employees fairly,’ with ‘concern for employee well-being’ as a second.”

But not all hope is lost: “It is worth mentioning that Adobe and some other Tech companies maintain strong Scores for ‘equal opportunities workplace,’” says Anna. “This is especially evident in the Media & Entertainment Technology companies, which is good news for Tech for the ongoing cause of DEI (Diversity, Equity, & Inclusion).”

Like Workplace, the decrease in Citizenship is a common occurrence in most of the industries we study. Given Tech’s presence and frequent use in everyday life, it is held to an even higher standard in its global citizenship. Just as buyers want to support good employers, they want to feel good about supporting brands that do good. “Voting with your dollar,” is a mantra rising in both volume and vigor. The public wants their brands to do good on their behalf.

Over one-third (36%) have felt “betrayed by what a company stands for,” and 47% have stopped doing business with a company as a result. Meanwhile, 63% of global consumers prefer to buy goods and services from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those that do not.



Luckily, our robust reputation monitoring platform allows us to dig even deeper into these Drivers to see, more specifically, what is bringing these Drivers (and Reputation) down.

This is data that is usually reserved for RepTrak platform users only... but we can’t help ourselves. We took the liberty of highlighting the biggest decreases.

Technology Hardware & Equipment

2022 Q1 & Q2 Reputation Driver Factors

FACTORS	SCORE	CHANGE
Rewards employees fairly	65.7	▼2.1
Strong & appealing leader	67.3	▼2.0
Supports good causes	66.1	▼2.0
Excellent managers	66.8	▼1.9
Positive influence on society	68.9	▼1.8

Software & Services

2022 Q1 & Q2 Reputation Driver Factors

FACTORS	SCORE	CHANGE
Environmentally conscious	64.2	▼3.4
Rewards employees fairly	65.9	▼3.3
Excellent managers	66.4	▼3.3
Concerned for employee well-being	65.0	▼2.9
Strong & appealing leader	67.7	▼2.4

Media & Entertainment Technology

2022 Q1 & Q2 Reputation Driver Factors

FACTORS	SCORE	CHANGE
Concerned for employee well-being	59.8	▼2.2
Rewards employees fairly	60.9	▼2.2
Equal opportunities in the workplace	64.8	▼1.7
Exceeds financial expectations	63.5	▼1.7
Environmentally conscious	60.1	▼1.4





Again, we saw decreases on nearly all Driver Factors, and all but a few as statistically significant. Before you argue that your organization does all these things, remember that this is *perception data*. And for the public, **perception is reality**, and they are being explicit in their disappointments. Let these insights be an indicator of where to boost action and communication.

ESG

Speaking of doing and saying the right thing... our ESG analytics add even more insight into Tech's reputation downturn.

ESG (Environmental – Social – Governance) is a measure of an organization's (or in this case, industry's) specific ethical efforts. It's a globally recognized standard valued by investors, consumers, and employees alike, shaping reputation and public response. *Have we mentioned the importance of the stakeholder economy yet?*

Corporate ethicality isn't just a warm fuzzy, it's a powerful element that distinctly impacts consumer behavior, investment prospects, and employer branding. This makes it a handy tool for mitigating risk.

IT'S DANGEROUS TO GO ALONE! TAKE THIS.

Read our Ultimate ESG Guide for ESG insights and advice on how to improve ESG.

[read the guide](#)

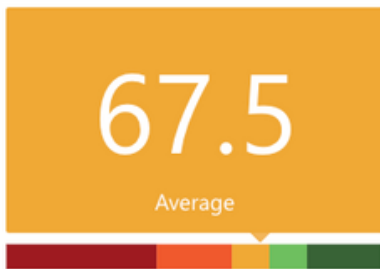


Strong and positive correlation

With ESG rising in importance, Tech should be worried about its decreasing ESG Scores.

