

Research Spotlight #2

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“Communicating Corporate Social Responsibility on Social Media: Strategies, Stakeholders, and Public Engagement on Corporate Facebook”

By Moonhee Cho, Lauren D. Furey, and Tiffany Mohr

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Research Questions

- How often do corporations communicate corporate social responsibility (CSR) issues on Facebook?
- Of the two CSR communication strategies, which strategy is the most frequently used in CSR communication on Facebook?
- Who are the main stakeholders involved with CSR communication (e.g., CEOs, senior managers, employees, nonprofit organizations, community members, suppliers)?

Methods

The researchers studied 50 corporations that were found in the 2013 list of *Fortune's* “World’s Most Admired Companies.” Forty-four of these companies had official Facebook pages and two other companies were added to the list for a total of 46 Facebook pages for analysis.

Key Findings

- Less than 20% of the messages had CSR communication
- People prefer to see CSR on company websites rather than company Facebook pages
- General audiences are less likely to believe CSR postings on Facebook that seem overly self-serving
- Audiences are more likely to engage with non-CSR posts on Facebook
- The audiences that do want to see CSR communication on Facebook, may be willing to follow a page dedicated to that type of information

Advice for the Field

- **Focus CSR messaging on the company website**
- **Use Facebook to post items that engage rather than merely inform followers.**
- **If you are going to post CSR communication, do it on a CSR-specialized Facebook account**

Researcher Approved Summary

Pending

Research Spotlight Author

Alycia King