

SMI SPECIAL REPORT: SOCIAL MEDIA SUSTAINABILITY INDEX

www.socialmediainfluence.com



Intelligence in social media



An essential guide to how the world's most sustainable companies are communicating their green convictions and deeds through social media



Overview

General Electric, IBM, Starbucks and Ford are the lead social media communicators when it comes to talking about sustainability and CSR. But, while a few companies excel in social media CSR communications, fewer than half of nearly 300 North American and European companies currently considered sustainability leaders in their fields are using social media to communicate their corporate and social responsibility accomplishments. Just one quarter have a dedicated social media sustainability channel or advocate.

That is the conclusion of a new in-depth SMI special report, researched and written by social media sustainability specialists Custom Communication. It offers a first-of-its-kind look at how 287 European and North American companies, all part of the Dow Jones Sustainability Index, the industry standard in identifying which companies operate the most sustainable business practices, are using social media to tell their stories.

What You Will Receive with the Full Report

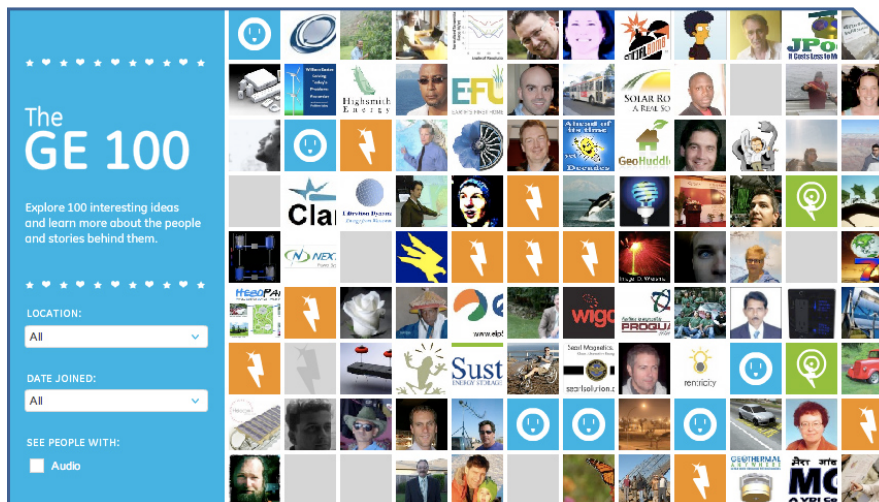
The full report provides a benchmark for the way the world's most sustainable companies are using social media to communicate their CSR and sustainability work. The full report delivers a:

- comprehensive analysis of how the world's most sustainable companies are using social media to communicate their work.
- critique of sustainability reputation management through social media.
- guide to how 15 leading companies are using social media for smart sustainability comms.
- sector-by-sector comparison of the companies that are excelling.
- complete index of the 120 social sustainable companies with links to their social media channels and properties.
- considered guide to the 100 top green business and CSR Tweeters.
- list of Do's and Don'ts for effective sustainability social media reputation management.
- set of simple tips on how to mobilise social media engagement.
- a top-line Powerpoint presentation to help promote training and in-house knowledge .

You can purchase the full report at:
www.socialmediainfluence.com/SMI-report

The numbers are more surprising when you consider that few of these companies can claim to be social media neophytes. Indeed, of the 287 companies that were looked at, 244, that's around 85 percent, already promote their consumer brands and ad campaigns through social media. Yet when it comes to where they stand on planet-saving and community-building initiatives they're social-media mute.

Joining GE, IBM, Starbucks and Ford at the top of the SMI Social Sustainability Index are acknowledged leaders in social media communications like PepsiCo and Dell. Others like German insurance giant Allianz have adopted innovative



ways to demonstrate their sustainability commitment and actions through smart storytelling and community building. Perhaps surprisingly, Nestle would be one of the social media sustainability leaders, were it not for its Facebook *faux pas* earlier in the year.

Then there are the laggards who are feted for sustainability standards and who are eager proponents of social media for marketing and sales but have yet to see the value in combining social with sustainability. Powerhouse companies like Diageo, Kodak, Heineken and Citigroup all fail to make the list of 120 companies that embrace social media to communicate sustainability.



The Changing World of Sustainability Communications

The past five years have seen a sea change in the world of online corporate and brand communication. The growth of blogs, social networks, microblogging and location-based mobile services has posed tremendous communications challenges for all companies. At first companies and brands were slow to appreciate the implications so-called social media would have for their business, but since coming to terms with just how quickly customers were changing their online activities, those once-blinkered brands have embraced social media, investing millions of dollars into social media marketing, online PR, customer service and recruitment projects. In this flurry to embrace the elusive social media market, communicating sustainability seems to have been left behind.

