

in context



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# SUSTAINABILITY AND SOCIAL MEDIA IN CONTEXT



**SOCIAL MEDIA  
DEMYSTIFIED!**

**SEE HOW DIGITAL CAN GET YOU NOTICED  
WHILE CONTRIBUTING TO A BETTER WORLD**



## ABOUT context

Since 1997, we have helped multinationals devise corporate sustainability strategies, engage with stakeholders and communicate with internal and external audiences.

The Context team is transatlantic, working seamlessly between our offices in London, Los Angeles and New York.

We are experts in three core areas:

- Corporate sustainability
- Communications
- Business strategy and consultancy.

This unique combination enables us to advise clients on strategic sustainability issues and to craft compelling sustainability communications.

We provide the total package, working with proven long-term partners in digital media and design.




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# SOCIAL MEDIA IN CONTEXT

Social media vastly expands opportunities for companies to promote their sustainability thinking and to really engage with their stakeholders.

Brands have been quick to grab their social media chances. But corporates remain shy to join the party, fidgeting like wallflowers and merely using the technology to monitor what the crowd is saying about them.

Such reticence spells disaster, especially for those who have aspirations to be recognised as sustainability thought leaders.

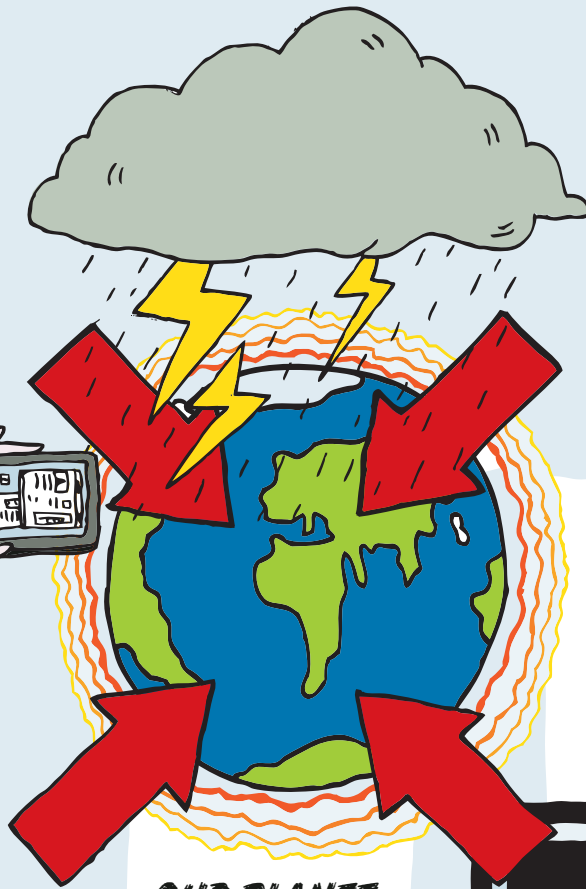
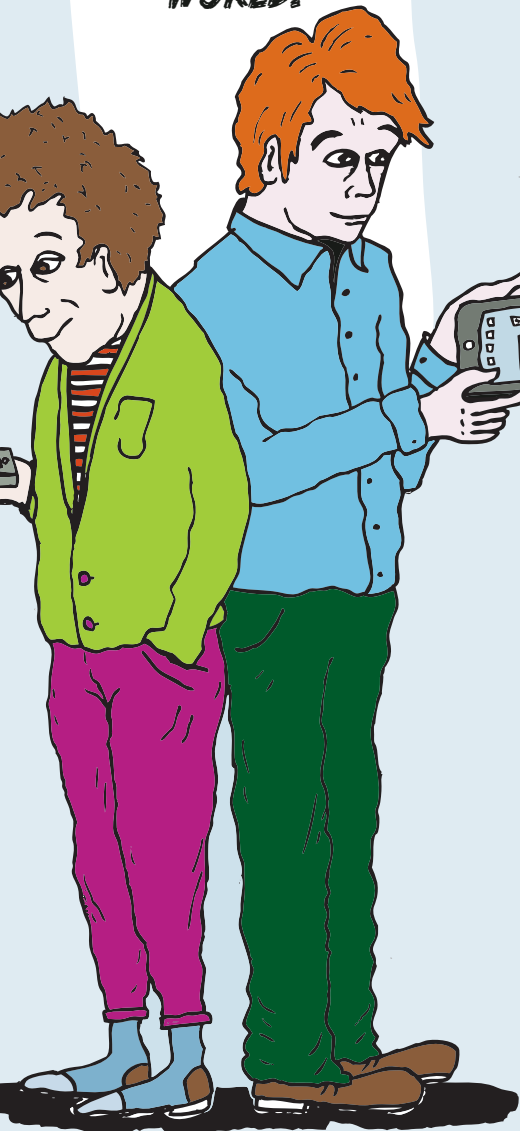
Consumers, customers, employees, suppliers and policy makers increasingly expect corporations to contribute to a better world.

