



Measuring Ethical Culture Through Social Media

A 2018 BELA Focused Facts Report

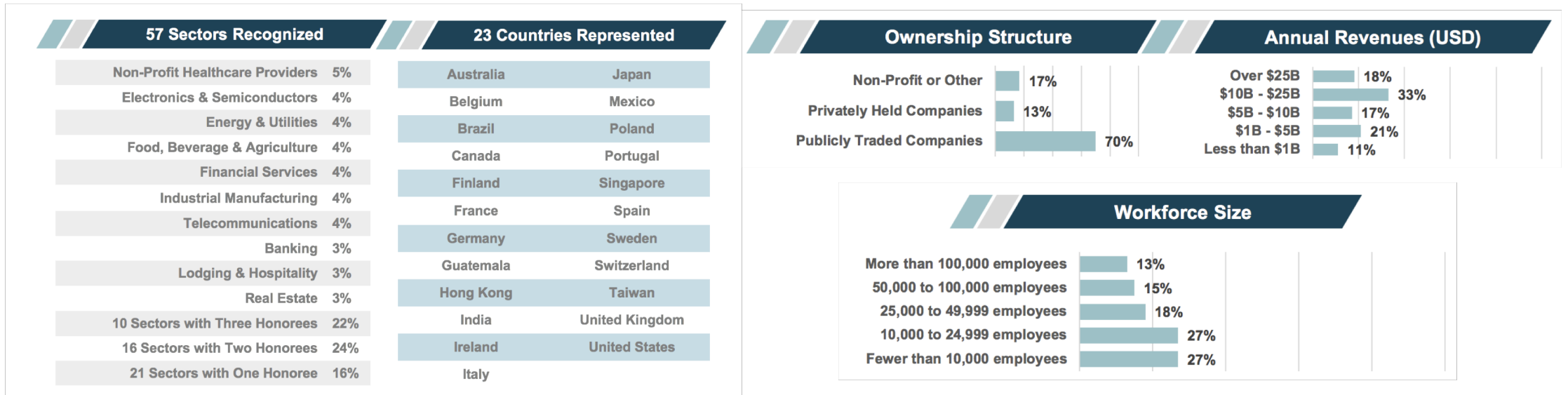
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About the World's Most Ethical Companies® Data Set

This Report contains data points from Ethisphere's 2018 World's Most Ethical Companies ("WMEC") data set. This data set provides insights into the programs and practices of leading companies from around the world.

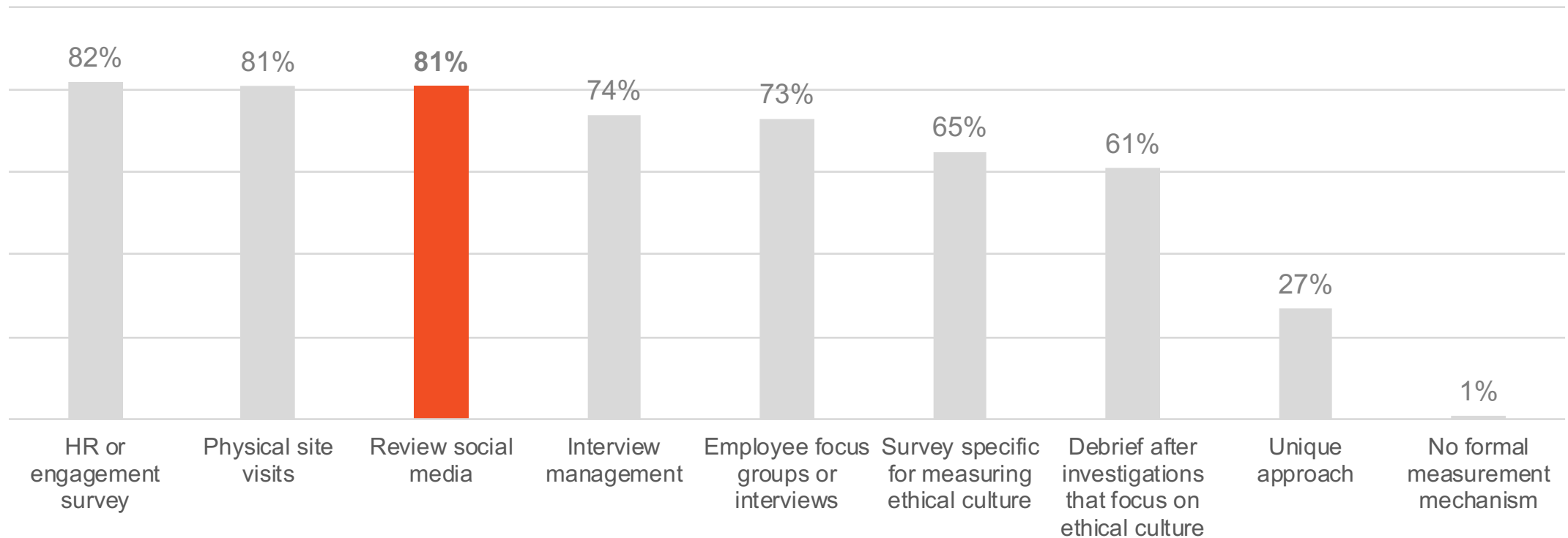
The illustrations below describes the 135 companies that comprise the data set referenced throughout the Report.

