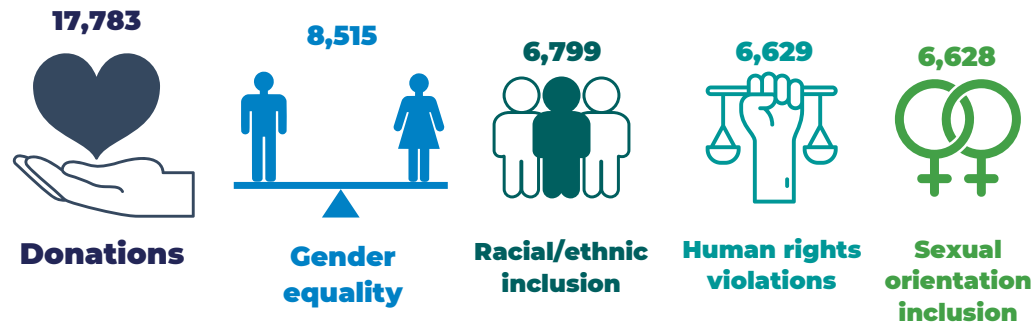


How Can PR and Comms Put the “S” in ESG? A Media Analysis

Media Analysis Summary



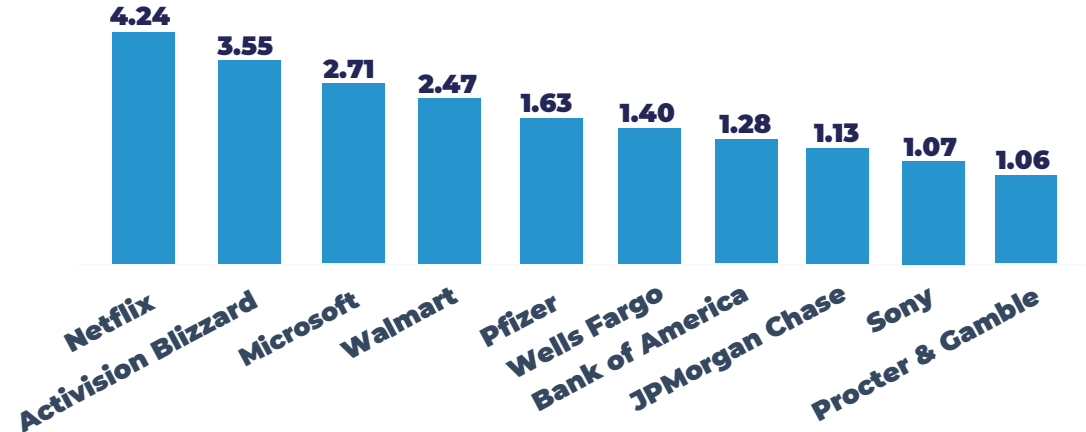
Top 5 'S' drivers by number of articles



While the ‘E’ and the ‘G’ are now more or less well-defined when it comes to the public understanding of ESG, the ‘S’ has not been given the same attention.

We found that corporate philanthropy is still widely used by PR teams to demonstrate to the local community and target audiences that their company is dedicated to a certain cause.

Top 10 companies in the 'S' debate with sentiment by media impact score



Financial services companies dominate the 'S' debate with diversity and inclusion initiatives.

5 tips on how PR and comms can advance the ‘S’ in ESG

- Rethink corporate philanthropy
- A single social principle needs to be championed to drive momentum
- Make ‘S’ and ‘E’ intertwine
- Communicate your genuine motives
- Ensure cause-brand compatibility



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Read the whole analysis here:

<https://commetric.com/2022/06/13/how-can-pr-and-comms-put-the-s-in-esg-a-media-analysis/>