

CECP COMMUNICATIONS COUNSEL



CECP's advice and counsel extends beyond a company's social strategy to include communications support. Through "**mini-audits**" CECP staff conduct a series of meetings to walk the company's team through an information exchange. The process provides communications solutions and identifies areas of need and potential projects.

Mini Audit

- Determine challenges, opportunities, audiences, themes, what success looks like
- Identify points of pride and where assistance is needed
- Evaluate communications channels (e.g., website, intranet, social media, press releases/press page, CSR report, blogs, messages, program language)
- Review connection to company mission and purpose, employee passions, and societal need

Priority Audience

- Internal: are there opportunities to build awareness and buy in internally, first?
- External: are you ready to tell your story more broadly? With whom?

Story Telling

- In areas of strength, identify:
 - Milestones, successes, brand, and employee/community narratives defining company purpose
 - CECP principles of excellence: **CEO Leadership, Innovation, Partnership, Measurement, Integration into the Business**
 - The business case

Projects

- Short- and long-term opportunities: low-hanging fruit and deeper dives
- Internal audiences: employee engagement/demographics review and purpose alignment, connection among business units/ with brand, strategy/ messaging review
- External audiences: website/social media insights, media/awareness goal setting and outreach, strategy/ messaging review

Results

- Share best practices for outreach and engagement from leading communications practice, CECP companies
- Develop solutions based on individual company needs
- Customize engagement opportunities based on needs
- Identify/implement outreach opportunities

Results

- A **leading tech company** going through a re-vamp of the foundation part of its website asked CECP for advice on effective websites. CECP recommended exposure on the main company homepage, which the foundation had never asked for. The company's community work is featured on the homepage today.
- A **southern energy company** connected to new business units based on recommendation from CECP, starting with communications and HR. Communications shared a newsletter service to upgrade the foundation's outreach tools and HR shared demographic data on the employee population. CECP reviewed demographics and shared research on how best to engage various groups.
- A **global data insights company** wanted to explore awareness opportunities for its CEO. Through a communications audit with CECP and a connection with its communications staff, CECP identified an opportunity to draft an op-ed in the CEO's voice, highlighting a signature program with impressive impact.
- A **global toy company** knew it had high levels of engagement and a leading-edge employee volunteer program, but a communications audit identified it as a point of pride and opportunity. Through CECP assistance, the company put out a press release recognizing its top quartile employee engagement rate and developed a case study profiling how they built up that engagement.