

PlayPlay

Our tips for making your
CSR videos a success



Agenda

Introduction : What is CSR?

1. What are your company's initiatives
2. Communicate in videos: the do & don't
3. Inspirations to go further

Conclusion

The background features a smooth gradient from purple on the left to orange on the right. Numerous gold-colored confetti pieces, including long, wavy streamers and small rectangular bits, are scattered across the scene, appearing to fall from the top. The text 'POP QUIZ' is centered in the lower half of the image.

POP QUIZ

...% of consumers believe
that companies should take
action to address social
issues.

83% of consumers believe
that companies should take
action to address social
issues.

...% of global online consumers are willing to pay more for sustainability

A. 17%

B. 27%

D. 55%

C. 71%

...% of global online consumers are willing to pay more for sustainability

A. 17%

B. 27%

D. 55%

C. 71%

...% of employees cited a sense of purpose as a factor in their choice of current employer.

77% of employees cited a sense of purpose as a factor in their choice of current employer.

CSR stands for:



Corporate



Social

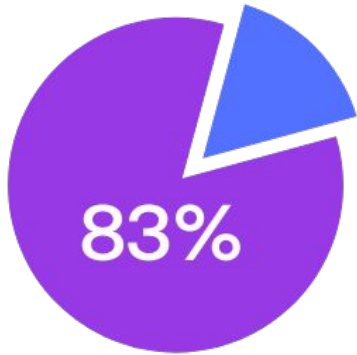


Responsibility

Definition

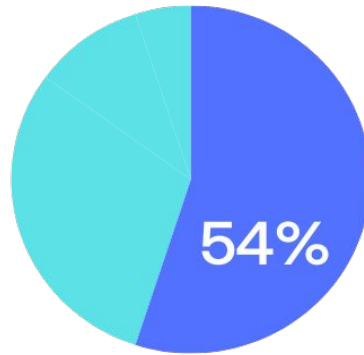
Corporate Social Responsibility (CSR) is commonly defined as a business model in which companies integrate **social and environmental concerns** in their business operations and interactions with their stakeholders instead of only considering economic profits.

Why is it important?



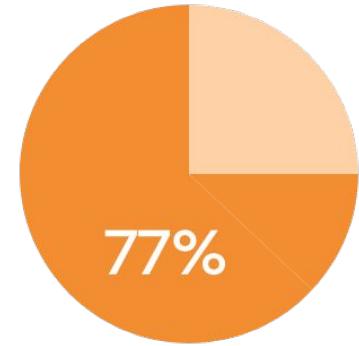
of consumers believe that companies should take action to address social issues.

**Edelman - 2020*



of global consumers consider a company's CSR practices when making purchasing decisions.

**procurement statistics - 2024*



of employees cited a sense of purpose as a factor in their choice of current employer.

**procurement statistics - 2024*

1.

What are your company's initiatives

What is a CSR initiative?

A CSR initiative is an action or project implemented by a company to integrate social, environmental and economic concerns into its activities and its interactions with its stakeholders.

It is necessary to identify the actions of your company before any communication.