Their contributions – services, products or ideas – are essential if corporations are to thrive in global markets that demand social and environmental innovation. Companies have to be seen to be making a difference.

This is why a good understanding of how to use social media is critically important. It is not enough to have a great idea, companies are judged on how they share and how they collaborate for the common good. This is what it means to be part of the conversation.

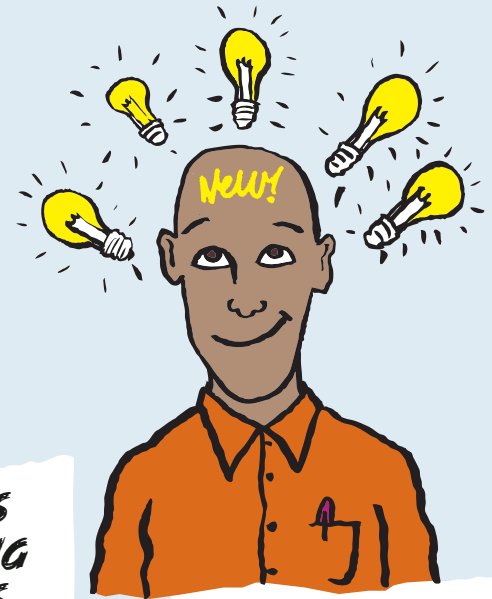
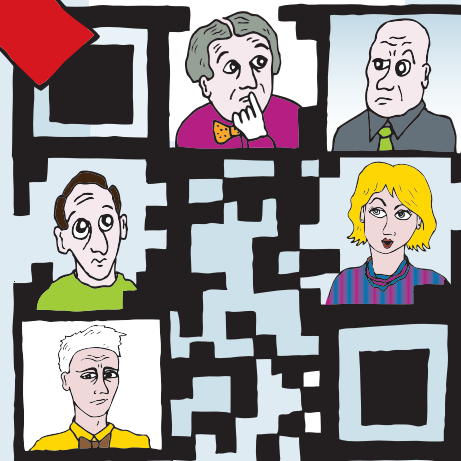
We have helped companies communicate about their sustainability efforts since 1997. We understand both new and old ways to join the conversation. We will demystify social media and help you concentrate on sharing your ideas. For the common good. For your good.

**WE ARE LIVING  
IN A DISRUPTED  
WORLD.**



**OUR PLANET  
IS UNDER  
THREAT -  
CLIMATE  
CHANGE AND  
TOO MANY  
PEOPLE.**

**DIGITAL IS  
DISRUPTING  
BUSINESS  
AND  
CHANGING  
OUR LIVES.**



**WE NEED CLEVER  
IDEAS ON HOW  
TO PROSPER -  
BUSINESS  
HAS THE BRAINS  
TO HELP.**

**SOCIAL MEDIA  
IS A GOOD WAY  
TO SHARE IDEAS  
AND LEARN -  
HERE'S HOW...**

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## FOUR-STEP DIGITAL STRATEGY

### 1. BLOG

THIS IS YOUR FIRST  
STEP - WHERE YOUR  
THINKING BEGINS.

PUBLISH YOUR IDEAS  
IN A BLOG  
- THAT'S YOUR  
CONTRIBUTION TO  
A BETTER WORLD.

YOU ARE A THOUGHT LEADER.  
THINK BIG. FOR SOCIAL MEDIA:  
THINK VISUAL, THINK EMOTIONAL.



GOOD FOR  
THOUGHT LEADERS



ASK CONTEXT IF YOU NEED HELP.

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# 2. PROMOTE

EVERY COMPANY IS NOW A PUBLISHER. YOU HAVE TO PUBLISH AND PROMOTE. AND PROMOTE...

START CONVERSATIONS. JOIN CONVERSATIONS. BE HUMBLE. RETURN FAVOURS - RETWEET, REBLOG.

NOW SELL YOUR IDEAS AND YOURSELF. TRY TO MAKE IT PERSONAL, AVOID THE CORPORATE. INSTIGATE AND REACT. BE ORIGINAL.

