

Leave Fear Behind:

Yes, it's a risk to communicate about your work. But it is a far greater risk not to communicate. Take control of and tell your corporate purpose story. If your audiences don't see prominent communications about what you are doing in society, they will assume it is nothing at all.

Be Authentic:

Any company is one YouTube video away from a crisis. Everyone is watching and reporting. Ensure that the story you tell is airtight. Don't let your storytelling get ahead of the truth and what's genuine.

Be Clear:

Audiences should see, quickly, what a company's corporate purpose and core focus areas are, as well as audiences, goals, and impact. These issue areas should click, so that audiences say, "I see why they are doing that." It makes sense given your skills, expertise, and stakeholder needs. Put your corporate purpose statement up front on the website (home page, if possible), along with a prominent link to the corporate responsibility page. Highlight impact numbers, long-term goals, and progress to date.

Be Humble:

Put issues, stakeholders, collaborations, and partnerships first. If you are humble, the attention will come back to you.

Ground Communications in People:

Use photos of real people—front-line workers, the CEO, community partners, not stock photos. Put a CEO message front and center to communicate the tone from the top. Use an equity lens. People will not follow what they cannot relate to. Check communications for bias and course correct. [Representation](#) matters.

Target Broad Exposure:

Pick one thing to make a splash with. Don't try to publicize all that you do. See what resonates and put more resources behind that.

Utilize an Engaging Format:

Look at analytics and what tools audiences are already utilizing. Don't try to send them somewhere new. Websites, intranets, social media, real [photos](#), and CSR/impact reports are essential, but video and dynamic CSR reports are optional. But try different things, read the analytics, and do more of what works.

Put People to Work:

Employ ambassadors internally and externally to speak on your behalf. Train them to share their passions with their networks. Call on people who are already big fans of the company. Equip partners to help tell your story. Give them toolkits and messages. Train them as your advocates. Show them how it will benefit them.

Create Internal Working Groups:

Tap people internally to create official communication channels to share information on a regular basis. Create information sharing loops that people come to rely on. Demonstrate how you solve your colleagues' business challenges. Learn their language. Show them how messages about a broad set of stakeholders are essential to the brand, and beyond.