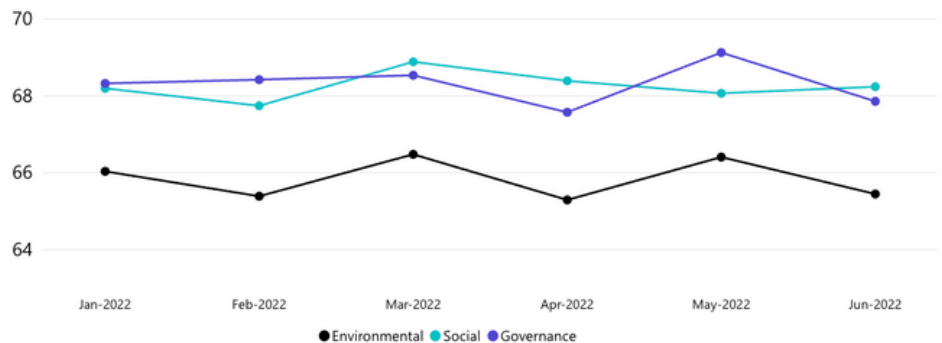
Technology Hardware & Equipment

2022 Q1 & Q2 ESG Score



▼ 1.5 since 2021

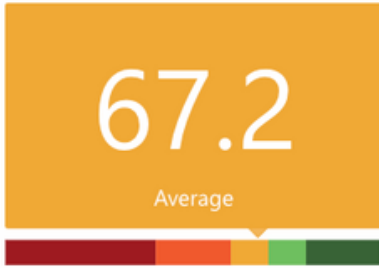
ESG components over time





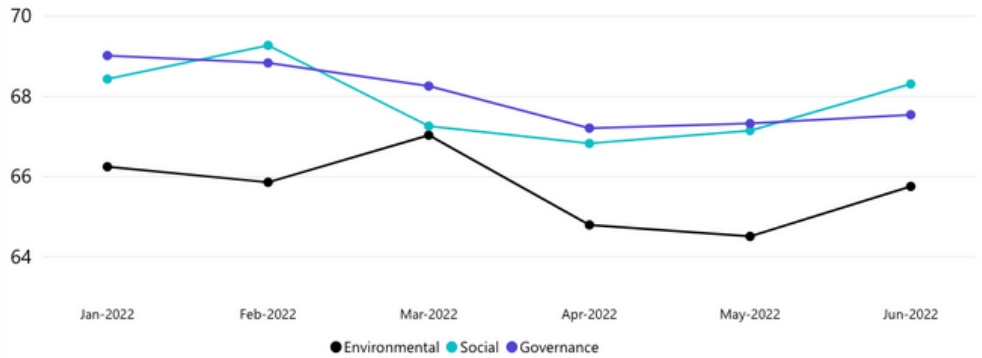
Software & Services

2022 Q1 & Q2 ESG Score



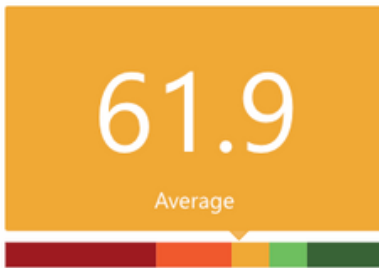
▼ 2.7 since 2021

ESG components over time



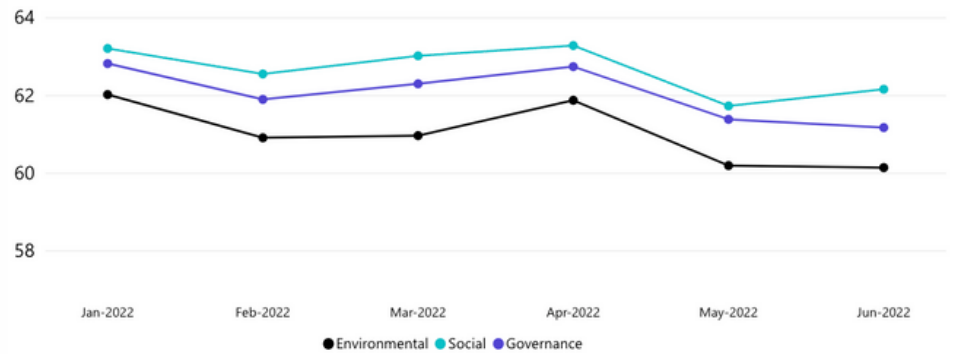
Media & Entertainment Technology

2022 Q1 & Q2 ESG Score



▼ 1.5 since 2021

ESG components over time



Again, all three industries are experiencing the same phenomena: an ESG downturn. And, like reputation, they aren't the only ones. Global ESG Scores saw a 0.8-point YoY decrease from 2021 to 2022, with individual Environmental, Social, and Governance Scores all decreasing.

The public is frustrated with Tech and big business in general. The medical, social, and environmental conflict of 2020 prompted deliberate responses from organizations who claimed, "We'll get through COVID together," and, "#BLM," and, "We promise to do better," in 2021. But 2022 was the time to fulfill those promises, and those same organizations came up short – in Tech and beyond.

THE MOST IMPORTANT ESG FACTOR FOR REPUTATION?

For most industries and regions, it's "Ethical and Fair Business Practices."

With such a prominent role in day-to-day life, Tech news is easy to keep up with. And much of Tech practices tend to be ahead of the curve on ESG topics, like environmental pledges and favorable workplace practices. But Tech's prominence allows the public to stay on top of the latest scandals and advances, the public notices the making and breaking of those promises. Remember, these are ESG perception metrics – and what the public remembers becomes truth.

A lot of tech companies tend to lead with environmental promises first, but recent RepTrak ESG data showed that Environmental considerations consistently rank as least important in comparison to Social and Governance factors. The most important ESG factor for reputation? For most industries and regions, it's "Ethical and Fair Business Practices."

