

Solution Brief

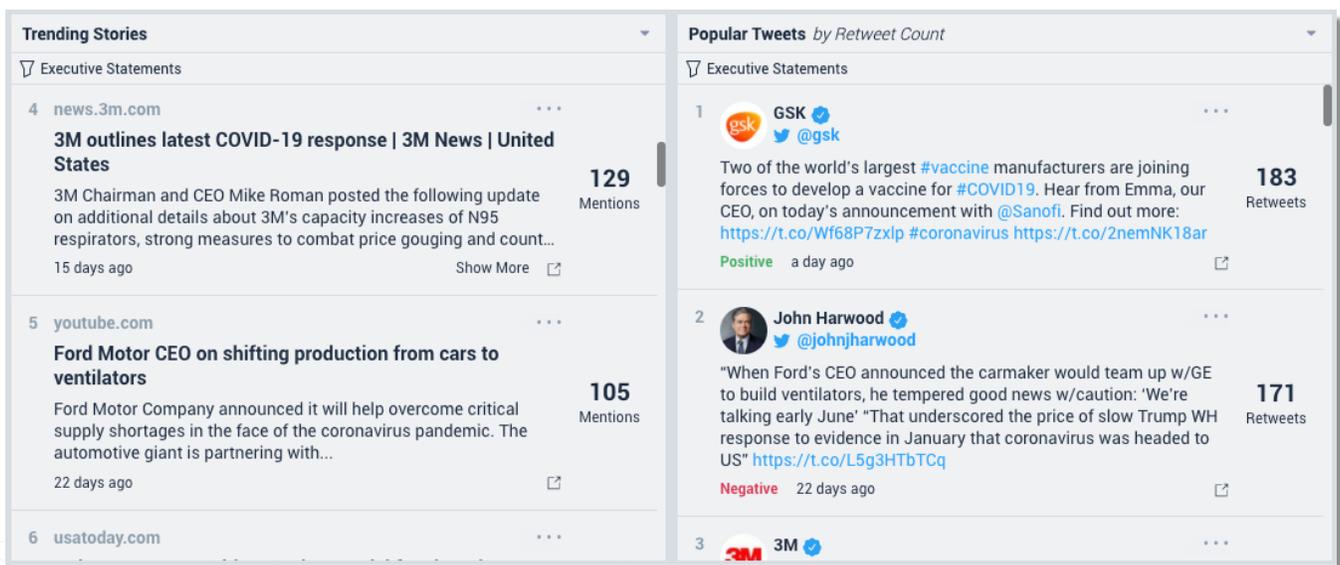
Corporate Social Responsibility (CSR)

Signal Labs helps you build and protect your brand's reputation as you navigate CSR initiatives in this complex and uncertain time.

CSR in today's climate requires companies to make a meaningful change to the way they operate at their very core; whether it's radically reforming existing policies, converting manufacturing functions to supplement societal needs, or revamping supplier structures to ensure ethically-sourced goods. When implemented successfully, CSR ultimately shifts the definition of success away from just company well-being to collective, societal well-being.

Additionally, with **78 percent** of today's consumers expecting companies to take a stand on social issues, and **87 percent** preferring to buy from companies that share their moral beliefs, brands and companies are taking notice – and taking action.¹

With brand reputation more important than ever, CSR has quickly become not just a “nice-to-have,” but a “must-have” in a company's operating structure.



The screenshot displays two panels from a social media monitoring tool. The left panel, titled 'Trending Stories', shows a list of news items with their source, headline, and mention count. The right panel, titled 'Popular Tweets by Retweet Count', shows a list of tweets with the user's profile, text, and retweet count.

Rank	Source	Headline	Mentions
4	news.3m.com	3M outlines latest COVID-19 response 3M News United States	129
5	youtube.com	Ford Motor CEO on shifting production from cars to ventilators	105
6	usatoday.com		

Rank	User	Tweet Text	Retweets
1	GSK (@gsk)	Two of the world's largest #vaccine manufacturers are joining forces to develop a vaccine for #COVID19. Hear from Emma, our CEO, on today's announcement with @Sanofi. Find out more: https://t.co/Wf68P7zxp #coronavirus https://t.co/2nemNK18ar	183
2	John Harwood (@johnjharwood)	"When Ford's CEO announced the carmaker would team up w/GE to build ventilators, he tempered good news w/caution: 'We're talking early June' "That underscored the price of slow Trump WH response to evidence in January that coronavirus was headed to US" https://t.co/L5g3HTbTCq	171
3	3M		

*Identify trending content across the media spectrum, surfacing highly relevant content via a robust **Smart Filter** system.*

¹ <http://www.conecomm.com/research-blog/2017-csr-study>

Beyond Vanity Metrics

Using Signal's proprietary Media Quality Score and Automation Scores, brands can evaluate their CSR earned media from angles well beyond vanity metrics and identify automated activity spreading disinformation. Easily monitoring and measuring shifts in brand reputation and CSR messaging in real-time has never been more critical in today's dynamic climate.



Contextually benchmark your brand against competition using **Media Quality Score (MQS)** on your **Key Messages**.

Key Benefits

- ▶ **Understand the quality** of mentions related to your brand with Signal's **Media Quality Score (MQS)**.
- ▶ **Learn** where you stand in terms of media value as it relates to your core brand pillars and **Key Messages**.
- ▶ **Craft** messages and select Influencers that reach authentic audiences most effectively and avoid malicious automated networks.
- ▶ **Rely on** real-time monitoring for mentions of your brand across every available media outlet.
- ▶ **Find the best** media outlets, influencers, and advocates to help promote your brand.
- ▶ **Compare** your brand's reputation against your competition using your CSR Key Messages.

Signal Labs is the world's leading impact intelligence company, helping users measure opinion in real-time and identify the topics, networks and people that shape it. Used by the world's largest companies and public sector organizations, Signal lets users measure and shape their corporate brand, drive improved marketing campaign performance, understand what features are most impactful in customer products and experiences, and identify risks and opportunities as they emerge. Headquartered in San Francisco with offices in New York, NY and Washington, DC, Signal serves customers around the world, including Expedia, Under Armour, Synchrony, Prudential, DTE Energy, The Public Goods Project and Uber.