We have focused on the 287 North American and European companies listed in the DJSI to prepare this first-ever comprehensive study of how leading companies communicate sustainability using social media. As with the DJSI, this report breaks down the report into Europe and North America, and also by 10 broad industry sectors. It drills down into each sector to highlight what each of the companies is doing in sustainability social media, and it identifies the sector leader (where one stands out).

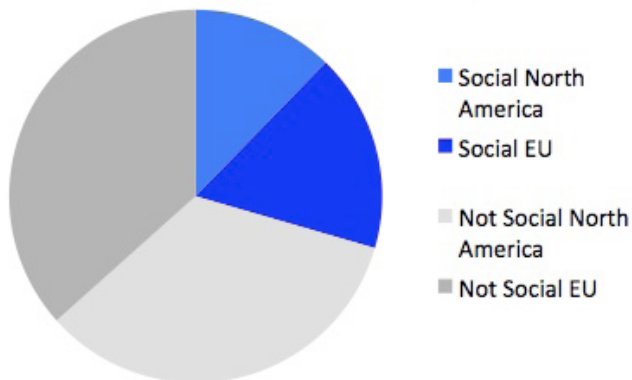
Key findings of the report include:

- 244 (85 percent) of the 287 companies use social media as some part of their general communications portfolio be it for PR, customer service or marketing.
- Just 65 (22.5 percent) of the 287 companies have social media communications dedicated to sustainability and CSR issues.
- 55, (19 percent) of the 287 companies rely on their general social media channels to talk about sustainability.
- 167 (58 percent) of the 287 companies have no social media conduit whatsoever for discussing sustainability.
- Of the North American companies, 70 (36 percent) are using some form of social media to communicate sustainability issues. Fifty (33 percent) of the European companies listed are doing so.
- Technology is the leading sector in embracing sustainability social media comms with tech companies making up 20 percent of the total North American companies listed. All the US tech companies listed have dedicated social media resources and channels for sustainability.
- Oil & Gas is the sector least represented in this survey. Just four of the 25 oil and gas companies surveyed were using social media to talk about sustainability issues.

By the Numbers

The charts on this page provide an overview of the continental divide, which sectors have dedicated social media resources devoted to sustainability and what percentage of companies in the sector are embracing social media for sustainability.

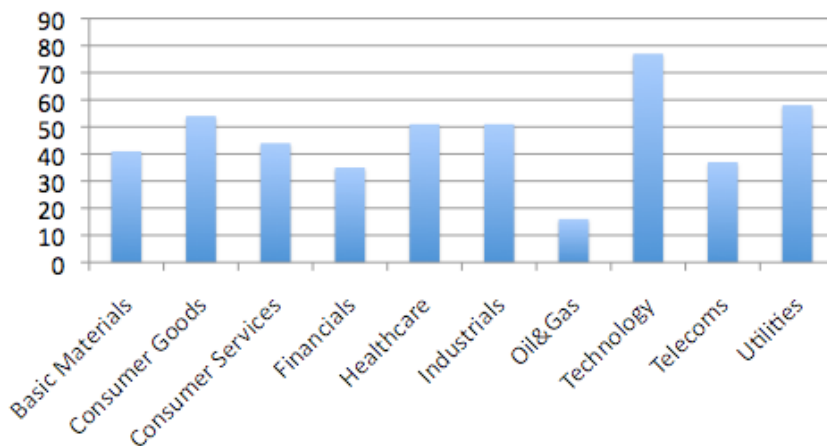
Slicing the Social Sustainability Pie



A snapshot of the 287 most sustainable companies in North America and Europe based on how they use social media to communicate sustainability

CUSTOM
COMMUNICATION

% of sector that uses social media for sustainability





Sector Leaders

From this list of the top ranking companies in each sector it becomes clear that some industries are more comfortable with social media engagement than others. Not surprisingly the technology and consumer goods sectors are particularly forward thinking while Oil & Gas lag far behind.

Sector	Company	Social Score
Basic Materials	Alcoa	59
Consumer Goods	Ford	95
Consumer Services	Starbucks	95
Financials	Allianz	90
Healthcare	Novartis	80
Industrials	GE	98
Oil & Gas	ENI	55
Technology	IBM	97
Telecoms	Telefonica	79
Utilities	PG&E	85

Our Methodology

This special report has a very specific focus on the ways companies are using social media to communicate sustainability to external stakeholders, including the public, the media, shareholders, NGOs and employees. We've based our evaluations on the following criteria: Does the company:

1. have a dedicated social media voice/channel for sustainability communication?
2. use existing social media channels to talk about sustainability?
3. use social media to communicate specific sustainability campaigns/causes?
4. discuss sustainability topics in general?
5. discuss and highlight action it is taking to be more sustainable?
6. make its annual corporate responsibility report shareable through social media?
7. bring sustainability issues to life with engaging content and storytelling?
8. enable community feedback/interaction on sustainability issues?