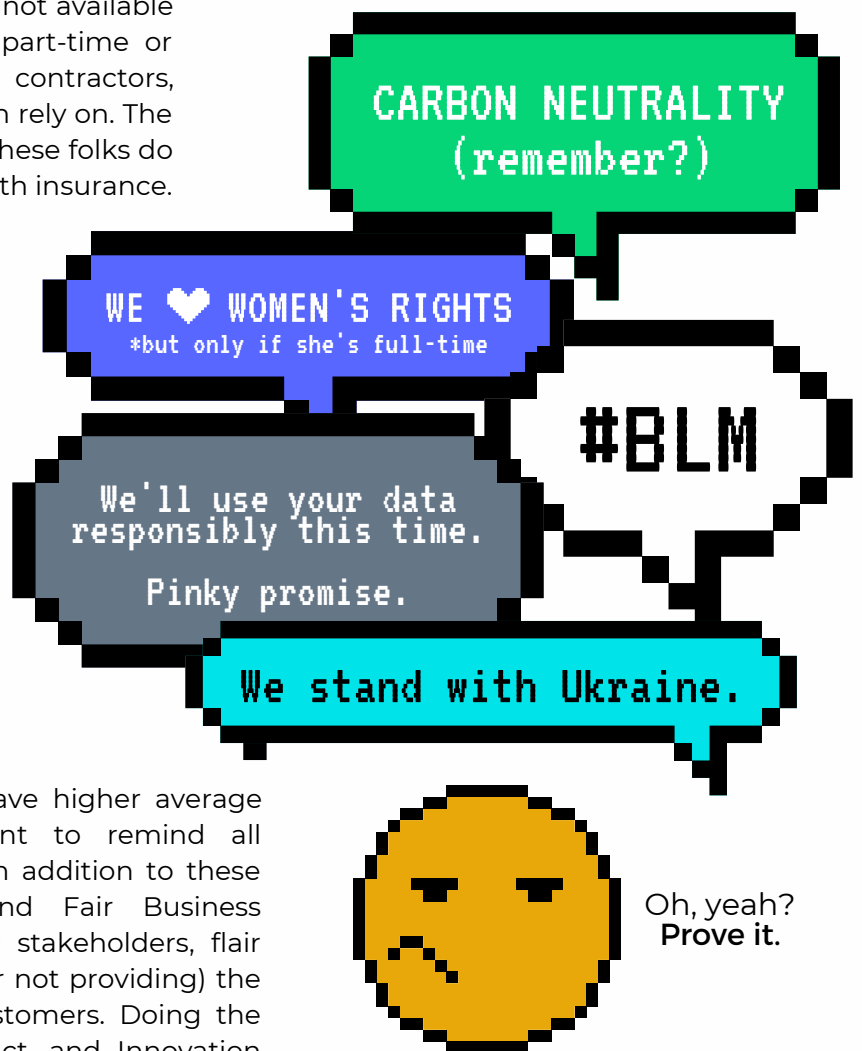


The warmth of Tech’s quick COVID pivot has worn off. Making services more accessible (like Zoom’s no-time-limit calls during the quarantine holidays), supporting the front lines, promptly switching to work from home, and continuous promises to reduce carbon emissions have faded into new and refreshed pre-pandemic concerns – particularly surrounding data usage and privacy, expansions and monopoly interests, and approaches to social issues.

Even grand ESG gestures can come with a downside. Many Tech companies in the US, like Microsoft, Salesforce, HP, and Apple, have taken a progressive approach to gender and/or reproductive health, but even the ESG benefit of accommodating these needs can be diluted. Taking advantage of these policies would require employees to divulge private information about their gender identity, sex lives, romantic relationships, and physical health directly to their employers. Talk about a privacy breach. And employees and the public are fully aware of this double-edged sword (and that’s not even including those who disagree with these policies).

Not to mention that these policies are not available to all employees, especially not the part-time or temporary employees, independent contractors, and gig workers that much of Tech can rely on. The public has not forgotten that most of these folks do not have basic employer-provided health insurance. Offering to cover abortion-related travel costs for the limited number of reproductive age women-in-tech and child-bearers (non-binary and trans Tech workers can and do conceive), who have reached an employment threshold and just so happen to live in the states effected by the overturn of Roe v. Wade, can feel like missing the mark, an ambitious flourish with little result.

This doesn’t mean we recommend ceasing policies like this. RepTrak data confirms that companies with outspoken CEOs across social justice, environmental, and political issues have higher average Reputation Scores. We simply want to remind all organizations to do the basics well, in addition to these grand gestures. When “Ethical and Fair Business Practices” are a top ESG priority for stakeholders, flair won’t distract them from providing (or not providing) the fundamentals for employees and customers. Doing the basic things right is an innovative act, and Innovation Driver Scores are down across Hardware, Software, and Media & Entertainment Tech.



