

Optimize Your ESG Narrative

Philanthropy is an underutilized opportunity to improve your brand's **social reputation**.

Environment, Social, and Governance (ESG) topics are significant factors in shaping your brand's reputation. And the best way to manage your ESG narrative is to have a deeper understanding of the messages that drive the conversation and resonate with audiences.

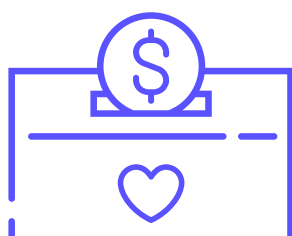
For this, we must examine each dimension of ESG independently to identify the themes and topics that elicit positive/negative coverage and social engagement.

At PublicRelay, we performed a benchmark analysis of the media coverage of the world's leading companies to learn how they perform in the various facets of ESG.

Let's take a closer look at the social dimension of companies' ESG reputations.

We found that companies rarely generate coverage about their philanthropic efforts compared with other social topics.

But when they do, those messages are overwhelmingly positive (**75%**) and received over **2x** more Twitter sharing per article than other social topics.



Social Topic Mentions and Average Twitter Shares by Tone

Y-Axis = # of Mentions Color = Average Tone Size = Average Twitter Shares

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Fewer Shares More Shares



So, what does this mean for your ESG communications?

Philanthropy messages are an underutilized opportunity to generate positive, highly shared ESG coverage that can help balance or boost your social reputation.

You can stay on top of the workplace and community impact conversations while capitalizing on philanthropy to **differentiate yourself from peers** and offset negative coverage.

Want to **elevate your communications?**

Read our [Communications in Context](#) whitepaper to **preview more insights** from the PublicRelay Benchmark report.