STRATEGIC CORPORATE SOCIAL RESPONSIBILITY IN MALAYSIA

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6 Social media and corporate social responsibility communication strategies

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Introduction

In general, corporate social responsibility (CSR) is an activity performed by companies with the aim that companies will embrace their action in a responsible manner. As such, performing CSR activities will encourage a positive impact on the environment, consumers, employees, communities, stakeholders, and all other members of the public sphere. In the past two decades, CSR initiatives have largely been led by businesses in response to stakeholder expectations or as leading-edge strategies to address how they impact customers, employees, shareholders, and society at large. The end goal of companies during those years was about selling products and services with the aim of making a profit. However, in recent years companies have focused on how their activities might have an impact on people and the environment. Thus, the goal of simply selling a product or service is no longer the only end goal of companies. The bottom line is now threefold and is centered on people, the environment, and profit. Companies are now redefining their CSR initiative standards, and, as a result, the CSR initiatives have now evolved as a driver of innovation rather than only products and services. As such, the function of a company’s CSR is more than just a guideline to keep it out of trouble, but rather to enable it to become a business leader that strives to build more sustainable and socially responsible entities. With proper CSR initiatives, the opportunities for companies to rethink how everyday management decisions can affect society and environment will be optimised.

Many companies concentrate and invest their CSR activities in community initiatives. Therefore, the agenda of CSR in any company should be about the implications for the equality and equity of the social and developmental aspects of society (i.e., consumers, employees, communities, and stakeholders). In light of such implications, the business landscape needs to be increasingly transparent. Thus, it is becoming more pressing for companies to demonstrate accountability and reinforce the company’s image and reputation. As a result, companies’ CSR initiatives need to be communicated to society to ensure that equality (i.e., low disparities) and equity (i.e., fairness and justice) are achieved among all the stakeholders (i.e., consumers, employees, and communities). Companies are urged to integrate their CSR initiatives throughout their businesses. At the same time, companies also need to listen to their employees, and the public at large. Companies need to understand how communication with stakeholders and attracts them (Lima Rodrigues, 2006). However, this is not merely the transmission of information.

The communication of CSR should not only mention CSR activities, but also how companies achieve CSR presence in markets and CSR relevance between companies with different approaches of CSR communication. CSR communication to focus on a creative community, CSR presence and CSR relevance between companies (Dawkins, 2005). Hence, the need for an adequate CSR communication strategy (Hooghiemstra, 2000). The CSR.com (Huck-Sandhu, 2011). As such, the CSR initiatives should focus on their relationship to CSR communication strategy and their impact on CSR communication initiatives, companies will be able to determine to communicate their CSR initiatives to social media (e.g., Facebook, Twitter, Instagram).

Corporate social responsibility communication by companies is also communicated to their stakeholders that face challenges as well as society (Morsing, 2006) to be part of the internal and external contact medium between the companies. CSR communication by companies is that will legitimise the companies’ actions on the corporate image. With genuine CSR initiatives, companies can promote their products through valid CSR. By having a society legitimise their behaviour and promote relationships with stakeholders, the general (Birth, Illia, Lučar, & Zampieri, 2017), researchers to companies, as it can lead to the creation of greater legitimacy and a more socially integrated company (Aváni, 2009; Bortree, 2014, Coxeon).

A company will adopt a certain CSR strategy. Companies will adopt the how str