Environmental
Initiatives

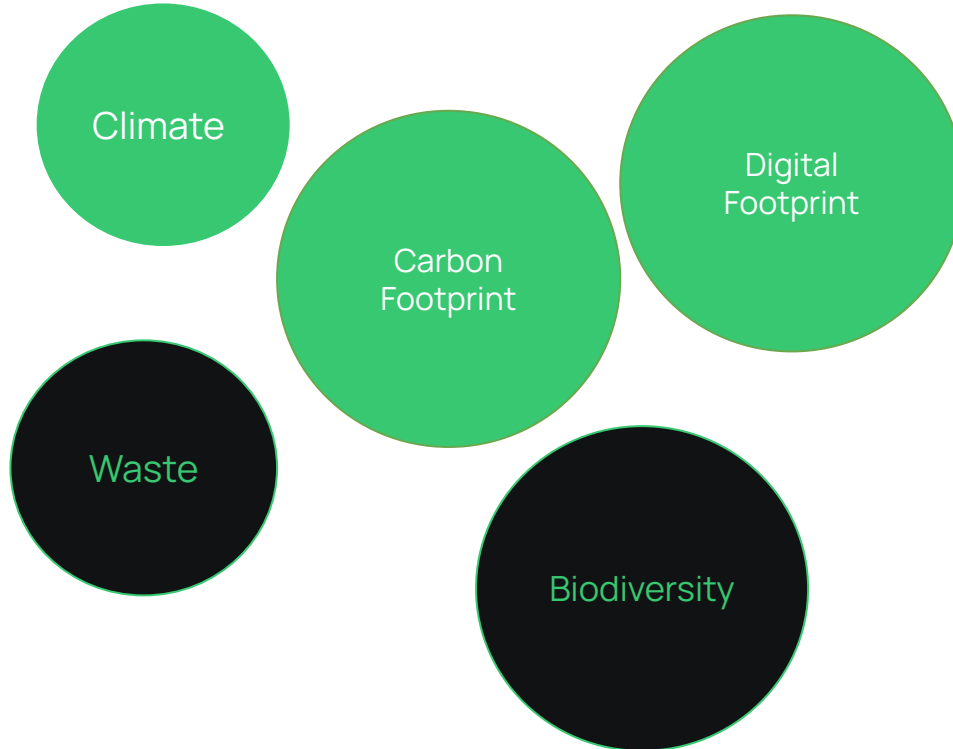


Social
Initiatives



Economic
Initiatives

Environmental Initiatives



PlayPlay

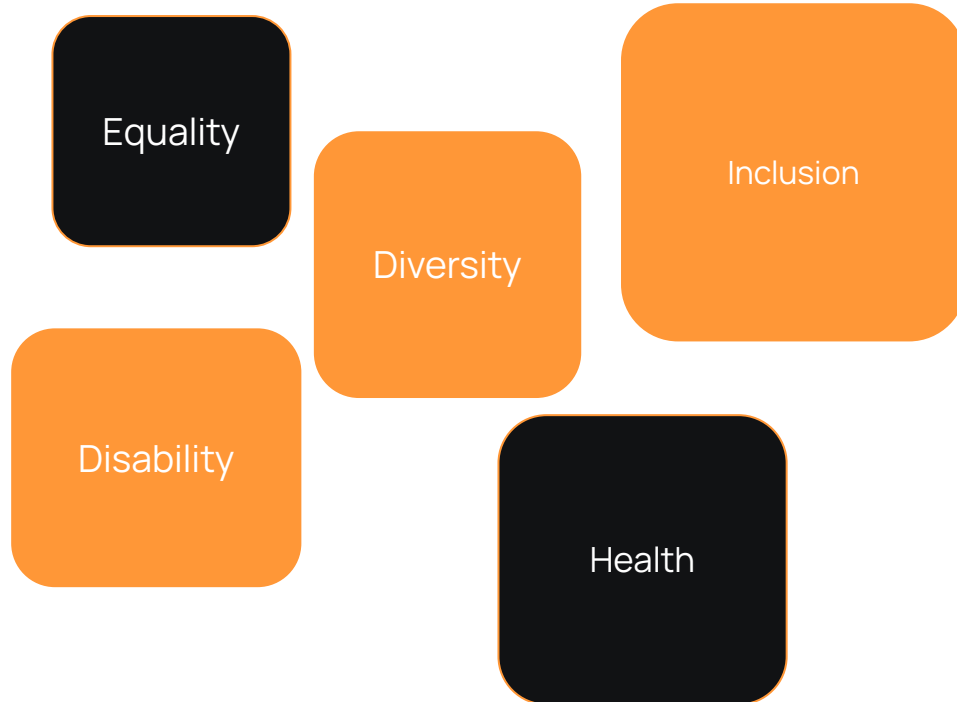
Green Squad

Transfer of servers to countries with a greener energy source

Employee participation in the Climate Fresco (awareness)

Development of sustainable practices within the organization:
Sorting - Digital Cleanup Day -

