



Communicating CSR via media

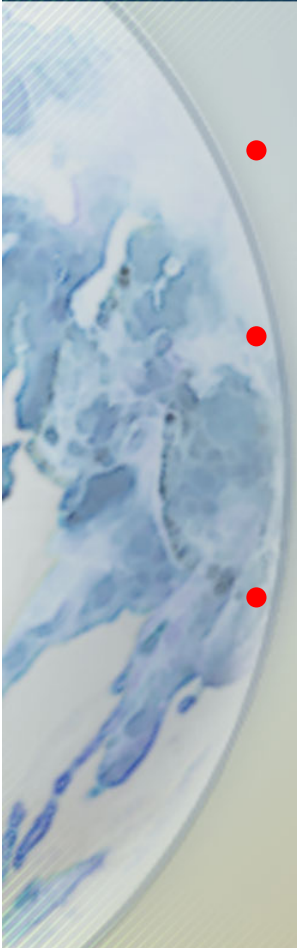
Shihar Aneez

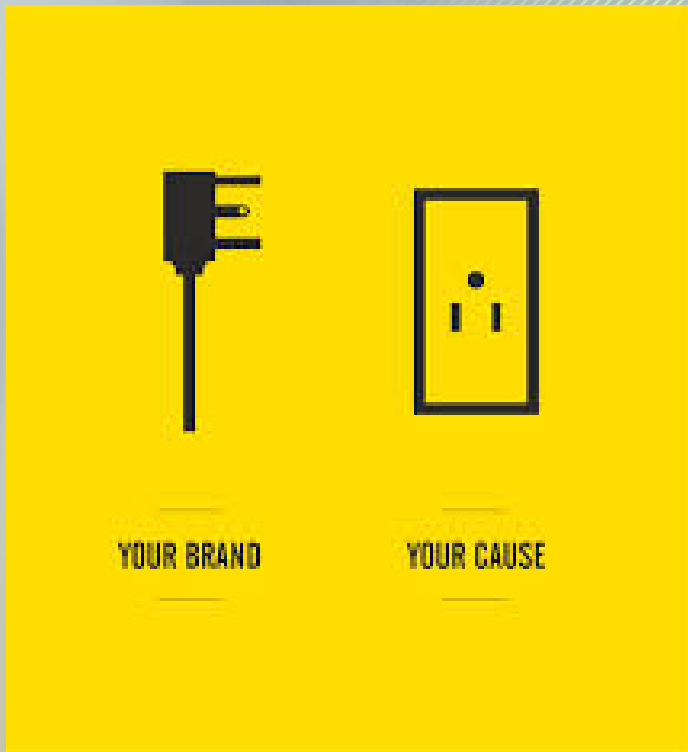
Critical Questions



RATIONAL THINKING

- - **WHO need CSR and WHY?**
- - **Companies – ALWAYS motivated by profit - BE SCEPTICAL**
- - **If the CSR project does not cut cost or earn money/advantageous in long term, then it is irrational**





“CSR is like teenage sex. Everybody says they are doing it. But only very less are doing it, badly. – Bobby Benerjee, Professor of CSR at Cass Business School



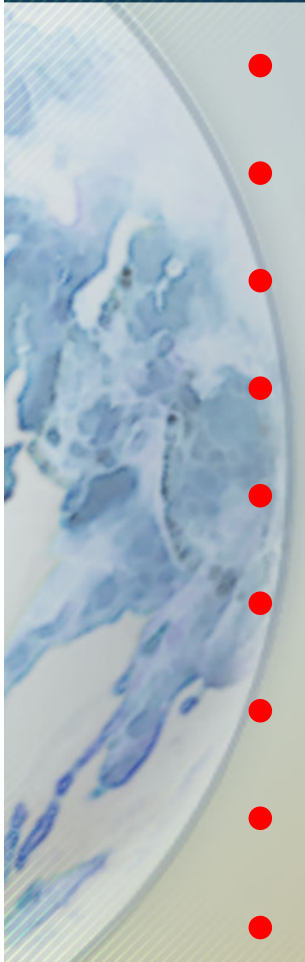
Some thoughts

- - Optimistic spin/corruption
- - Worthy cause/game changer
- - Reputation/branding



WHY? – Mission/Vision

- - **Serve the society**
- - **Market/popularize a brand**
- - **Enhance reputation**
- - **Fulfill government's obligations**
- - **Hide scandals/trade union issues**
- - **Divert bad effect of product**
- - **Get undue advantages**
- - **Airtime, paper & web space**
- - **Relevance to the product**



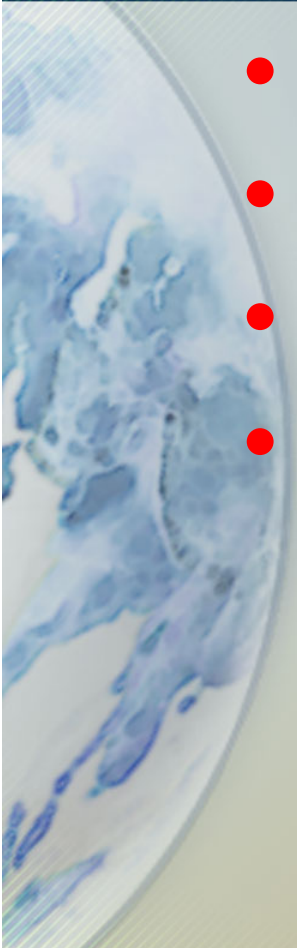
WHO?

- - **Beneficiaries**
- - **Logic behind selection process**
- - **Who designed CSR project**
- - **Who is in charge of the execution?**
- - **Who is in charge to response media**



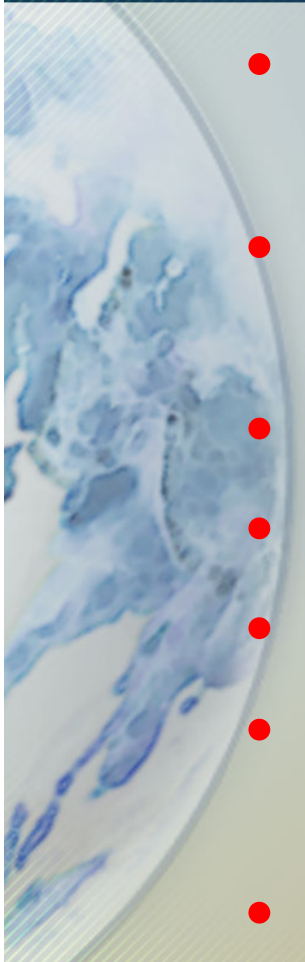
SUSTAINABILITY

- - **CSR project plan**
- - **Investment**
- - **Time frame**
- - **Continuity**



Other Questions

- - Logic behind choosing specific CSR project
- - Sound research/relation to business activity
- - Impact on competitors
- - Benefit to customers/clients
- - Is it a media relations strategy?
- - Interaction, response - crucial in social media
- - Relevance to the product of the company



The way forward

- https://www.youtube.com/watch?v=K9nJa_8LnSI

THANK YOU

