

How to effectively show your brand's commitment to ESG (Environmental, Social, and Governance) priorities



In many ways, a good brand reputation is the result of effective brand management. As we all know, a brand's reputation is important to the bottom line. After all, customers don't just buy your product or service, they buy the whole package, including: why you do what you do, the stance your brand takes on important issues, and how your brand behaves when it comes to those issues. In this guide we will explore how to manage a brand when it comes to Environmental, Social, and Governance issues, and how LinkedIn can be a powerful tool for successfully managing those efforts.

“The corporation’s purpose is to find profitable solutions to the problems of people and the planet.”

Satya Nadella
CEO
Microsoft



Your audience is looking for a commitment to ESG

Customers and the public are increasingly looking at how brands are handling Environmental, Social, and Governance issues. They want to know how a brand is working to create a more sustainable future. Forward-looking executives understand this, and see value for shareholders in building brand reputation. Consumers and employees alike are looking for more ESG investment from brands, and they expect full transparency. In fact, from a consumer standpoint, roughly half of those responding to a McKinsey & Company report say they want to see how companies are making strides to address ESG issues.¹ Additionally, a PWC study found that employees want to know they are working for companies that are committed to ESG investments.²



¹ McKinsey & Company, The ESG Premium, 2021

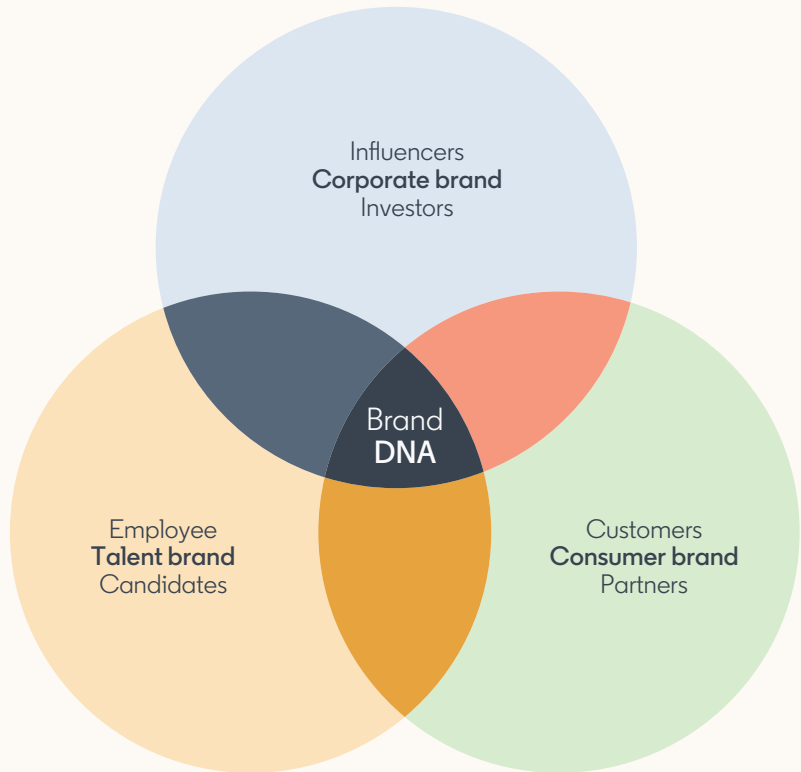
² PWC, Beyond Compliance, 2021

Delivering value and earning trust

Of course, brands need to deliver value, but executives are increasingly prioritizing brand management because they know it's also critical for business success. It takes commitment, effort, resources, and time. Weighing the pros and cons of taking a stand on polarizing issues can be a complicated effort. LinkedIn can be useful in this regard because our platform allows for the three brand dimensions (corporate, consumer, and talent) to exist and complement each other. The result is a brand's reputation, and it's earned when customers and the public trust what a brand says and does.

The combination of value and trust that constitute brand reputation can be applied to individual executive voices as well.