Information Management

Five years ago, getting news online about sustainability was both relatively simple and also very frustrating. For the most part we were dependent on the paltry coverage online newspapers gave to issues like environmentalism, corporate responsibility, biodiversity and climate change. Social media has created an explosion of information sources in the form of blogs, dedicated green news sites and Twitter. But even as we are now spoiled for choice on green information it's become much harder to evaluate the quality of the information at our disposal.

In some cases social media has uncovered a breed of vibrant new voices and independent thinkers who are delivering information and expertise we might never have discovered previously. In many cases however, social media has created a world of cluttered and confusing noise that can simply lead to information overload. For this report we've compiled a handy guide to what we call the Green Twitterati – the 100 most useful voices on business sustainability and CSR practices. To compile it we called upon some of the news sources Custom Communication uses to produce for its clients the Sustainability Cheat Sheet, a bespoke and targeted weekly news digest of the most important watchdogs and policy influencers by sustainability sector.

The Green Twitterati



Media

1. **Subrigavar**
German based CSR news
2. **SustainableBiz**
Prolific aggregator
3. **EnnNews**
NY based green news headlines
4. **Greenbiztweets**
San Francisco based green news
5. **Dotearth**
NYT green blog
6. **Sustainablemag/sustainability-news**
As it says
7. **Guardianeco**
The Guardian's Environmental section
8. **Grist**
Edgy green journalism
9. **HuffPostGreen**
Environmental section of Huffington Post
10. **CorporateKnight**
Business ethics magazine
11. **Greenwombat**
Todd Woody Contributing editor, Fortune Magazine
12. **TreeHugger**
Leading sustainability blog
13. **Jerryjamesstone**
Prolific environmental writer
14. **Ethical_Corp**
News and analysis about sustainability and anti-corruption
15. **3BLMedia**
CSR news
16. **MarcGunther**
CSR business writer
17. **CSR Wire**
CSR news and analysis
18. **OliviaZaleski**
Host of CNN and Fortune Magazine's "Business of Green"
19. **Britesprite**
UK-based sustainability journalist
20. **Mongabay**
Environmental science and conservation news



Consultants and Agencies

- 1. Adamwerbach**
VP of sustainability at Ogilvy
- 2. Tom Raftery**
Lead analyst and blogger at GreenMonk
- 3. Debjustmeans**
MD of Just Means
- 4. Mcmilker**
Eco-marketing expert
- 5. GoodCorporation**
Ethical and sustainable consultancy
- 6. ConeLLC**
Strategy and communications agency
- 7. TaigaCompany**
Sustainability consultants
- 8. RealizedWorth**
Social media CSR consultants
- 9. Futerra**
Enviro PR agency
- 10. Stacykinney**
Eco friendly marketing
- 11. Mateoy**
Founder of Custom Communication
- 12. Mrochte**
CSR consultant
- 13. Mallenbaker**
Sustainability and CSR consultant
- 14. DRMeyer1**
Green Supply Chain & Enviro Consulting
- 15. Dcarli**
Social media and social responsibility
- 16. FabianPattberg**
Sustainability consultant and social media advocate
- 17. Davidcoethica**
CSR, sustainability, ethical business and environment specialist
- 18. Mvellandi**
Digital PR
- 19. Greensmith**
CSR and sustainability consultant
- 20. Elaine Cohen**
CSR Consultant

Companies

- 1. Gfriend**
CEO of Natural Logic Inc
- 2. Hlovins**
President of Natural Capitalism Solutions
- 3. JeffreyHogue**
VP of sustainability at Danisco
- 4. Jamesfarrar**
Vice President Sustainability at SAP
- 5. Clayton Ford**
CSR at Diageo
- 6. FordDriveGreen**
Ford Green Tech news
- 7. Zerofootprint**
Socially responsible enterprise with a mission to apply technology, design and risk management
- 8. Mcfoundation**
Independent, private foundation dedicated to increasing access to microfinance and youth education to people in developing countries.
- 9. Smarterplanet (IBM)**
IBM CSR
- 10. Intel_CSR**
Intel CSR
- 11. Msftcitizenship**
Microsoft CSR
- 12. Next100blog**
Sustainability tweets supported by PG&E
- 13. EWEA**
EWEA is the voice of the wind industry
- 14. JNJStories**
Sustainable storytelling from Johnson&Johnson
- 15. DanoneCommunities**
Danone's commitment to CSR, anti-poverty and microfinance
- 16. Livablecities**
Innovative solutions from Philips to improve people's health and well-being in cities
- 17. GreenerTesco**
Consumer-focused green tips from Tesco
- 18. Az_knowledge**
Allianz's thought leadership feed about climate change, health and microfinance
- 19. Bancaparatodos**
Park of BBVA's "banking for all" CSR project
- 20. GHCommunity**
Allstate's social community



