

Communicating CSR on Social Media:

How do Message Source and Types of CSR messages influence Stakeholders' Perceptions?

INTRODUCTION

- ❖ More and more CEOs are using social media to communicate with the stakeholders.
- ❖ CSR could influence organizational commitment (Peterson, 2003), financial performance (Cochran, 1984), and consumer's purchase behavior (Sen & Bhattacharya, 2001).

RESEARCH QUESTIONS

- ❖ RQ1: How do types of CSR messages influence stakeholders' perceptions of organization-public relationship (OPR) and behavior intention toward the organization?
- ❖ RQ2: How does message source influence stakeholders' perceptions of OPR and behavior intention toward the organization?

STUDY DESIGN

2 (CEO's Facebook Account vs. Organization's Facebook Account) X 3 (Internal CSR vs. External CSR vs. Control) between subject experiment, $N = 242$

OPR (Hon & Grunig, 1999)

Trust ($M = 4.91$, $SD = 1.11$, $\alpha = .93$)

Satisfaction ($M = 5.01$, $SD = 1.15$, $\alpha = .93$)

Control mutuality ($M = 4.88$, $SD = 1.15$, $\alpha = .90$)

Commitment ($M = 4.79$, $SD = 1.22$, $\alpha = .90$)

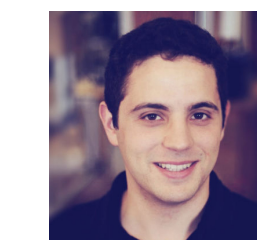
Behavior Intention toward the Company
(Coyle & Thorson, 2001)

"It is very likely that I will return to this organization's service."

($M = 4.38$, $SD = 1.50$, $\alpha = .93$)

STUDY STIMULI

External CSR



VS.



Everyone deserves an education and gender should not be a deciding factor in whether someone has the opportunity to shape their own future. On this #GiveTuesday, the Formular Foundation is supporting the Peace Corps' and its Let Girls Learn program, which focuses on helping the 62 million girls around the world who are not able to go to school break through barriers and discrimination. The next generation of scientists, engineers and teachers must be empowered, no matter who they are or where they live.



Formular's employees volunteered at YMCA this weekend and raised over \$2,700 for "Tech Tools" for students. #FormularGive

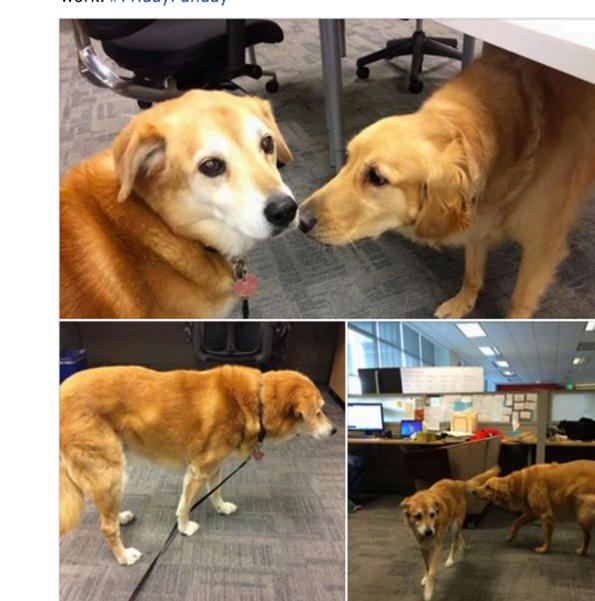


Internal CSR

Studies show that when working parents take time to be with their newborns, outcomes are better for the children and families. At Formular, we offer our employees up to 4 months of paid maternity or paternity leave, which they can take throughout the year. Our employee Sarah is expecting her baby next month. Here comes a picture of the baby room they prepared for their daughter. How cute! #paidmaternityleave



The first Friday of every month, we allow employees to bring their pets to work. #FridayFunday



Control

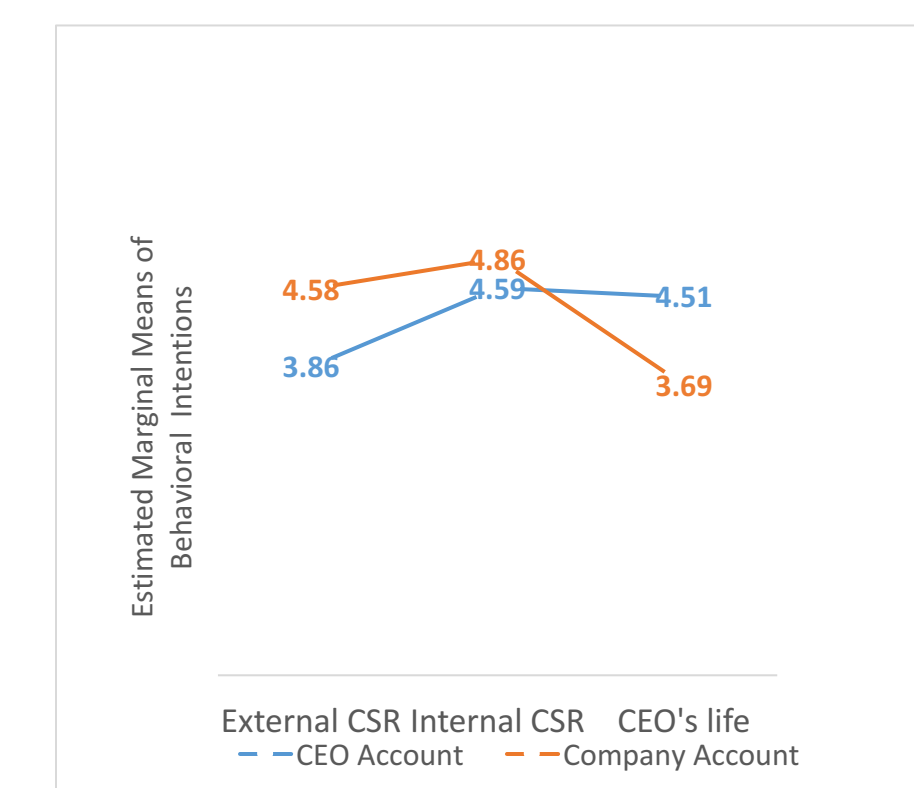
I love to read and my new year resolution is to read a new book every other week. Research shows reading can develop verbal abilities, improve concentration, imagination, and memory, and reduce stress. What is your favorite book to read? Share your comments below and I would love to hear from you.



A gift from my daughter, Selina to her Mom. Happy Mother's day to every mom in this world! #MothersDay



RESULTS



- ❖ Significant main effect for type of CSR message on trust, satisfaction, control mutuality, commitment, and behavioral intention toward the company. Internal CSR message outperformed external CSR message and control message
- ❖ Significant interaction effect between message source and types of CSR message on behavioral intention toward the company.

DISCUSSION

- ❖ CEO should post more internal CSR message and personal lives to boost behavioral intention toward the company
- ❖ Organizations should post more internal CSR message and external CSR message to boost behavioral intention toward the company