Technology Hardware & Equipment

2022 Q1 & Q2 Reputation Drivers



Software & Services

2022 Q1 & Q2 Reputation Drivers



Media & Entertainment Technology

2022 Q1 & Q2 Reputation Drivers





Taniyah Beg

VP, Advisory
The RepTrak Company

“While Innovation and Products remain core to the Tech industry, ESG is what will help companies differentiate themselves and build a strong reputation,” recommends Advisory VP Taniyah Beg.

“Tech was a star in the throes of the pandemic: making work from home feasible, helping folks stay connected, and supporting the healthcare industry by leveraging global supply chains. This gave Tech ESG a temporary boost, pausing antitrust, free speech, and data privacy concerns. But now these are back to top of mind, especially as both the United States and European Union put in place new mandates around climate related actions. Year-to-date, the industries’ biggest perception declines have been in ESG.”

To combat this ESG downturn, Taniyah has a recommendation for each letter in ESG:



ENVIRONMENTAL

“Companies should ramp up climate-related actions as public expectations are on the rise for action, not just corporate statements.

Our data shows that climate change is one of the most important issues that corporations are expected to address – second to only inflation and cost of living concerns.”



SOCIAL

“As companies ramp up on ESG-related actions, a key stakeholder to take along is the employees. Employees are playing an increasingly important role in helping build corporate reputation. And RepTrak data shows that Care for Employees is the most important action that a company can take to showcase good corporate conduct.”



GOVERNANCE

“One of the key challenges for the large global tech firms is to find the balance between taking a stance on social issues while managing the geopolitical differences. It will be important for companies to have a global ESG narrative but implement actions that resonate at the local level.”

It’s not just stakeholders who are making their ESG demands known, many of the tech organizations you may work with or alongside are requiring ESG commitments and disclosures, and if you don’t have anything to report, that could leave you in a tough spot in the RFP game. If your employees are disgruntled or turning over, sustainability is lacking, or governance policies don’t align, your poor ESG could damage another company’s ESG by proxy.

Good ESG requires a 360° approach, not just pledges to increase tech recycling and reduce CO₂ emissions.



COMPANIES WITH OUTSPOKEN CEOs ACROSS SOCIAL JUSTICE, ENVIRONMENTAL, AND POLITICAL ISSUES HAVE HIGHER AVERAGE REPUTATION SCORES.



MEDIA

Tech tends to be a media darling. It's easy to talk about, easy to admire, and easy to demonize. Tech's ominous mechanical mystery paired with its daily presence and recognizable leading personalities make for quick headlines and bountiful clicks.

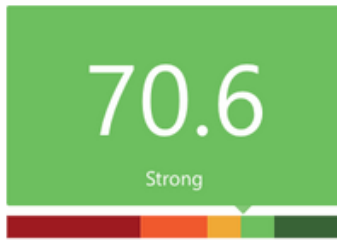
Media and reputation have a distinct symbiotic relationship, influencing one another. How news outlets discuss organizations impacts reputation, how corporate reputation is perceived impacts how news outlets discuss those organizations, and so on.

RepTrak's reputation monitoring platform also includes its unique Media monitoring tool, tracking the direct impact of the latest headlines and social media chatter on reputation – determining what media content is affecting reputation, and what doesn't.

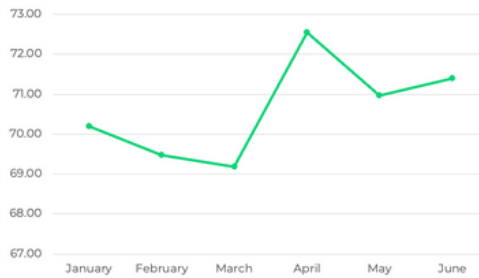
RepTrak's Media reputation tool was launched in mid-2021, so our Media database is growing, but this is what our Tech Media reputation data reveals about 2022 Q1 & Q2.

