

Corporate Social Responsibility

- The way companies manage business processes to produce a positive impact on society
- Collaboration Continuum (low to high engagement) how much will people buy in to the project?
 - Used to mean corporate philanthropy or just adhering to environmental legislation. But now it means that doing good business can affect profits
 - level of engagement (philanthropy) > transactional > interactive (high)
 - Importance to mission—how does the work relate to your company
 - Interaction level- infrequent > intensive
 - Magnitude of resources—low > high
 - Scope of the activities—narrow > broad
 - Social Value—modest > magnified
- Best CSR programs:
 - Share alignment of the strategy, mission, and values
 - Foster personal connection and relationships
 - Create value on both sides
 - Ability to collaborate in the future
- Social media creates transparency around CSR projects (likes, sharing)
- Cause Marketing: aligns a company with a cause. PR campaign
 - 2 in 3 brands engage in cause marketing
 - it can drive revenues or awareness
 - gives companies good vibes
 - builds brand loyalty (for both customers and employees)
- Employee volunteer programs