For the full list of WMEC companies visit: <http://worldsmoethicalcompanies.ethisphere.com/honorees>



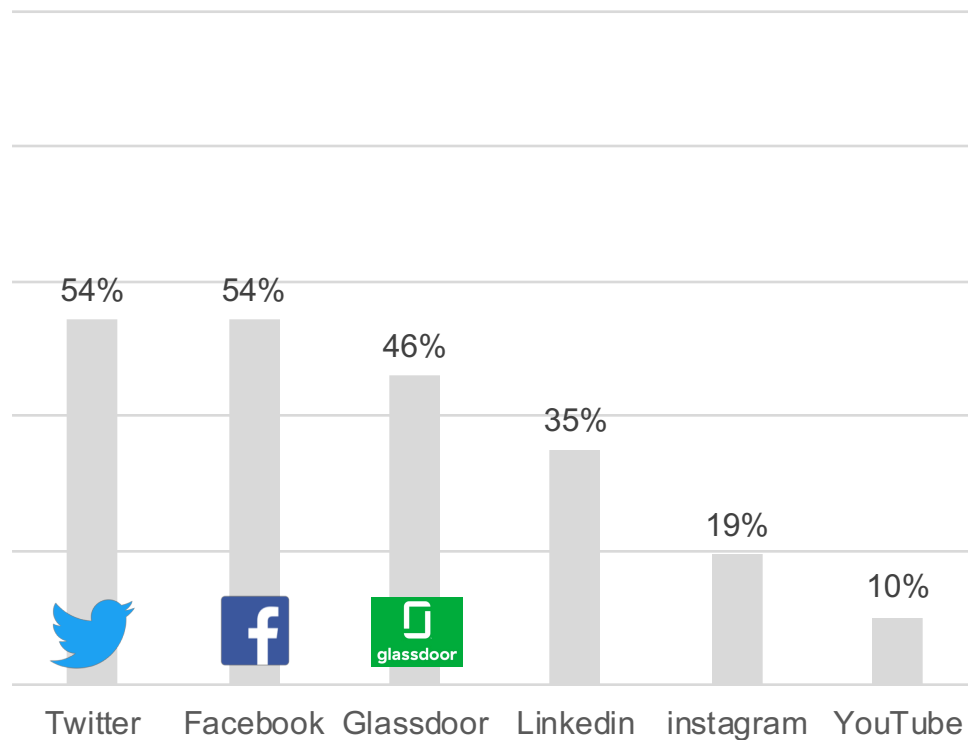
Reviewing Social Media is Among the Three Most Commonly Used Methods to Measure Ethical Culture at Leading Companies

“Indicate which of the following, if any, that accurately describes your company’s approach to measuring corporate ethical culture.”



While Twitter, Facebook, Glassdoor Are Popular Platforms Used to Measure Ethical Culture, Many Also Leverage Social Media Aggregators

Which social media source(s) do you use to measure ethical culture?



Notable Social Media Aggregators and unique tools used by 2018 Honorees:

- BLIND (www.teamblind.com; anonymous employee comment platform)
- Yammer (www.yammer.com; internal chat and microblogging platform)
- Radian6 (now Salesforce Marketing Cloud)
- Brandwatch (www.brandwatch.com; social media analytics)
- Sprinklr (www.sprinklr.com; enterprise social media management suite)
- Hearsay Social (www.hearsaysystems.com; financial sector oriented client social media platform)

What Honorees are Saying About How Social Media is Used to Measure Ethical Culture

- “...we monitor reviews for [thousands of] branch locations on review sites that aren't easily accessible.”
- “We have a **detailed social media playbook** that outlines the specific community management process and sets expectations on responding to comments within 1 business day.”
- “We respond to Facebook and Twitter complaints **within two business hours.**”
- “[We] **post new content daily** to all channels.”
- “**Every online review is read by a member of our social media team**, who connects reviewers with customer service teams when appropriate. We escalate serious personnel concerns to Human Resources, and ethics complaints to internal teams...”
- “Our PR team reviews most major social media outlets and will **escalate compliance or ethics issues to our team** if they arise.”
- “We receive daily alerts on any posts pertaining to [our company] and **monitor, share, engage, and/or act upon as appropriate.**”

Three Key Takeaways: Lessons Learned from the World's Most Ethical Companies Data Set

Bring on the Experts

Navigating social media is challenging without the right team or tools. Multiple honorees report using professional services firms and tools, such as Weber Shandwick, Cision Communications Cloud, or Brandwatch, to help separate the signal versus the noise.

Do Not Neglect the Niche Players

Leveraging the tools and analytics of the big, popular platforms is paramount to an effective ethical culture measurement strategy through social media. However, do not overlook vertical- or customer-specific platforms that may hold relevance to your space, such as Hearsay (finance) and Yelp (consumer goods).

Use Social as a Ethical Culture Support, Not the Foundation

Honorees position social media data as a complement to other ethical culture measurement modalities, such as site visits and employee surveys. Triangulate data from multiple, disparate sources to ensure you are viewing the entire cultural picture at your organization.



BELA Focused Facts Report

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