



Benevity Webinar | Nov. 16, 2022

Telling Your **CSR Story**

Our panelists shared ways to connect with your employees and stakeholders on a deeper level through impactful internal storytelling.

This webinar also taught us how to integrate data-enabled insights into your storytelling when reporting on results and how to incorporate storytelling internally to gain executive buy-in.

Featured Panelists



Eva Taylor

Director, Social Impact, Hootsuite



Tiana Austel

Sr. Specialist, Corporate Social Responsibility, Illumina



Erica Graham Jordan (Moderator)

Area VP of Sales, Benevity

Key Themes

- Stories told by employees will better resonate with their peers.
- Removing barriers to storytelling encourages employees to share their diverse stories in unique ways.
- Aligning to values, branding and storytelling, testing and iterating and engaging leadership are components of CSR storytelling.
- A strong narrative and direction are crucial for engaging employees in storytelling.

Key Takeaways

- Leverage your different internal communication channels to share stories to help increase program participation.
- Be flexible by considering your employees perspectives and be able to pivot and react in the moment to create successful, engaging campaigns.
- Ensure you have a cohesive narrative when storytelling so your audience can clearly understand your message.
- Tie stories into existing touch points with teams to avoid creating new places to find this information.

Watch the on-demand webinar
Telling Your CSR Story

