

## Leadership and the Rise of Social Media

**Daniel Grassi** of Boyden United States discusses talent management trends in the social media and digital space.



**DANIEL GRASSI**  
Managing Partner  
Atlanta, United States

---

*"In order to retain digital talent, companies must continue to invest in their digital ecosystem."*

**How has the rise of social media in nearly all aspects of business, political and social life affected how companies view talent?**

**Grassi:** Social media is such an ingrained part of everyday life that companies are continually trying to augment their engagement strategies. We have seen this across all industries, even higher education. The ability to develop a digital experience that connects with your audience is imperative if companies want to continue to grow and evolve. Attracting the type of talent that can positively impact social media is crucial.

**Specifically in the social media company space, what are the key trends in talent development?**

**Grassi:** To become a digital expert you need to not only understand how to engage your customer but also why you are engaging them. Understanding what drives buying decisions is paramount to a company's success. That said, digital executives must understand the underlying technologies behind social engagement and leverage those capabilities to deliver results.

**What are the key challenges social media and digital companies face today in terms of people?**

**Grassi:** In order to retain digital talent, companies must continue to invest in their digital ecosystem. If they can't continuously evolve their digital strategy, they will find themselves on the losing end of the war for talent.

**Facebook has become the global icon and standout as a brand, a business and IPO success in a competitive space with many new entrants. What have been the keys to their rise?**

**Grassi:** Facebook continuously adapts to the changing tastes and behaviors of their consumers. Through new product offerings and strategic acquisitions, they remain relevant to their existing consumer base as well as new audiences.

My 17-year-old daughter, for example, thought Facebook was for parents and "old people." Once I got her to use it, however, she realized that parts of Facebook resonate with her and her friends. The ability of Facebook to adapt to different generations of users is a significant part of their success.

---

*A companion piece to Leadership Series, The Boyden View puts the spotlight on in-house experts from Boyden offices around the world, who share their perspectives on issues relevant to the current edition of Leadership Series.*

*For more detailed insights, read the full Leadership Series interview with Janelle Gale, VP of Human Resources at Facebook.*