

PRNews'

Corporate Social Responsibility & Green PR Guidebook

**SUSTAINABLE
CSR TACTICS**

Made in USA

- cause marketing
- crisis communications
- community relations
- media relations
- internal communications
- philanthropy communications
- social media
- stakeholder communications
- sustainability reporting

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PR News Editor: Scott Van Camp,
svancamp@accessintel.com

Guidebook Managing Editor: Kaylee Hultgren,
khultgren@accessintel.com

Editorial Director: Steve Goldstein,
sgoldstein@accessintel.com

Community Editor: Bill Miltenberg,
bmiltenberg@accessintel.com

Events & Special Projects Manager: Regina D'Alesio,
rdalesio@accessintel.com

Associate Editor: Sahil Patel, SaPatel@accessintel.com

**Associate Publisher and Brand Director,
PR News Group:** Amy Jefferies, 301.354.1699,
ajefferies@accessintel.com

Director of Marketing & Event Logistics:
Kate Schaeffer, kschaeffer@accessintel.com

Senior Graphic Designer: Christina Barnard

SVP/Group Publisher: Diane Schwartz,
212.621.4964; dschwartz@accessintel.com

Division President, Heather Farley

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PR News published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Second Floor,
Rockville, MD 20850 USA 888.707.5814

FAX: 301.309.3847

e-mail: clientservices@accessintel.com

New York Editorial Office:

88 Pine St., Ste. 510, New York, NY 10005

Phone: 212.621.4890 Fax: 212.621.4879

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Letter from the Editor

The Future Belongs to Good Corporate Citizens

A funny thing happened after the economy went south a few years ago. Many had thought that corporate social responsibility programs would lose traction as a hard-nosed approach to business management took complete command. In this Darwinian scenario, reputation would be driven solely by the quality of goods and services delivered, and by quarterly returns.

It didn't work out that way. Just ask Apple, whose supply chain went under the microscope in early 2012, and the ground beef processing industry, which had trouble defending itself from the power of a simple hashtag (#pinkslime).

The downturn in the economy coincided with the establishment of social media as a way of life in the U.S. as corporations learned slowly and, sometimes, painfully that they now exist in glass houses. The whole world is watching and sharing. An organization's reputation can be damaged so easily and quickly, and mending that reputation can take a long, long time. The most recent Cone/Echo Global CR Opportunity Study found that 93% of consumers want to know what companies are doing, and 91% of them want to be heard. And companies are hearing those consumers loud and clear, whether they're actively listening or not.

Building, maintaining and *communicating* a reputation of good corporate citizenship is not just good business—it's a key to survival as the world economy grinds its way back to stability. As a professional communicator, you know that there has never been a better time than the present moment to advance CSR and sustainability initiatives for your organization and for your clients. And *PR News' Corporate Social Responsibility & Green PR Guidebook* will be your go-to source for the essential insights, strategies and tactics that will burnish your reputation as a CSR leader and aid you in proving the value of corporate responsibility, launching programs and communicating your successes.

This *Corporate Social Responsibility & Green PR Guidebook* will show you how to link CSR and sustainability to brand messaging, manage CSR programs during and after a crisis, create on-point CSR reports using the Global Reporting Initiative guidelines, track your global engagement with social media listening tactics, add CSR success stories to Wikipedia entries, align business goals with CSR programs and much more.

We thank all of the CSR experts who have contributed to this guidebook and have generously shared their best practices. We hope you do the same and share your CSR success stories with us at *PR News*.

Sincerely,

Steve Goldstein
Editorial Director, *PR News*
@SGoldsteinAI



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