

CSR, Citizenship, and Ethics

COMM 386R

September 18, 2017

Tamar Milne

Agenda

1. Reminder: model for embedding organizational trust
2. Changes in reputation and brand
3. Codes of ethics
4. Strategies for CSR, Citizenship, and Ethics
5. Heads up: Stakeholder Engagement Analysis

Remember:

A MODEL OF ORGANIZATIONAL TRUST

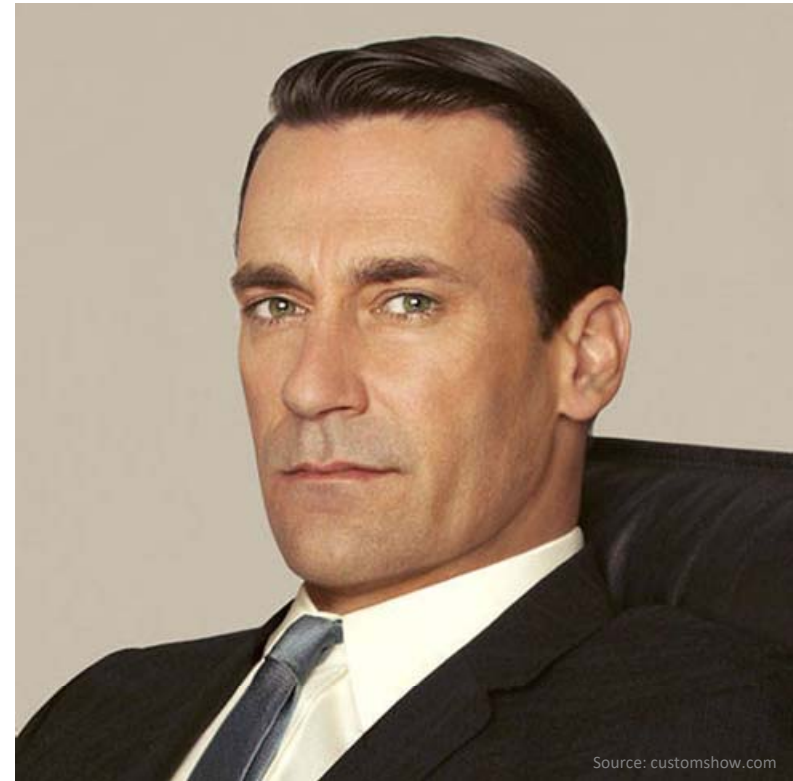
Organizations that weave trustworthiness signals into all elements of their infrastructure and core processes, over time, earn reputations of trust with their stakeholders.



Source: "Designing Trustworthy Organizations", Hurley et. al, MIT Sloan Management Review, Summer 2013

Key Changes in Reputation and Brand













1. From “image is everything” to “reality is everything”
2. From consumers to prosumers
3. From employees to advocates
4. From buying media to earning it
5. From “talking at” to “listening to”
6. From controlling to collaborating
7. From local to global
8. From who to where
9. From discrete targeting to open access
10. From profit to purpose



“Smart companies will out-behave their competitors – and act before someone acts on their behalf.”

– David Jones, CEO, Havas, and Founder, One Young World

The 10 Companies with the Best Reputation in the World

Rank	Home	2017	Pulse Score	
1	Switzerland	 ROLEX	80.38	→ 
2	Denmark	 LEGO	79.46	
3	United States	The  Company	79.19	→ 
4	Japan	 Canon	78.28	
5	United States	 Google	78.22	
6	Germany	 BOSCH	78.12	
7	Japan	 SONY	77.74	
8	United States	 intel	77.74	
9	The United Kingdom	 Rolls-Royce	77.66	
10	Germany	 adidas	77.27	

**What are the social responsibility
and citizenship expectations
of companies today?**

**What does this have to do
with public relations?**

PR Codes of Ethics: Consistent Themes

Uphold accuracy and truth

Protect public interest and respect individual rights

Avoid conflicts of interest; disclose potential conflicts

Acknowledge influence; and do not abuse this

Protect confidential information

Respect competitors

Enhance the profession



Exercise: Ethical Decisions



Strategies for CSR, Citizenship, and Ethics

Focus less on rules and more on principles

Build on areas of shared interest with constituents

Embrace radical transparency

Nurture authentic storytelling

Seek input from a broad range of stakeholders

Advocate for positive change through the company's business

Develop clear metrics to measure progress on promises



Assignment Overview:

Stakeholder Engagement Analysis

- Choose a company or non-profit organization that is considering some sort of initiative or action
- Research and evaluate past actions and future plans
- Map out and prioritize stakeholders
- Outline engagement strategy
- Individual or in pairs (register choice by Wednesday)
- 5-6 pages + appendices
- Due by 6 pm on Sunday, October 8



Reminders

By next class: Decide if you wish to do Stakeholder Engagement Analysis on your own or with a partner – register on Connect

Next class we will go over the main tool to use for this assignment