ALWAYS GIVE MORE INFORMATION THAN YOU TAKE - THE CROWD WILL TELL OTHERS - IT'S EXPONENTIAL.

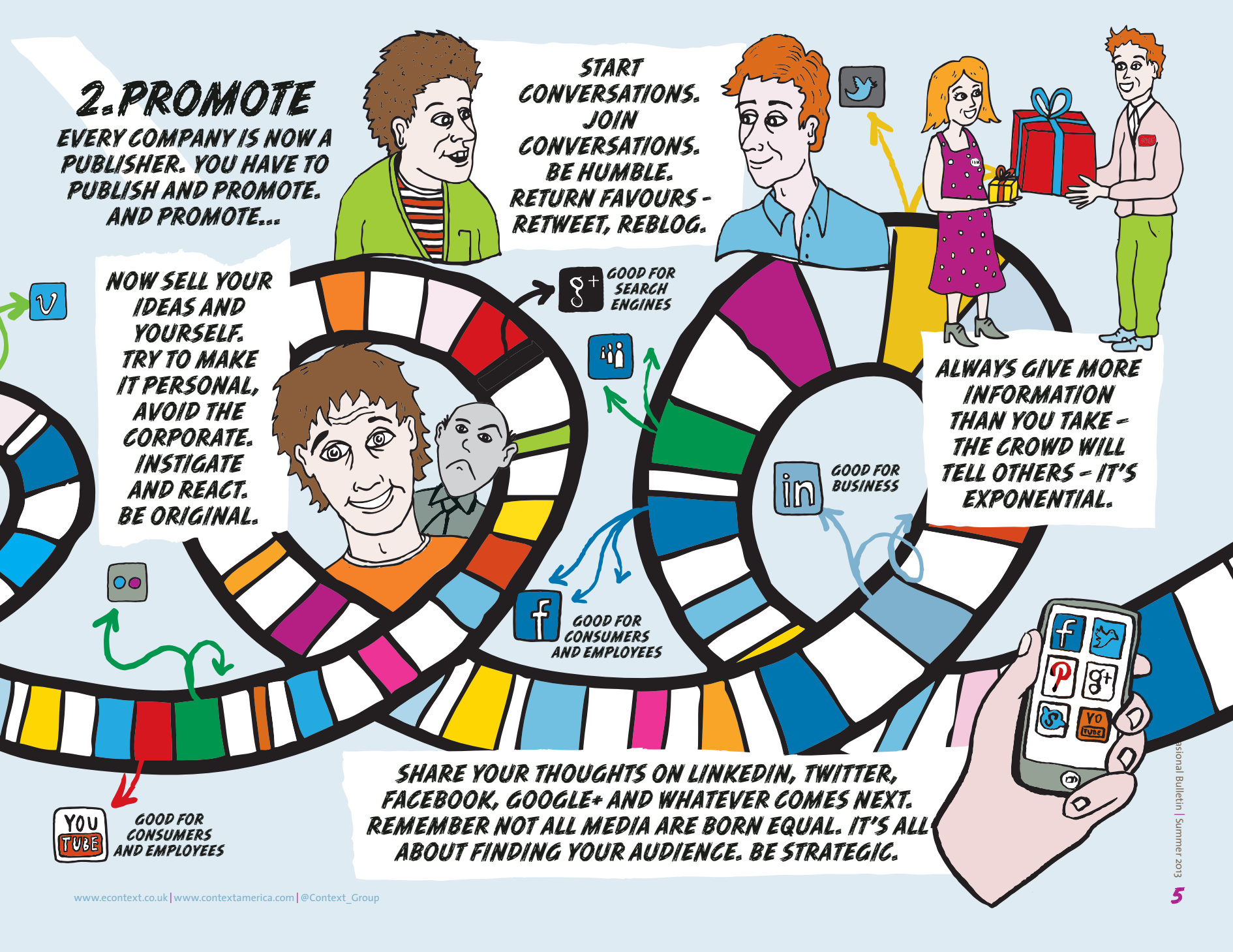
SHARE YOUR THOUGHTS ON LINKEDIN, TWITTER, FACEBOOK, GOOGLE+ AND WHATEVER COMES NEXT. REMEMBER NOT ALL MEDIA ARE BORN EQUAL. IT'S ALL ABOUT FINDING YOUR AUDIENCE. BE STRATEGIC.

