7 PLANNING STEPS FOR YOUR CSR COMMUNICATION | GUIDE

1. WHY

..do we wish to communicate? (which strategic and operational goals do you wish do address with your communication, e.g. employer branding, increased sales, stakeholder engagement).

2. HOW

..do we want to communicate? (which level of engagement do you want to achieve, what style and tone for your various stakeholder groups).

3. WHO

..do we primarily want to target our communication at? (determined by your strategic and operational goals).

4. WHICH CHANNELS

..do we want to use to reach our selected target audience? (e.g. social media, public speaking, PR with link/reference to full report). 5. WHAT

..do we want to communicate?
(choice of messages adapted to your chosen target audience).

6. HOW OFTEN

..do we wish to communicate? (your strategic and operational goals will determine frequency and time period).

7. HOW TO MEASURE

..whether we have succeeded (e.g. use of quantifiable KPIs & measures).

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