



7 Do's and Don'ts for Your ESG Comms

Public interest in organizations' commitment to environmental, social and governance (ESG) issues has increased significantly in recent years, creating an opportunity for communications and PR teams to step up and lead the narrative.



Be Transparent

In addition to communicating the ESG goals your brand or organization has committed to, keep your audience of internal and external stakeholders in the loop with regular updates on the progress toward those goals. The more transparent you are about your ESG progress, the more you will build trust with – and instill confidence in – key audiences.



Stay Consistent

Having a unified and consistent message across all your channels (from your website or dedicated IR page, to your blog and social channels) is also key to establishing credibility and trust. Work with various teams across the organization to align on messaging to ensure audiences on every side are hearing the same thing and clear on where your organization stands.



Enlist the Help of Your Employees

Engage your employees to spread the word about your ESG efforts on their social channels. When you give your employees something they can rally behind, and they can be powerful ambassadors.



Keep Your Eye on the Prize

ESG is about the long game. While you may be hesitant to increase spending on ESG initiatives, remember that it will ultimately benefit an organization's bottom line in the long term.



Limit Your Target Audience

Some organizations make the mistake of disseminating critical information to a limited audience. Wider distribution will improve brand awareness and keep your company at the forefront of investors' considerations.



Get Too Technical

Companies tend to only share their ESG initiatives in an earnings release or investor presentation using excessively technical language. Now customers are also curious, so make sure you're "speaking their language" through easy-to-understand messaging. (Overly technical jargon can also be misinterpreted as a tactic to mask lackluster ESG commitments.)



Stay Silent

ESG has been around for a while, but the events of 2020 have propelled ESG issues into the spotlight. Consumers, employees and investors want to know how companies are stepping up to the plate - and it's influencing their actions as well: Consumers are more likely to buy from companies whose values align with theirs; employees want to work for companies whose actions they believe in; and investors know that companies with high ESG standards tend to perform better.