Social initiatives



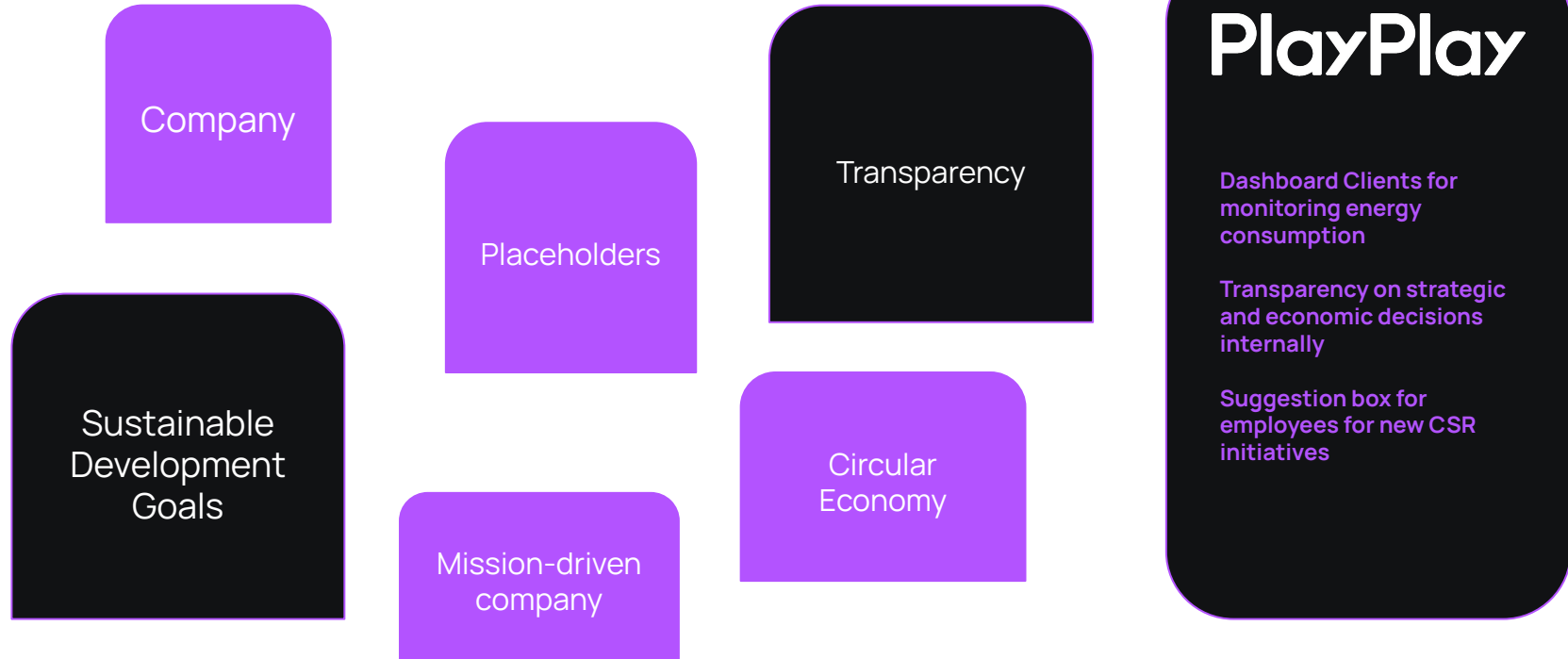
PlayPlay

Gender Equality: score
99/100 Index

Cultural diversity: 22
different nationalities

Pink October - Treely
Challenge - Emmaus -
Sports on the premises

Economic Initiatives



2.

Communicating good and bad practices
in video

CSR communication channels



CSR Reports



Website



Social Media



Internal Com

- Static content (Infographics, images, articles...)
- Videos



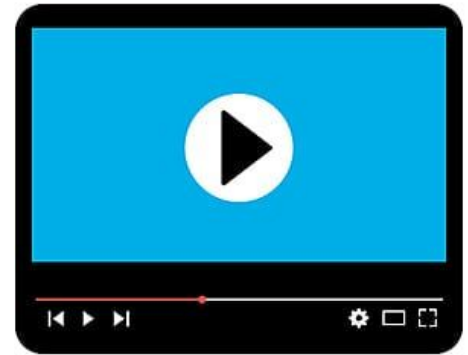
Why Video for CSR?

90%

of marketers say video has helped them generate leads. (Wyzowl - 2024)

82.5%

of all web traffic was accounted for online video in 2023. (DemandSage - 2024)



The “DO” for CSR videos



The “DO” for CSR videos



Authenticity

Document your CSR efforts with concrete examples of projects and initiatives you have implemented.



Transparency

Publish detailed CSR reports regularly, including information on your objectives and your progress.



Education

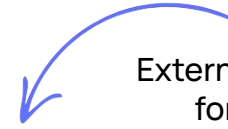
Create educational content on CSR issues, explaining their importance and showing how your company contributes to them.