Technology Hardware & Equipment

2022 Q1 & Q2 ESG Score

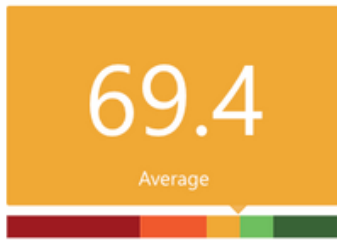


Media Scores over time

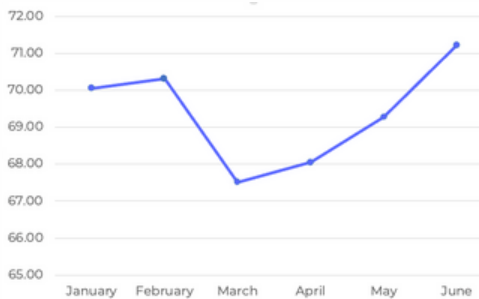


Software & Services

2022 Q1 & Q2 ESG Score

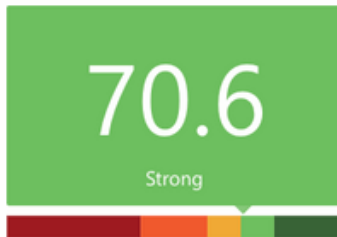


Media Scores over time

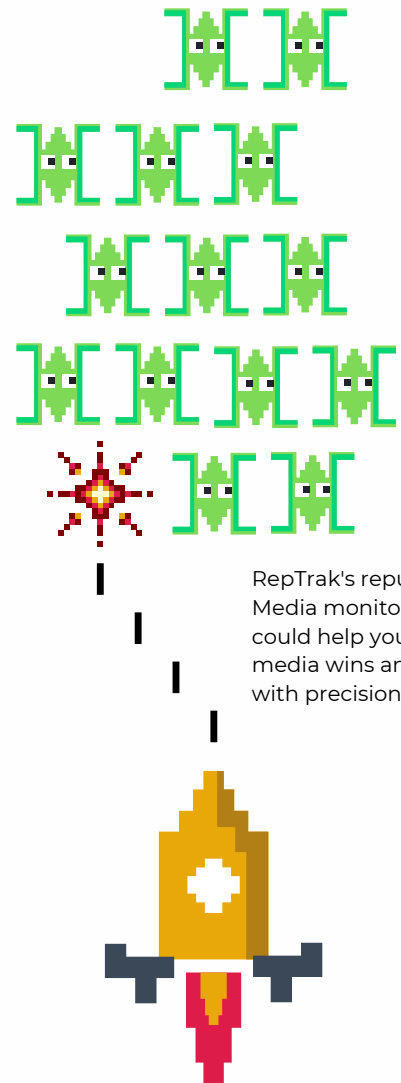
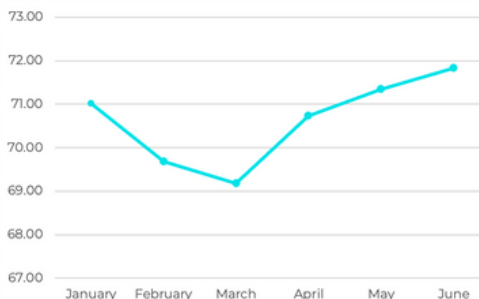


Media & Entertainment Technology

2022 Q1 & Q2 ESG Score



Media Scores over time



RepTrak's reputation monitoring tool could help you target media wins and losses with precision



We see a distinct dip in March across Hardware, Software, and Media & Entertainment Tech. This could be a carry-over from the Russian invasion of Ukraine on February 24, 2022. With disruptions in commerce, tensions rising, and organizations disavowing or pledging allegiance (or not saying anything at all), any and all relationships and actions within either country were highly scrutinized, and could explain the distinct April uptick we see across all three industries. RepTrak data shows that there is usually a lag between media reporting and the effect on perceptions.

Tech moved fast to show its support for Ukraine: Microsoft made phone calls to Ukraine free on Skype (in addition to suspending sales in Russia), Google pulled online ad sales in Russia, Electronic Arts (EA) announced plans to remove Russian teams from its games FIFA 22 and NHL 22, Netflix suspended its services in Russia, IBM and Intel suspended business in Russia... the list goes on.

The Russian invasion of Ukraine was not the only factor that contributes to their Media Scores, but Tech's quick reaction and the resulting media coverage certainly gave them a boost. These are brands that are easily recognized, and their actions resonated and circulated.

Tech was not the only space to experience a dip in March, but they were amongst the quickest to see an uptick. But don't get too excited. The public did not forget Tech's original sins, nor its newer celebrations, leading to further ebbs and flows for Hardware, Software, and Media & Entertainment Tech. The news cycle moves fast, so it's important to remember that nothing is one-and-done – good or bad.

Be the master of your own communications and lead your media conversations. Develop a strong brand identity and communicate your efforts and victories to give your reputation the right media boost.



TAKE CONTROL

DEVELOP A STRONG BRAND IDENTITY AND COMMUNICATE YOUR EFFORTS AND VICTORIES TO GIVE YOUR REPUTATION THE RIGHT MEDIA BOOST.

BRAND

An industry's approach to Reputation, ESG, and Media all have a distinct impact on its Brand. But don't confuse Brand with Reputation: your brand is the unique promise your company makes. Your reputation is how you fulfill that promise. And we have the metrics to quantify both.

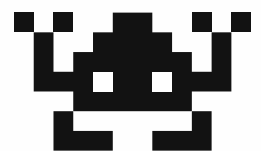


BRAND

The unique promise a company crafts and makes to its stakeholders.

REPUTATION

The degree to which a company fulfills its promise in the eyes of its stakeholders.

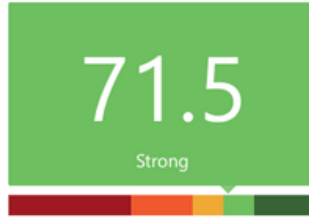


These metrics indicated a unique phenomenon: Brand is either up or neutral for all three of our Tech industries.

