

EFFECTIVE CORPORATE WEBSITES



Examples of effective websites:

- <https://corporate.hasbro.com/en-us>
 - Home page:
 - Philanthropy and Corporate Social Responsibility are in top navigation
 - Top-level scroll includes images about diversity & inclusion and community partners
 - Community news block
 - Philanthropy and CSR pages have clear purpose statements, impact highlights, focus areas, programs
- <https://www.colgatepalmolive.com/en-us>
 - Home page
 - “Accelerating Change in Diversity, Equity & Inclusion” and “Our Response to Covid-19” bars at the top
 - Corporate purpose: “Building a Future to Smile About”
 - “Living our Values” section in the middle of the page
 - Community programs page highlights signature programs
- <https://www.fedex.com/en-us/home.html>
 - Home page
 - Community program highlighted in top portion of home page
 - Prominent “Delivering for Good” link
 - “What we stand for” link on home page
 - Corporate Responsibility link in bottom navigation
 - CSR page links to CSR policies page and CSR report
- <https://www.3m.com/>
 - Home page
 - Covid-19 response at the top
 - Sustainability block towards the top
 - Prominent purpose statement
 - Commitments in action (storytelling), including community, sustainability, and advocacy
 - Bottom navigation link to 3Mgives and sustainability
 - 3Mgives and sustainability pages include clear focus areas, with links to corporate giving, foundation, and volunteerism pages

Common characteristics of effective websites:

- A good website reflects the tenants of a strong CSR/corporate societal engagement program; you can't have one without the other.
- Link to CSR/community page is prominently displayed on the main company web page, not buried at the bottom on the “About” or “Company Information” page.
- The CSR theme is connected to the overall business strategy, so that the CSR focus is seen on the main page.
- Easy to find links to CSR reports and main themes/programs within company's corporate societal engagement focus; it's not hard to determine what the company cares about and is committed to; the list of what they are committed to is not too long, but focused on a few key areas that make sense for the company.
- CEO message is upfront, whether it's a letter or a video; demonstrates leadership from the top.
- Impact numbers are easy to find.