The “DO” for CSR videos



Internal promotion of actions implemented for diversity month

The “DO” for CSR videos



External communication
for International
Women's Day



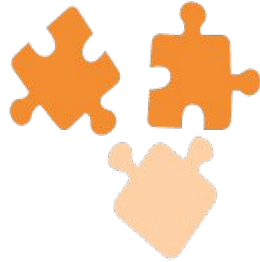
The “Don’t” for CSR videos



The “DON’T” for CSR videos



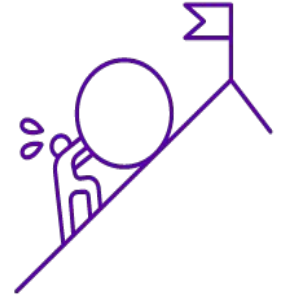
False
promises



Lack of
consistency

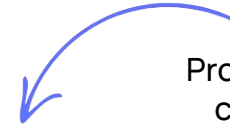


Excessive
communication
on minimal actions



Omissions
of challenges

The “DON’T” for CSR videos



Promotion of CSR commitments

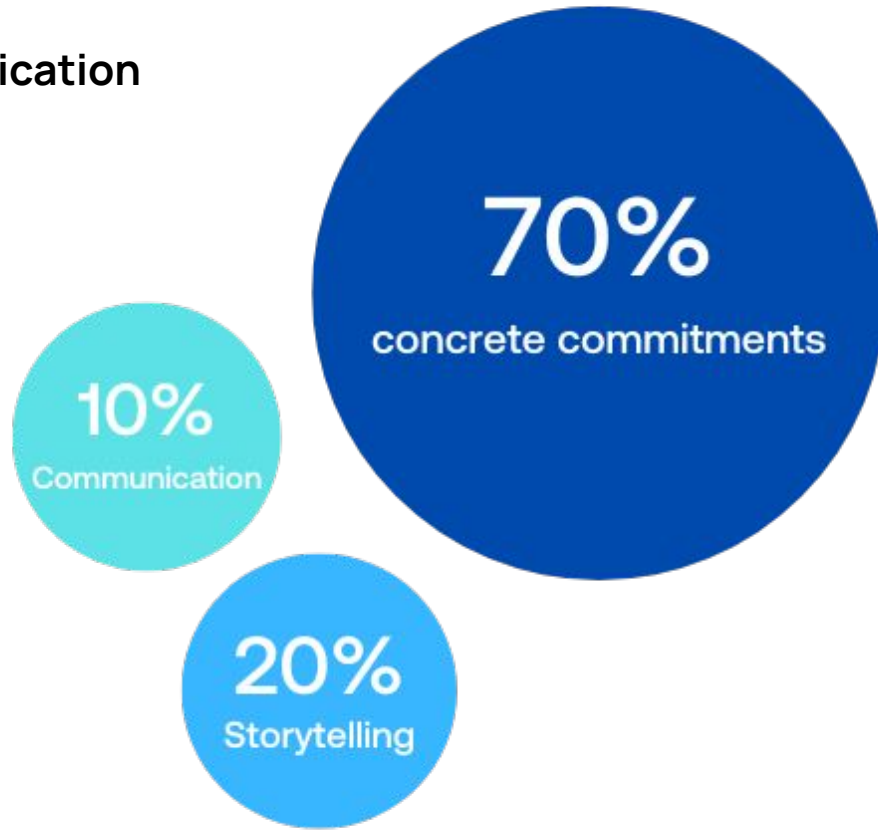


The “DON’T” for CSR videos



- ✗ Do not overuse stock images.
- ✗ Do not use terms that are too generic.
- ✗ Do not forget to add a bit of storytelling to your CSR videos.

A good CSR communication



3.

To go further

Blog articles for inspirations

PlayPlay Solutions ▾ Features ▾ Templates ▾ Pricing Resources ▾

Home > Blog > Corporate communications >

Corporate Social Responsibility Companies and Examples

Corporate communications 02-01-2023 (Updated 07-05-2024) ⌚ 9 min

3BL NEWS FEED SOLUTIONS COMMUNITY ABOUT SUBS

3BL CSR WIRE

CSRwire

Trusted since 1999, 3BL CSRwire is a dedicated, real-time source for major news and updates pertaining to corporate social responsibility and sustainability. CSRwire is part of the 3BL network.



The CSR Blog

Contributor Group |

🌐 📡

Forbes

The Forbes CSR blog covers all topics related to the responsibility companies do or do not have to people and the planet. Should apparel makers that produce goods in China pay more than the going wage? What sort of obligation, if any, do American corporations have when it comes ... [Read More](#)



2024 Environmental Report



How to be more sustainable

while traveling →

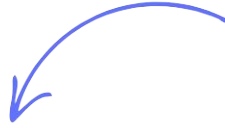
while commuting

on a road trip

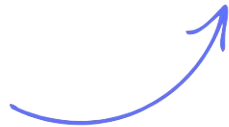
A more sustainable future through information and innovation.

Bigger budgets, same message:





***Communicate about real and concrete initiatives.
Use storytelling and your own media.***



Thank you