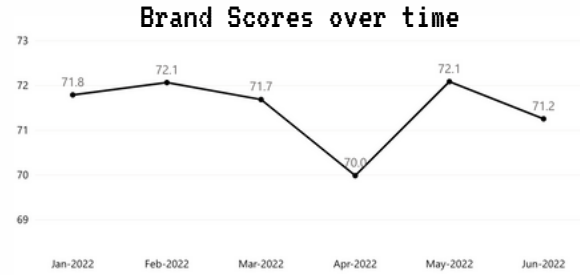


Technology Hardware & Equipment

2022 Q1 & Q2 Brand Score

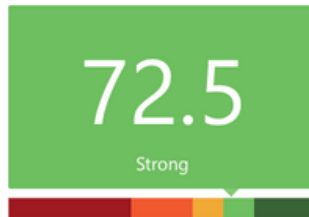


△ 0.2 since 2021

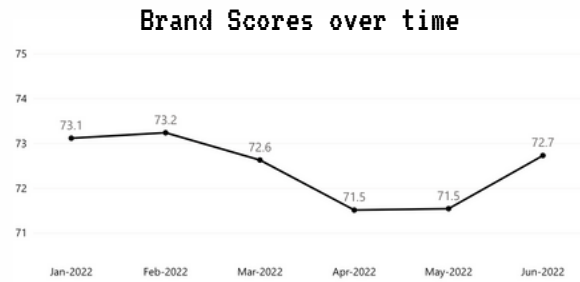


Software & Services

2022 Q1 & Q2 Brand Score

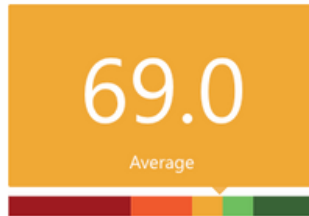


0.0 since 2021

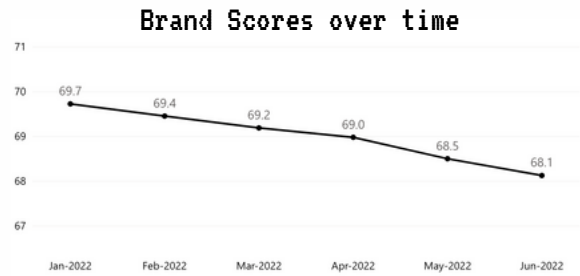


Media & Entertainment Technology

2022 Q1 & Q2 Brand Score



▲ 0.8 since 2021



This also correlates with global data we saw in the 2022 GRT. While all other global reputation elements were down in 2022 (Reputation Scores, ESG Scores, etc.), global Brand Scores remained in the Strong range and increased year over year (72.9, ▲0.5 since 2021).

Brand is arguably the reputation area where organizations have the most control. Brands are becoming stronger in their identity, mostly by necessity. With so many brands competing for attention, organizations are fighting to maintain and expand recognition.

Brand is developed from the inside out, reputation from the outside in. Brand encompasses more than imagery, style, and iconography – expanding into an organization’s broader personality, authenticity, consistency, and communication. It’s not just about talking the talk, it’s about walking the walk. How organizations walk and talk define Brand, and these industries are doing something right.

Even with ebbs and flows throughout the first half of 2022, our Tech industries put a lot of effort into their brands. Given that these are all “tech” companies, these industries share a lot of the same top brand persona traits, including Confident, Creative, Modern, Tech Savvy, and Intelligent.

The public does not see these industries as particularly Environmentally-Conscious, but they also don’t really see these industries as Greedy, Lazy, Boring, or Aggressive, with low Scores for each of these traits across the three Tech industries studied.





For those looking to improve their brand experience and break through, RepTrak Advisory Director for the Americas Lyndsey Tierney has some sage advice: “Providing a genuine, consistent experience defines Brand. It’s all about authenticity.”



Lyndsey Tierney

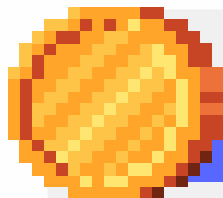
Advisory Director, Americas
The RepTrak Company

“But don’t lean in just to lean in,” she continues. “Look to contribute in a manner that’s authentic to who you are —it needs to be relevant to your offering, and true to your values. Wishy-washy statements and hollow gestures or inconsistent messaging are no replacement for openness and transparency and won’t move the needle.”

Lyndsey recommends LinkedIn as a stellar example of leaning into tech brand authenticity. The reputation landscape for social media organizations is tough and harshly judged (much of it self-inflicted), but LinkedIn leads the pack by leaps and bounds. Leveraging their identity as a professional network, they’ve been able to contribute to and manage the conversation on the current work climate in a way that aligns with their business and brand identity. Their purpose and platform allow them to advance meaningfully and authentically. And it’s working.

LinkedIn boasts a much higher Reputation Score (69.1, Δ 0.4) compared to others in the tumultuous social media space, and a solid Brand authenticity score of 68.5, also considerably higher than its counterparts (all within the Weak range).

