



Communicating your social responsibility efforts

Values driven organisations
ensure sustainable profitability.



Proud to recognise and
endorse the **CSR-Accreditation**
scheme delivered by CSR-A

Social responsibility provides vital **positive narrative**

Now that you have committed time and effort into achieving a CSR Accreditation it is vitally important that you take advantage of the reputational opportunities that this offers. Equally important is to continue to measure, record and report on initiatives and outcomes. CSR policy will become integrated naturally into your business strategy and you will create a caring, desirable and sustainable organisation that is attractive to all its audiences and is beneficial to all stakeholders.

Every socially responsible activity will result in a positive outcome which will deliver powerful storytelling opportunities. This provides you with the platform to share your impact and experiences with the wider world. The stories you tell will increase brand visibility, establish your organisation as a caring company and keep you in the minds of your audiences.

Positive story telling will increase web traffic, generate leads, boost sales, build lasting partnerships and is a perfect way to manage reputation. It also builds lasting audience engagement. Talking about social responsibility creates a softer way to engage in conversation and attracts different audiences to those currently found in an organisation's communication channels.

Reporting and benchmarking (evidence based narrative)

Using your CSR policy, you can establish a system that allows you to easily collate information and categorise it for communications. It is good practice to record outcomes and results as you go, through the year. It is always much easier to locate any information required whilst still fresh. Talk to external participants in any activity and find out what the tangible benefits were.

Hold a weekly/monthly CSR editorial meeting

Take a leaf from how a magazine or newspaper delivers its content - The editorial meeting is something all publishing companies run on a monthly, weekly and even daily basis. They bring together the key content creators to discuss and agree on output for current and future editions. Whilst the editorial meeting is second nature to publishing companies, it's still a relatively new concept for many businesses embarking on content marketing for the first time.

The main purpose of an editorial meeting is to:

- Raise the profile of social responsibility across an organisation.
- Generate content ideas.
- Ensure that the right content is being created and aligned for the overarching strategy and target audience.
- Approve content quickly and efficiently.
- Evaluate content and highlight what is and isn't working.
- Ensure business benefits are highlighted.

The team you put together will shape the theme, topics and type of content you produce.

Set an agenda for the editorial meeting

The agenda you create will set the tone for how editorial meetings will be run and should include:

- Strategy review - A review/reminder of the content strategy and main strategic pillars.
- Insights summary - How the last cycles content performed and key highlights and poor performers.
- Upcoming topics and themes - Main areas of focus for the cycle ahead, e.g. PR opportunities.
- Distribution - How and where will content be shared?
- Deadlines - Highlight any key deadlines and priority dates.
- Next steps and assignment - Confirm next steps and the responsibilities for each of the main participants.

Without **relevant communication** you will not benefit from the positive reaction engendered by your **positive narrative**.

