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Background Information:

The February 2025 Member Meetup focused on effective strategies for communicating corporate social responsibility initiatives to employees. Organizations shared their approaches to building employee engagement through strategic communications, storytelling, and recognition programs.

One organization discussed their multifaceted approach to employee communications across a large, geographically diverse workforce. Their CSR program centers on financial education, youth empowerment, and employee volunteerism with a strong focus on activating employees in their local communities. They emphasized the importance of using various communication channels strategically and tailoring messages to specific business segments.

The other organization shared their journey establishing a social impact program at a newer company, highlighting how they integrated social impact into the company's DNA from its inception. With employees in over 60 countries, they focus on future-forward education, inclusive economy, and climate action. They shared how authentic storytelling from both the company and community partners helps drive employee engagement and pride in the company's social impact work.

Analysis:

Successful CSR communications require thoughtful consideration of multiple factors, including:

Storytelling approach: Identifying whose voice should tell the story (employees, leaders, nonprofit partners) and using authentic, compelling narratives

Channel selection: Choosing appropriate communication vehicles based on audience and message type

Message simplification: Focusing on key data points that employees can easily remember and share

Visual impact: Using photos and videos to communicate impact more effectively than words alone

Feedback integration: Being receptive to employee input and using it to refine communication approaches



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6. Capturing Complete Stories

- **Challenge:** Getting all necessary details to tell impactful stories
- **Solutions:**
 - Creating simple templates or checklists for story submission
 - Using video capture tools to simplify content creation
 - Partnering with communication specialists for story development
 - Focusing on authentic, unpolished content over perfect production

Act onable Steps:

- 1.



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Additional Resources:

Executive Education Course: [Corporate Citizenship Communication](#)

Webinar: [Communicating the Corporate Citizenship Message Internally](#)

Research Brief: [CSR Communication](#)