NGO's

1. **Worldresources**
World Resources Institute
2. **BankTrack**
Urging financial services to make sustainable investments
3. **Nature_org**
The Nature Conservancy
4. **NRDC**
The Natural Resources Defense Council
5. **NWF**
The National Wildlife Federation
6. **RnfrstAlliance**
The Rainforest Alliance
7. **Sierra_Magazine**
Official tweets from Sierra Club
8. **Wilderness**
The Wilderness Society
9. **World_Wildlife**
The World Wildlife Fund promotes wildlife conservation and protection efforts worldwide
10. **EnvDefenseFund**
The Environmental Defense Fund works with governments, communities
11. **Foe_us**
Friends of the Earth
12. **Humanitarian News**
Rome-based aggregator for global humanitarian issues
13. **Greenpeace**
Greenpeace...of course
14. **AmazonWatch**
Amazon river advocates
15. **ClimateGroup**
Not-for-profit organisation with aim to accelerate a low carbon economy
16. **ClimateProject**
Educate and challenge citizens and governments into action against the growing crisis of global warming
17. **Rainforest Action Network**
Edgy environmental campaigners
18. **10:10**
Individuals committed to reducing carbon by 10%
19. **Survival International**
Defending rights of Tribal peoples
20. **Global Witness**
Respected anti-corruption NGO

Academia, Politics & Community

1. **Ghoberg**
Environmental/natural resource policy professor
2. **YaleE360**
Smart academic tweeting
3. **Ethicsblogger**
Chris MacDonald, expert in business ethics
4. **Redgreenandblue RedGreenandBlue.org**
Environmental opinions
5. **Earthjustice**
Non-profit environmental law firm
6. **GreenEnergyBrf**
White House press room source of green news
7. **Hal_Good**
Government procurement director with a passion for innovation
8. **Elaineishere**
Green building specialist
9. **Sustainableprof**
International Society of Sustainability Professionals
10. **SustainableJobs**
CSR and Sustainability Recruiter
11. **Joannayarrow**
Founder of Beyond Green
12. **Devcrossing**
CSR community network
13. **GreenREACH**
GreenREACH connects green experts to the people who need them through training, promotion and technology
14. **Greenopolis**
Green living tips
15. **OpportunityGreen**
Opportunity Green inspires a collaborative culture of new thinking and unconventional ideas that pushes change
16. **SustainableComm**
The Institute for Sustainable Communities
17. **Dothegreenthing**
Creative thinking in going green
18. **Ceres**
Sustainable investment news
19. **Paynter**
Founder and CEO of Care2
20. **Alex Steffen**
Writer and public speaker on sustainability issues

About This Report

This special report was commissioned by SMI and produced by Custom Communication. The lead author of the report is Matthew Yeomans, who heads up Custom Communication's editorial and consulting operations. He is a former business and environmental journalist whose work has been published in Time, Wired, the Industry Standard and The Atlantic Monthly. He is the author of Oil: Anatomy of an Industry.



SMI

Social Media Influence provides intelligence and analysis for business professionals looking to understand and navigate the ever-evolving world of online communication. The site is edited by Bernhard Warner, a longtime business and technology journalist who has written and edited for Reuters, The Industry Standard, the Times and Wired.

Social Media Influence also runs one of the longest-established social media conferences, publishes industry reports and best practice white papers for social media practitioners as well as providing social media and online editorial training and consultancy.

www.socialmediainfluence.com

Custom Communication

Custom Communication specialises in online strategy and content. Run by veteran online journalists, since 2005 it has helped companies understand how to engage in social media through the smart use of editorial content. Custom has a special focus on sustainability communication and creates bespoke news digests for enterprise communities and editorial CSR content for external social media communities.

www.customcommunication.co.uk

CUSTOM
COMMUNICATION

- Sustainability cheat sheets
- Social media strategy for sustainability
- Online editorial content
- Social media reputation management

contact: matthew@customcommunication.co.uk



Intelligence in social media

Follow us on:



Subscribe to our weekly newsletter of social media analysis:
www.socialmediainfluence.com

For editorial inquiries contact Bernhard Warner, Editor: Bernhard@socialmediainfluence.com
For advertising and business inquiries contact Mark Pigou: Mark@socialmediainfluence.com