

Creating Effective Social Responsibility Using Social Media

Rajesh Upadhyay^{1*}, Abhishek Hatwal²

¹Assistant Professor, DOMS, COER School of Management, Roorkee, Uttarakhand, India

²Research Scholar, Uttarakhand Technical University, Dehradun, Uttarakhand, India

*Corresponding Author: upadhya.rajesh@gmail.com

Abstract: In today's era of Social Media, the organizations are finding different ways to benefit from the usage of various social media platforms. Nowadays every small and big organization is using Social media as an effective marketing tool. Social Networking Websites like Facebook and Twitter can have a major influence on various activities of an organization, depending upon how effectively the organization adapts it. Social media gives the power to the organization and its employees to strategies the social cause that they are aiming for. The employees use the power of social media to publicise their voice and expand the social cause of their organization exponentially. Various social media platforms have boosted the power of social media campaign and increased the reachability of the social cause of the organizations.

The aim of this paper is to find various ways the social media channels can be helpful and how these channels currently been utilized by the organizations in order to promote their social cause.

Keywords: Corporate social responsibility, Facebook, Social media, Twitter, YouTube.

I. INTRODUCTION

The current age is the age of Social Media. The websites like Facebook, Twitter, YouTube have become platforms for the companies to show case their services and reach the wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction." Social media has become a major platform where the users share, post, tweet, subscribe and blog about the features and services that they have to offer. Roberts and Kraynak (2008) explain that all digital media platforms create an opportunity for the user and his products to promote in front of other users and groups interested in them. At the onset of web it was a one way contribution. The website developers and contributors used to start a website and enter the contents, the rest of the users use the read and get information from these contents. However, with the development of Web 2.0 the users have become the content creators. They can create

their own contents and share with other individual's online. In this paper we examine the role of social media in creating the effective social media campaigns and the way organizations are leveraging social media for the effective Corporate Social Responsibility initiatives.

II. SOCIAL MEDIA

Social media has given a great tool to marketers and organizations to reach the targeted customers effectively and accurately. We can define the Social Media Marketing as the utilization of channels of social media to market the product or services by the organizations. Barefoot and Szabo (2010) considers this kind of social marketing as a part of marketing activities that include Online promotions like e-mail newsletters and online advertising campaigns. Hafele (2011) opines that by empowering individuals to spread the thoughts and messages the people in their network, social media has given a new level and thrust to mass communication and mass marketing. According to Xiang and Gretzel (2010) the social media is an effective tool to market services and products due to its reachability and viral quality. Businesses have now become so much aware about the social virility that they direct their customers to their social pages rather than directing them towards their websites.

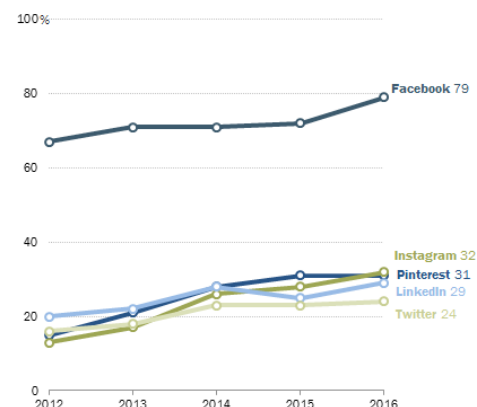


Fig. 1: Source: Survey conducted 7th March – 4th April 2016
"Social Media Update 2016"
Pew Research Center

As per the report by Pew Research Centre (2016) the Facebook usage and engagement has continuously risen from the previous years. As per the report nearly 8 in 10 online Americans use Facebook that is more than double the people using twitter, Pinterest, Instagram and LinkedIn.

III. SOCIAL MEDIA AND CSR

Various organizations are making use of Social Media to promote their causes and CSR initiatives. These Social Media platforms also play major role to empower individuals to create a positive impact to the local and global society. The crowd funding platforms like Ketto and Wishberry have been actively involved in giving voice to the people who wish to create a change in the society. Through the online campaign in Ketto, an NGO called “Make Love Not Scars” has raised more than ₹ 5,50,000 in order to build a rehabilitation centre for acid attack victims in India. Internationally for the Haiti disaster relief the Red Cross managed to raise over US\$5M just through text messaging. These text messages were from mobile however the campaign and information was sent through Facebook, Twitter and other such social media platforms. Facebook has its own Global Disaster Relief page that informs the visitors about the actual and possible disasters.

Companies like Pepsi are using social media to contribute to the social cause. Pepsi through its Refresh Everything Project have crowd sourced ideas to affect the lives of the people. Various organizations regularly use the fans coming to their Facebook pages and contribute to promote cause like health, women empowerment and education. With the growth of Social media the control of the organizations’ message has shifted from the organization to the consumers and the users.

The organization must understand that only by engaging with the stakeholders, they can survive this boom in the social media and only then can they remain the experts. It can neither be achieved just by monitoring blogs and tweets or just by tweeting and posting messages. The time has come for the organizations to utilize not fear from this growing media and it is the only way to remain competitive. The key is finding the right brand voice and the right analytic tools. Social media allow for a whole new level of conversation — presenting great options for growth, research and brand building. The value of social media is that the users are highly occupied and want to be heard. So, by listening to them and forthcoming them from their own view, it is possible to have a constructive impact on idea and perceptions. Negative brand impact could also be a possibility — but that is even more rationale to contribute in the conversation. If the organization neglects the place where the conversation is happening, it is missing the prospect to be heard and explore new opportunities. Fortune Global 100 Social Media Check-up study by Burson-Marsteller explains that most companies have entered the world of social media — some with the great enthusiasm and engagement and some slowly — and that simple, responsible commitment in social media can garner big rewards in building associations with stakeholders online.