How multiple stakeholders such as investors, influencers, or government officials think and feel about a specific company.



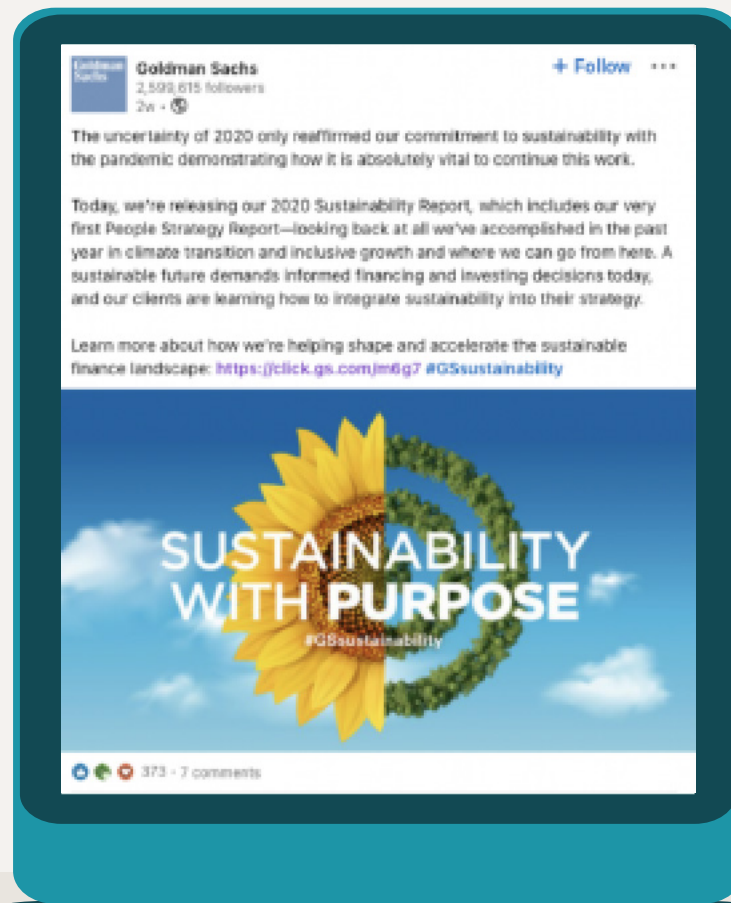
How employees and candidates alike think and feel about that company as a place to work.

How customers and partners think and feel about the products and services produced by that company.



ESG efforts by brands on LinkedIn

Brands on LinkedIn have had success engaging their shareholder, customer, and employee audiences around ESG efforts. Goldman Sachs has taken a position of radical transparency with two separate reports they have shared on our platform. The first is a Comprehensive Sustainability Report that includes data to help clients make better decisions with accurate climate data, and details about how the firm itself is cleaning up its operations.³ Their People Strategy Report details gender and ethnic diversity across the firm, as well as the firm's goals and progress against recruiting initiatives, including its HBCU fund, neurodiversity initiative, and career pivot series.⁴



³ Goldman Sachs, Corporate Sustainability Report

⁴ Goldman Sachs, People Strategy Report

Duke Energy takes a more personal approach, with CEO Lynn Good personally sharing how her company's innovations enabled them to remove miles of wire and poles to return the land back to its natural state.

Shell Oil uses LinkedIn to create a dialogue with the public around its ESG efforts. The company's CEO, Ben van Beurden, tackles tough questions from the public with transparency and candor. The audience wants to know you're listening, that you care, that you understand their concerns, and that you are putting quality resources behind all efforts to address those concerns.

The LinkedIn platform is unique in that it enables you to connect with three unique audiences of investors, customers, and employees through messaging that speaks to your brand's ESG efforts. These audiences know and trust LinkedIn, and that's invaluable when communicating about ESG issues.



Visit LinkedIn's [brand management page](#) to learn how to use the platform to elevate your corporate reputation and promote your ESG efforts with an audience that can help contribute to your success.