**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 3: ACTIVITY 2**

**CSR Reporting: Twitter**

Read this article which sets out a framework to analyse how companies use Twitter to communicate CSR using either a broadcasting, reactive or engagement strategy

*Etter, M. (2014) Broadcasting, reacting, engaging – three strategies for CSR communication in Twitter. Journal of Communication Management Vol 18 No 4 322-3.* (This article will be available in your online student resources.)

Make notes on the following:

- what is involved in each strategy

- how organisations were found to be using these strategies in the study

- the opportunities and challenges for engagement in each.

* In pairs, prepare a case to the Board of Directors in an organisation/industry of your choice, of why the organisation should develop its use of Twitter as a CSR tool, and how this should be approached. Present this as a 5-minute informal verbal report/delivery, in which your audience (the rest of the class) should ask questions to clarify understanding.