These organizations have explored the use of social media among Fortune Global 100 companies based on their activities in Twitter, Facebook, YouTube and business blogging.

All these tools are being used widely not only by business headquarters but also by the local market offices, various divisions of the organization and for one-time corporate events. Thus, social media has been providing immense benefits and opportunities by helping different niches of an organization to reach their target audiences. At the same time, it is also sending mixed messages and tones and by leaving discarded Twitter accounts and Facebook fan pages which may be damaging to the brand. The organizations must keep an eye on their own social media activities to ensure a consistent brand image and to assess the impact of their social media engagement. Out of the Fortune Global 100 companies, 65% have active Twitter accounts, 54% have Facebook fan pages, 50% have YouTube video channels and 33% have corporate blogs. The companies in Asia have active blogs (50% vs. 34% in the U.S. and 25% in Europe) but are less active on Twitter and Facebook. Though they explored some local Asian social media websites (such as Mixi in Japan), there was nearly no activity through those channel either. The Asian companies are more comfortable connecting with the stakeholders using the corporate blog.

A. Case Study 1: Samsung’s #SapneHueBade Campaign

Samsung’s Smart class was launched in 2013 in collaboration with Navodaya Vidyalaya Samiti. It is available in more than 300 schools and more than 7400 teachers have benefitted from the smart classes.

Samsung’s #SapneHueBade is a case of effective Social Media engagement and achieving the desired goal by touching the right chord. The Samsung developed an Ad showing true emotional story of Sadanand Ugale, a student of Jawahar Navodaya Vidyalaya in Aurangabad. The short film starts from the boy’s father in remote village longing to meet his only son studying in the school. The father is amazed to visit the school and the notices a major difference in the attitude and vision of his son. Thus he finds the real reason behind his son staying away and approves with the reason of his son.

The video created by Samsung attracted more than 4.6 million views in YouTube. The emotional touch and the rural background echoed with the real problem of education in rural India. Till now more than 2 lakhs students have benefitted from the Samsung Smart Classes.

B. Case Study 2: LG Loves Indonesia

In 2011 LG developed a “click and donate” programme to run on the popular social media platform “Facebook”. The LG had a page on Facebook called “LG loves Indonesia” for their CSR activities in Indonesia. LG developed the online campaign to raise funds from each like on the Facebook page. The organization decided to donate a brick to construct a library for

the homeless children, for each likes that they were going to get on the Facebook page.

The campaign was launched on 15th May 2011 and just after a few days the user engagement reached to 10,000. On receiving such kind of great support initially and to get more support, the LG tweaked the programme and announced the donation of ₹1, 000 (\$US0.10). At the end of the campaign the LG was able to collect the donation of ₹34,172,000 (\$US4028) and 10000 bricks.

With the amazing support of the users and the great enthusiasm shown by the users to support the cause, the LG raised the donation amount to ₹200,000,000 (\$US23,577). The amount was provided to one of the partners in the program, Kick Andy Foundation, for the benefit of the underprivileged children in Indonesia.

IV. SOCIAL MEDIA: GIVING POWER TO USERS

The Social Media is changing rapidly and so its use. The organizations need to keep pace with this change and adapt the rapid changes. Organizations must understand that Social media is less about just using the media and more about tapping the individuals' engagement to be the voice of organizations in the media. Any organization can create the campaigns online and promote them in order to make the mass appeal. The campaigns can be made viral using various strategies and can be made available to the targeted audience thus reaching the desired audience and achieving the goal. Those users engaged in the Social Media platforms play their role in promoting the organization's cause by porting, tweeting and sharing the campaigns and thus making it visible to more and more people. Thus it will not be wrong to say that with the advancement of the Social Media the real power lies with the users.

REFERENCES

- [1] Leadpages, and Infusionsoft, "2016 small business marketing trends report".
- [2] C. Li, and J. Bernoff, *Groundswell: Winning in a World Transformed by Social Technologies*, Boston: Harvard Business Press, 2008.
- [3] R. Scoble, and S. Israel, *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*, John Wiley and Sons, Inc., Hoboken, New Jersey, January 2006.
- [4] C. M. K. Cheung, M. K. O. Lee, and D. R. Thadani, "The impact of positive electronic word-of-mouth on consumer online purchasing decision," In: M. D. Lytras et al. (eds) *Visioning and Engineering the Knowledge Society. A Web Science Perspective. WSKS 2009, Lecture Notes in Computer Science*, vol. 5736, pp. 501-510, Springer, Berlin, Heidelberg.
- [5] <https://www.techinasia.com/lg-csr-facebook>
- [6] D. Barefoot, and J. Szabo, *Friends with Benefits: A Social Media-Marketing Handbook*, No Starch Press, San Francisco, 2010.
- [7] I. Tanuri, "A literature review: Role of social media in contemporary marketing," 2010.
- [8] A. T. Stephen, and J. Galak, "The complementary roles of traditional and social media in driving marketing performance," 2009.
- [9] A. M. Weiss, N. H. Lurie, and D. J. Macinnis, "Listening to strangers: whose responses are valuable, how valuable are they, and why?," *Journal of Marketing Research*, vol. 45, no. 4, pp. 425-436, August 2008.
- [10] G. Powell, S. Groves, and J. Dimos, *ROI of Social Media: How to Improve the Return on your Social Marketing Investment*, John Wiley and Sons, New York, January 2011.
- [11] <https://news.samsung.com/in/samsung-smart-class-in-navodaya-schools-help-over-2-lakh-children/>