

## CSR dialogue on social media platforms: An analysis of CSR tweets

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**Purpose:** This paper aims to discover who the most important “key CSR actors” are and what they are constructing and discussing about Corporate Social Responsibility on Twitter

### Methodology

- A quantitative content analysis was performed to analyze tweets in English language, that appeared during a three-month period with the hashtag (#) CSR on Topsy
- A total of 1623 public tweets were encountered on Topsy and manually analyzed
- For each tweet it was collected the user ID, country of origin of every Twitter user, and the type of Twitter user
- The content of every CSR tweet was categorized according to the seven core subjects of the ISO 26000 in Social Responsibility

### Findings

- Results show that CSR actors on Twitter include consultants, media platforms, CSR practitioners, CSR advocates, bloggers/journalists, general public, NGOs, companies, academia, and others.
- Findings indicate that consultants and media were the most recurrent CSR actors that addressed different CSR subjects on Twitter. Consultants sent an average of 125 tweets per month while media tweeted an average of 111 messages per month
- NGOs, corporations, and academia were the most absent CSR actors on Twitter. Only large firms, with stout CSR programs, disclosed their information through Twitter
- Results also showed that every actor constructed his own perception about CSR. For instance, consultants and media platforms tweeted frequently about issues related to environment and community
- The least common CSR areas disclosed were fair operating practices and organizational governance
- Blogs were the most common type of hyperlinks on CSR tweets. An average of 51 tweets per month did not include hyperlinks (personal)

### Analysis

- Online CSR discussions on Twitter imply the creation and enforcement of a growing community of CSR actors
- Public relations practitioners should be in charge of creating, developing, and monitoring these CSR dialogues that helps constitute stakeholder participation and ethical business practice
- A constructive storytelling perspective (Wehmeier & Schultz, 2011) on CSR should always be presented on Twitter
- Companies could reduce stakeholder skepticism thorough interactions with “high visibility” CSR actors on Twitter. “High visibility” actors are typically external communicators and are therefore not entirely controlled by organizations, making them more credible and genuine CSR ambassadors during CSR dialogue

\* CSR chat

marketing

Talking about CSR and their role

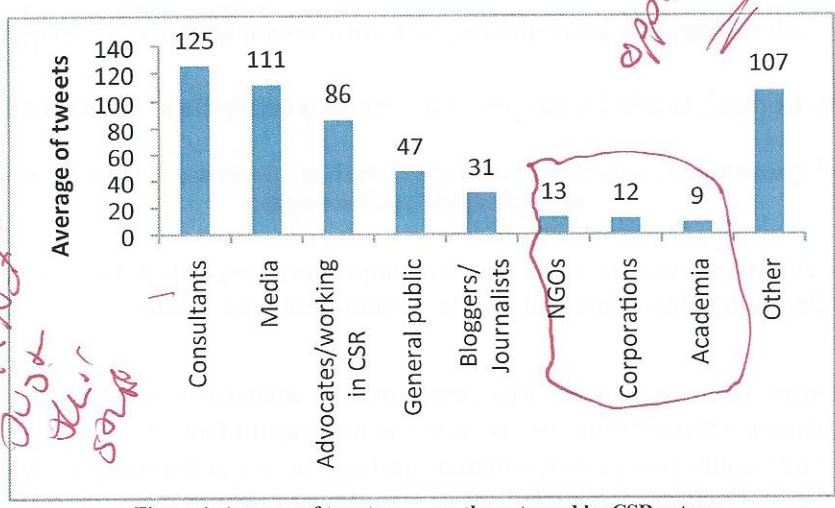


Figure 1. Average of tweets per month portrayed by CSR actors

was for dialog

persuasive

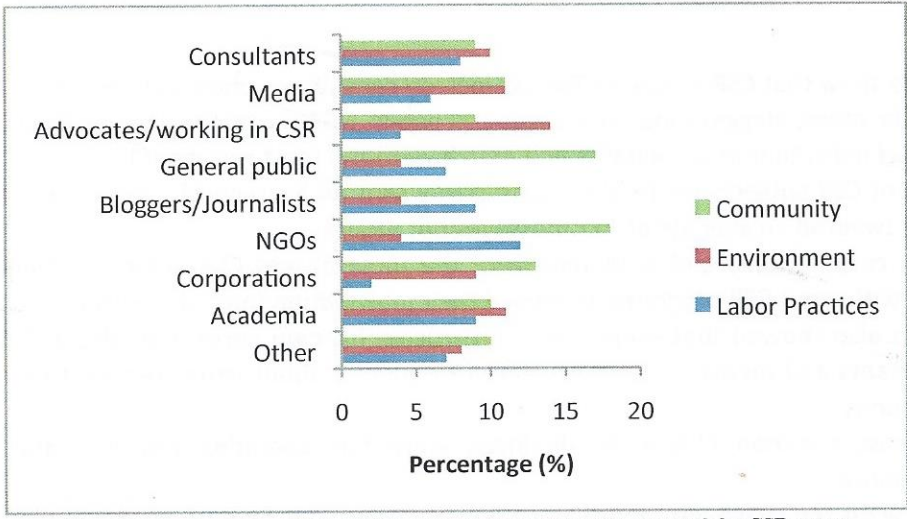


Figure 2. Average percentage of CSR core subjects disclosed per month by CSR actors

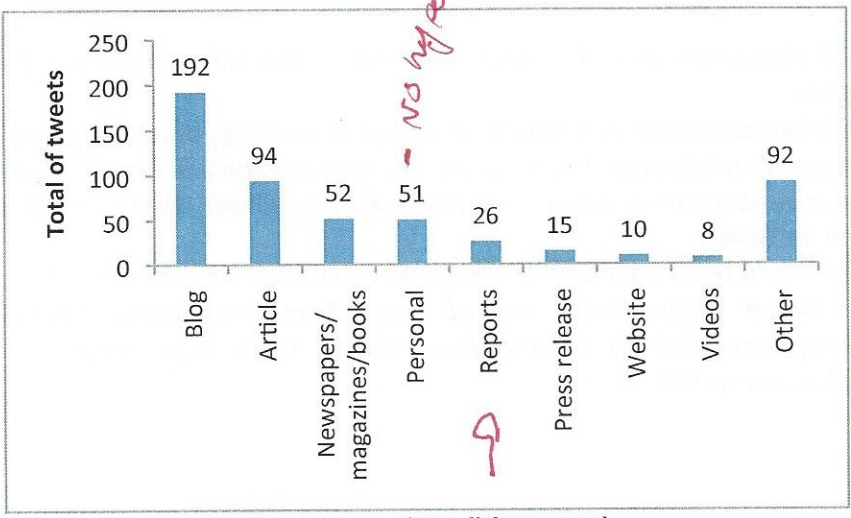


Figure 3 Types of hyperlinks per month

No hyperlinks