MOTIVATIONS



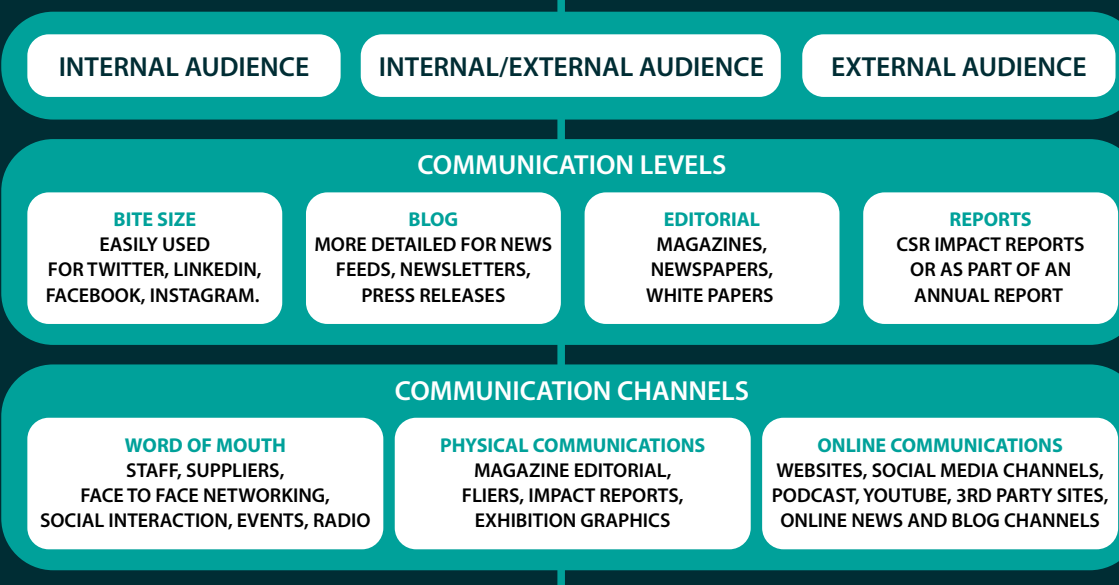
CSR ACCREDITATION

To benefit from your efforts and achievements your organisation **MUST** communicate outcomes to all stakeholders

PROCESS



COMMUNICATION



OUTCOMES



Information hierarchy

Once you have defined your various positive stories you can easily break this down into different levels of communication:

- Bite size - easily used for Twitter, LinkedIn, Facebook, Instagram etc.
- Blog - More detailed for news feeds, blogs, newsletters, press releases
- Editorial - magazines, newspapers, white papers,
- Reports - annual and impact reports

You can then plan the correct frequency to make these stories available for distribution. Typically speaking the smaller news items can be communicated on a daily basis with blogs being weekly and editorial, newsletters being monthly and impact reporting being annually.

Communication internal and external

Internal

Demonstrate the most effective ways of communicating the outcomes to staff, colleagues, management, suppliers and shareholders. This will encourage morale and lay the foundations for ongoing activity.

External

Demonstrate the concepts of reputational brand awareness. Show how to refine the key outcomes, into marketing messages and identify which channels to use for best results.

- Demonstrating activities on corporate websites
- Stakeholder engagement via social media channels
- Electronic surveys/focus groups
- Electronically mediated conferences
- Blogging
- RSS feeds
- Press

Social impact reporting

Social impact reports are similar to an annual report and show all your audiences the impacts that your organisation is making through its social responsibility commitments.

This includes financial savings and bottom-line benefits, positive environmental impacts, staff and stakeholder engagement and benefits to communities and charities. It has increasingly become part of an organisation's annual report, but now is seen as being a report in its own right.

An impact report becomes an essential tool for benchmarking and measuring your social responsibility activity and will include advisories for future development. It shows that through 'impact investing' your organisation has made a significant return on its social impacts on society, the environment and importantly, on your bottom line. Good impact reporting is an essential part of impact measurement, it allows you and others to learn from your work and it promotes a culture of accountability and transparency.

The impact report distils all the information collected, measured and reported on in the previous modules in the previous period.

- Consultation Benchmarking - reviewing CSR initiatives, measuring and evaluating.
- Audit - to explore what you are already doing and impacts.
- Analysis & Evaluate - to identify CSR scope and processes.
- Report and Recommend - write up and publish conclusions.
- Reporting your impact will help you to:
 1. Review your impact against your vision and goals.
 2. Create a learning organisation where people focus on results and adapt and improve services.
 3. Motivate staff and all stakeholders through celebrating achievements.
 4. Build trust and credibility with all your audiences.
 5. Share lessons with other organisations.

CSR-A provides a social impact reporting service

The report is an invaluable marketing and communications tool for providing evidence and showcasing positive output. It demonstrates that by putting values at the heart of your organisation you will deliver a sustainable profit. The impact report is an independent service but can be submitted as part of a CSR Accreditation application. Organisations that are already Accredited can use their applications as a comprehensive starting point for a social impact report.

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Demonstrate your commitment now and **become a CSR Leader.**

Call **01494 444494** to find out more about application or visit www.csr-accreditation.co.uk

Take our free **CSR Accreditation assessment survey** online visit www.csr-accreditation.co.uk/csr-assessment-survey/

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