

3 CSR COMMUNICATION STRATEGIES | GUIDE

Three communications strategies	The stakeholder information strategy	The stakeholder response strategy	The stakeholder involvement strategy
Communication ideal	Public information, one-way communication	Two-way assymetric communication	Two-way symmetric communication
Stakeholders	Request more information on corporate CSR efforts	Must be reassured that the company is ethical and socially responsible	Co-construct corporate CSR efforts
Identification of CSR focus	Decided by top management	Decided by top management, investigated in feedback via opinion polls, dialogue, networks and partnerships	Negotiated continuously in interaction with stakeholders
Strategic communication task	Inform stakeholders about favourable corporate CSR decisions and actions	Demonstrate to stakeholders how the company integrates their concerns	Invite and establish frequent, systematic and pro-active dialogue with stakeholders, i.e. opinion-makers, corporate critics, the media etc.

Abstract from Morsing, M. *Strategic CSR Communication*, DJØF Publishing,