**YOUTUBE**  
GOOD FOR CONSUMERS AND EMPLOYEES

**f**  
GOOD FOR CONSUMERS AND EMPLOYEES

**g+**  
GOOD FOR SEARCH ENGINES

**in**  
GOOD FOR BUSINESS





**KEEP UP THE  
MOMENTUM - KEEP  
SHARING OR YOU  
WILL BE FORGOTTEN.**

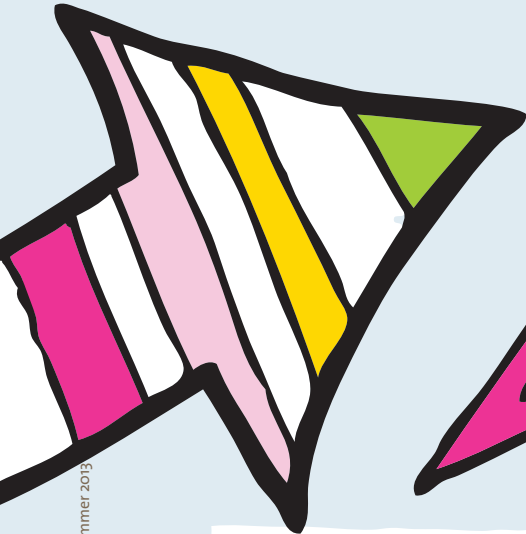


**SOCIAL MEDIA IS A COCKTAIL PARTY  
NOT A POLITICAL DEBATE - REMEMBER  
ETIQUETTE AND LOTS OF AIR KISSING.**

**3. ENGAGE**  
**SHARE INFORMATION  
AND MAKE FRIENDS.  
THEY WILL RETELL  
YOUR STORY.**

**TELL YOUR  
STORIES ABOUT  
HOW YOU'RE  
HELPING TO MAKE  
A BETTER WORLD.**

**DON'T TELL LITTLE GREEN  
LIES - GREEN WASHING -  
BECAUSE THE CROWD WILL  
TURN ITS BACKS.**





**THAT'S WHY YOU MUST MEASURE WHO'S LISTENING. WHO'S TELLING OTHERS ABOUT YOU.**

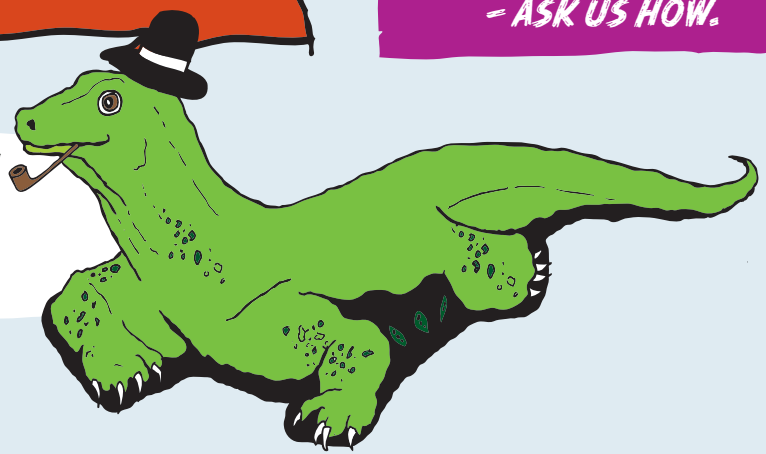


**THERE'S A LOT OF EASY DATA, BUT INTERPRETING IT IS HARD. SEEK ADVICE.**

**CONTEXT CAN HELP YOU - ASK US HOW.**

**4. MONITOR**  
**NEVER TO BE FORGOTTEN. USING DIGITAL IS A SERIOUS BUSINESS - YOU MUST KNOW IF YOU ARE REACHING THE RIGHT AUDIENCES.**

**SOCIAL MEDIA IS FUN AND VERY SERIOUS. (A BIT LIKE A FRIENDLY MONITOR LIZARD).**



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## FOUR-STEP DIGITAL STRATEGY SUMMARY

### 1. BLOG

IDEAS WILL MAKE THE  
WORLD A BETTER PLACE  
AND GET YOU NOTICED.



2. PROMOTE  
USE SOCIAL MEDIA TO  
SPREAD YOUR IDEAS.

3. ENGAGE  
MAKE SURE TO START  
AND JOIN VIRTUAL  
CONVERSATIONS.



4. MONITOR  
MEASURE YOUR  
SUCCESS -  
USE DATA TO  
IMPROVE.

WE LOOK FORWARD TO HEARING  
YOUR IDEAS AND JOINING YOUR  
CONVERSATIONS...

SEE PAGE  
TWO FOR  
OUR  
CONTACTS.