

## Checklist: Why CSR Matters in Public Relations

### 1. **Developing Trust**

- Demonstrate the company's commitment beyond profits.
- Align CSR efforts with social or environmental causes.
- Highlight examples where CSR initiatives led to increased customer loyalty.

### 2. **Adapting to the Values of the Audience**

- Research and address values important to your target demographic (e.g., sustainability, diversity).
- Create campaigns that emotionally connect with the audience.
- Use CSR to resonate with younger generations and their principles.

### 3. **Crisis Management**

- Leverage CSR commitments to manage public criticism.
- Showcase long-term CSR plans to reinforce ethical practices.
- Turn crises into opportunities by emphasizing a brand's commitment to social responsibility.

### 4. **Improving Reputation**

- Establish consistent and visible social responsibility programs.
- Partner with causes that enhance your brand image (e.g., supporting local farmers, sustainable practices).
- Highlight positive outcomes of CSR efforts to strengthen public image.

### 5. **Attracting Talent**

- Develop CSR initiatives that align with employee values.
- Promote your CSR efforts during recruitment to attract purpose-driven professionals.
- Measure employee satisfaction and retention rates linked to CSR programs.