

- What information will be left out of social media posts and responses?
- What are the benefits of being active on this issue? What are the potentially negative results?

Indeed, these questions must be asked for

any public engagement. But the uncertainty or newness of social media should not stop the organization from moving forward—especially when it comes to publicizing exciting, worthwhile CSR projects. That’s why it’s important to have a planned response for

What Social Media Channel Should Your Brand Consider for CSR Communications?

Depending on a company’s message and target audience, some social media channels will work better than others.

Twitter

Audience: Consumers; stakeholders; employees/potential employees; general public

- Engage on this channel to reach a variety of target audiences for day-to-day activity and special events.
- Amplify campaigns with Twitter ads targeting specific groups or topics.
- Join conversations on current issues to stay relevant.
- Create a handle specifically for the company’s CSR work and events.
- Use a hashtag to unify the company’s relevant CSR content or to join a larger conversation and get more visibility.

Facebook

Audience: Consumers; employees/potential employees; general public

- Inspire consumers to join the company’s CSR journey in their personal lives.
- Share information on products with social benefits.
- Create a community page for a specific CSR event or initiative in a local area.
- Advertising is tough to execute but can be effective.

YouTube

Audience: Consumers; stakeholders; employees/potential employees; general public

- By 2017, video will account for 69 percent of all consumer Internet traffic.
- Portray CSR content through video to captivate any audience and connect on a human level.
- YouTube videos repurpose well on other social channels.

Instagram

Audience: Consumers; employees/potential employees; general public

- A picture says a thousand words—no exception for Instagram’s enthralling visuals.
- Instagram posts can show off how the CSR work is benefitting people and communities.
- Instagram operates with a live feed and employs the use of hashtags like Twitter, making it easier to get visibility and stay relevant on this channel.

LinkedIn

Audience: Stakeholders; employees/potential employees

- Inform stakeholders and employees of how a company operates as a business.
- Engage employees as champions for the company.
- Create Showcase pages that focus on specific topics such as the CSR department or a recruiting/careers page.