LinkedIn’s work isn’t done yet. As this year’s GRT insight taught us, consistency does not mean more of the same – it’s about continuous improvement. They’ll need to continue and adapt this effort in a manner that aligns with their purpose and platform while meeting evolving needs. Brand is the locus of control for organizations in the reputation landscape, it’s the area where you can have the most immediate influence. You own your brand, make sure it is received properly by the public.



SAY IT AGAIN, LYNDSEY

**PROVIDING A GENUINE, CONSISTENT EXPERIENCE
DEFINES BRAND. IT’S ALL ABOUT AUTHENTICITY.**

BUSINESS OUTCOMES

RepTrak data doesn’t just focus on what’s going right and wrong, our data insights also demonstrate how elements like Reputation Drivers and ESG impact behavior. These Business Outcomes give us crucial insight into actions like Benefit of the Doubt, Buy, Invest, and Recommend.

Across Business Outcomes, we see the same decreases we see in other reputation elements.

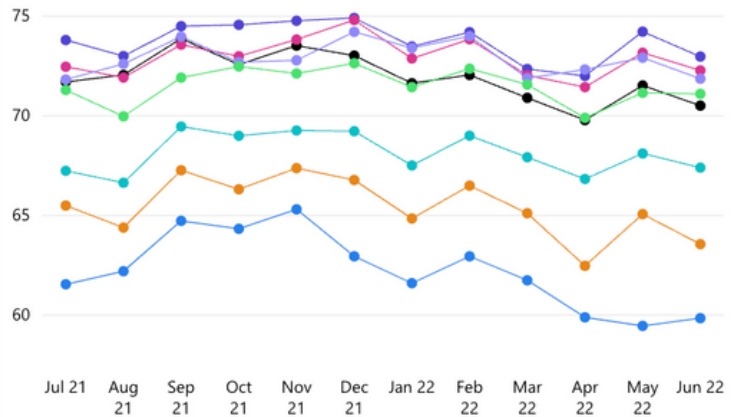


Technology Hardware & Equipment

2022 Q1 & Q2 Business Outcomes

OUTCOME	SCORE
Benefit of Doubt	67.8
Buy	73.2
Invest	64.6
Recommend Products	72.6
Say Positive	72.7
Trust to do the Right Thing	71.2
Work For	60.9

Business Outcomes over time

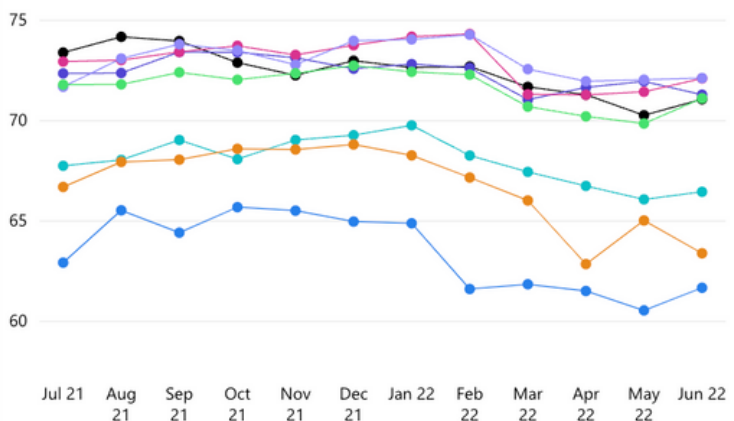


Software & Services

2022 Q1 & Q2 Business Outcomes

OUTCOME	SCORE
Benefit of Doubt	67.4
Buy	71.9
Invest	65.4
Recommend Products	72.4
Say Positive	72.8
Trust to do the Right Thing	71.1
Work For	62.0

Business Outcomes over time

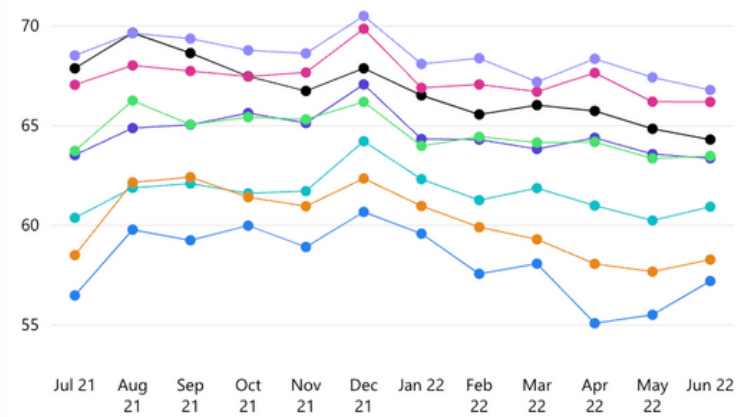


Media & Entertainment Technology

2022 Q1 & Q2 Business Outcomes

OUTCOME	SCORE
Benefit of Doubt	61.2
Buy	63.9
Invest	59.0
Recommend Products	66.8
Say Positive	67.7
Trust to do the Right Thing	63.9
Work For	57.1

Business Outcomes over time



● Reputation ● Benefit of the Doubt ● Buy ● Invest ● Work For
 ● Say Positive ● Trust to do the Right Thing ● Recommend Products

POOR 0-39 WEAK 40-59 AVERAGE 60-69 STRONG 70-79 EXCELLENT 80+



When reputation goes down, organizations lose their luster, and stakeholders respond accordingly.

Hardware, Software, and Media & Entertainment Tech are experiencing low Scores and notable decreases in the same three business outcomes: Benefit of the Doubt, Invest, and Willingness to Work For. This certainly is an echo of themes we've mentioned earlier in this report.

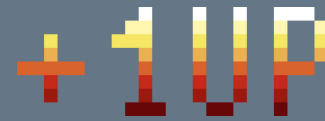
Under the threat of recession, investors are keeping a close eye on the stakeholder economy, listening to what employees, suppliers and distributors, the community, customers, and even broader society have to say about an organization (and industry) can say a lot about potential longevity and return. With inflation in effect, recession looming, promises unkept, and employee empathy rising, folks aren't feeling optimistic.

These also demonstrate a marked connection between Reputation Drivers and Outcomes. Performance is down, as is Invest. Workplace is down, as is Willingness to Work For.

Our data reminds us that perception is reality. This data is demonstrating that folks are disappointed and unwilling to compromise. We've talked a lot about the need for organizations to talk the talk and walk the walk. These Business Outcome and Driver fluctuations show that *consumers* are talking the talk and walking the walk, making their disappointments known and adjusting their behavior accordingly. They are no longer compelled to accommodate unsavory practices.

There is a notable danger in the low and decreasing Score for Benefit of the Doubt. When organizations provide a consistently positive experience, the inevitable and human mistakes become forgivable. But this ongoing downturn suggests that trust has been betrayed over and over.

The best way to improve Business Outcomes is to improve reputation. Historical RepTrak data reminds us of the powerful connection between Reputation and Business Outcomes:



ON DIFFERENT LEVELS: WORKPLACE AND LEADERSHIP

The lowest scoring Outcome and the largest Reputation Driver decrease are Willingness to Work for and Workplace, reminding all that the Great Resignation wasn't just a cautionary tale, and paired with intense layoffs, the public isn't feeling optimistic about treatment of employees.

But we'd like to introduce another potential Driver into this relationship: Leadership. Both Workplace and Leadership experienced significant decreases, and one could be having a significant impact on the other.

Tech may have the most recognizable leaders and CEOs across industries – known for both their eccentric personalities and eccentric wealth. This may be causing a distinct rub in employee sentiment, especially in the face of layoffs and forced Return-to-Office. With such a glaring contrast between billionaire CEOs and an overwhelming population of independent contractors (often without regular benefits and health insurance), this simultaneous Driver Score decrease shouldn't be ignored. Leadership defines the workplace experience, and should be mindful of the discrepancy they've created, because the public is.



Use Reputation Driver and Driver Factor insights from earlier in this report to know what and where to target, then communicate it thoroughly. After all, there’s a reason why the RepTrak motto is, “Doing and saying the right thing is good business.”



It’s never “Game Over.” Reputation is an ongoing commitment.

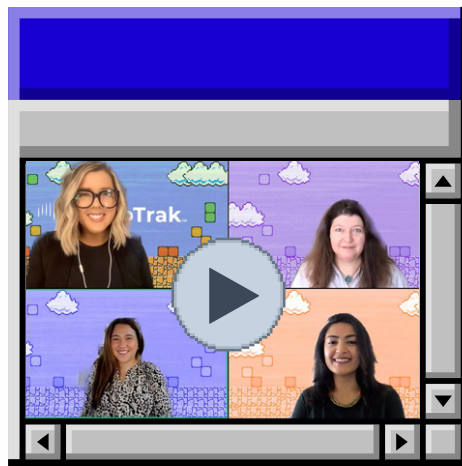
Tech, as an industry, is inherently spicy and intriguing, and everyone’s a critic. Reputation, ESG, Business Outcomes, all these features exist, whether you measure them or not. RepTrak data is not invented, it is discovered. And the people have spoken, we’re just the seer-stone.

In the game of reputation, it’s all about action and impact... and of course, communication. Then, do it again and again and again. We believe in Tech. After all, we’re a Tech company too, and we’re taking this data to heart.

RepTrak

HOW REPTRAK CAN HELP

RepTrak tracks corporate reputation objectively and in-near-real time, meticulously monitoring your Reputation Drivers, ESG Drivers, Brand, Media interactions, industry benchmarks and more – so you know how your efforts and communication impact your broader reputation.



PRESS PLAY
For more insight from the Tech reputation experts, check out our latest webinar.