

Communicating CSR on Social Media:

How do Message Source and Types of CSR messages influence Stakeholders' Perceptions?

INTRODUCTION

- More and more CEOs are using social media to communicate with the stakeholders.
- CSR could influence organizational commitment (Peterson, 2003), financial performance (Cochran, 1984), and consumer's purchase behavior (Sen & Bhattacharya, 2001).

RESEARCH QUESTIONS

- RQ1: How do types of CSR messages influence stakeholders' perceptions of organization-public relationship (OPR) and behavior intention toward the organization?
- RQ2: How does message source influence stakeholders' perceptions of OPR and behavior intention toward the organization?

STUDY DESIGN

2 (CEO's Facebook Account vs. Organization's Facebook Account) X 3 (Internal CSR vs. External CSR vs. Control) between subject experiment, $N = 242$

OPR (Hon & Grunig, 1999)

Trust ($M = 4.91$, $SD = 1.11$, $\alpha = .93$)

Satisfaction ($M = 5.01$, $SD = 1.15$, $\alpha = .93$)

Control mutuality ($M = 4.88$, $SD = 1.15$, $\alpha = .90$)

Commitment ($M = 4.79$, $SD = 1.22$, $\alpha = .90$)

Behavior Intention toward the Company

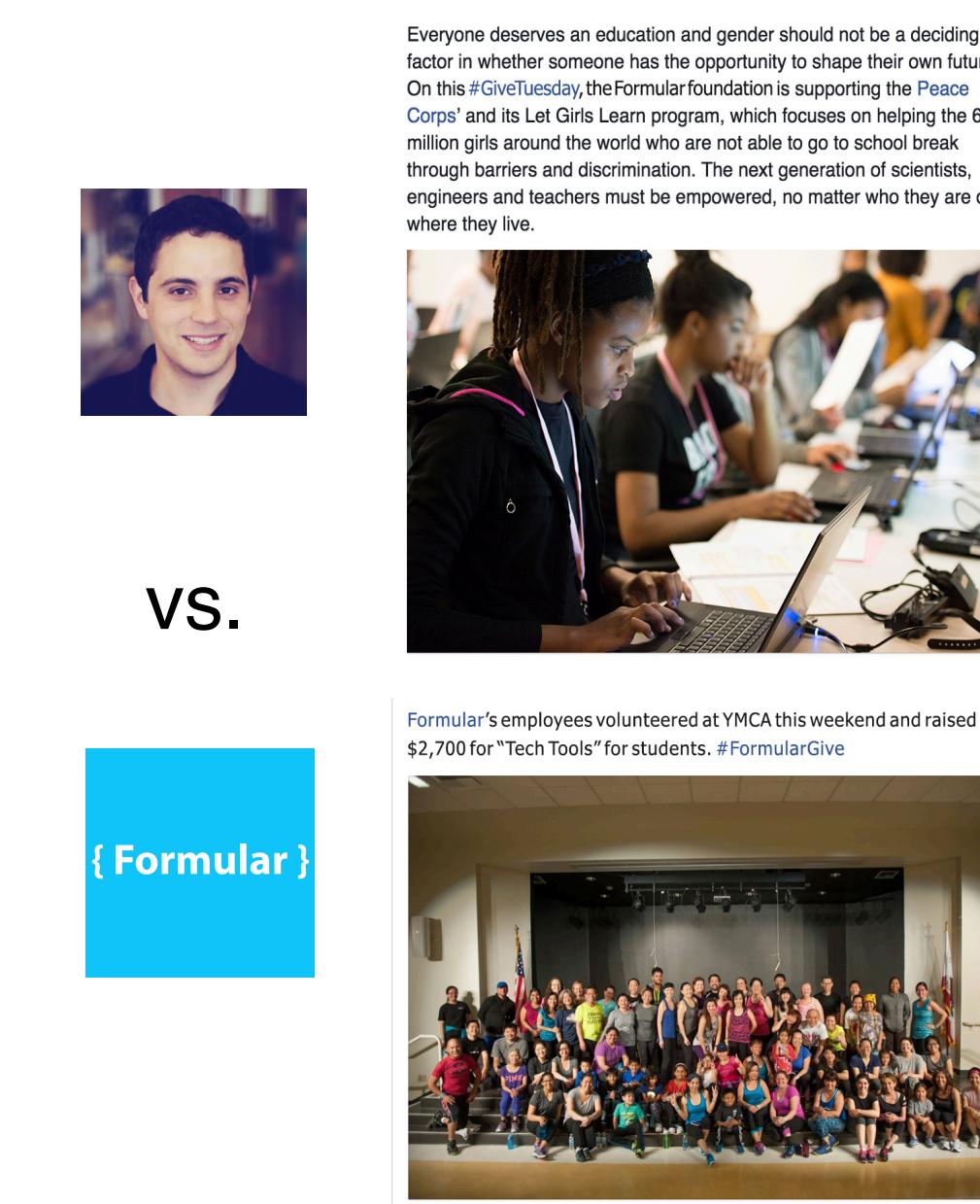
(Coyle & Thorson, 2001)

"It is very likely that I will return to this organization's service."

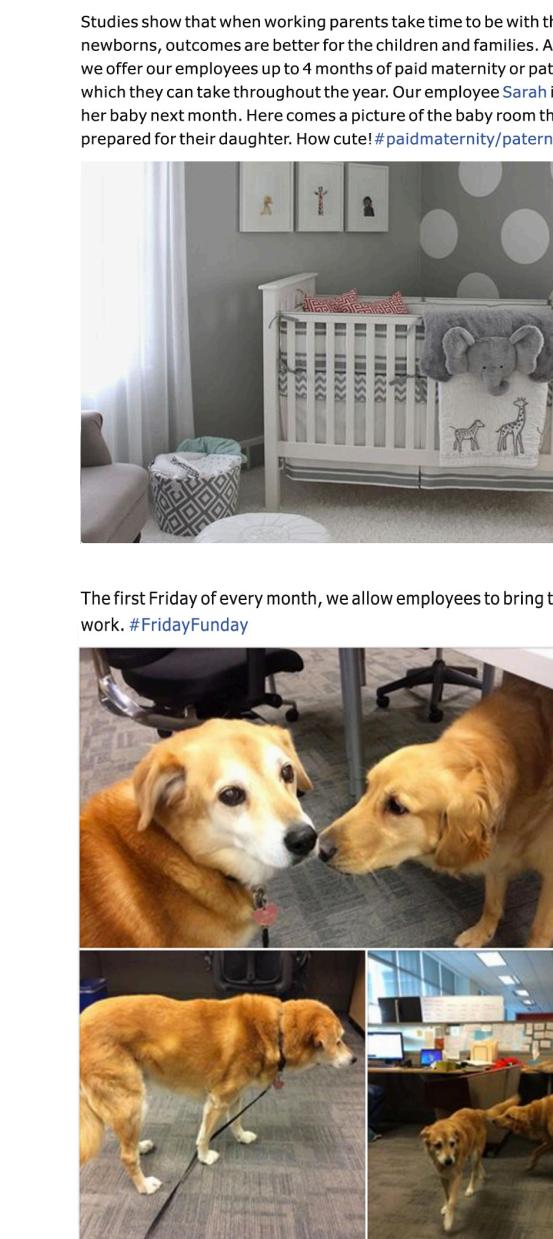
($M = 4.38$, $SD = 1.50$, $\alpha = .93$)

STUDY STIMULI

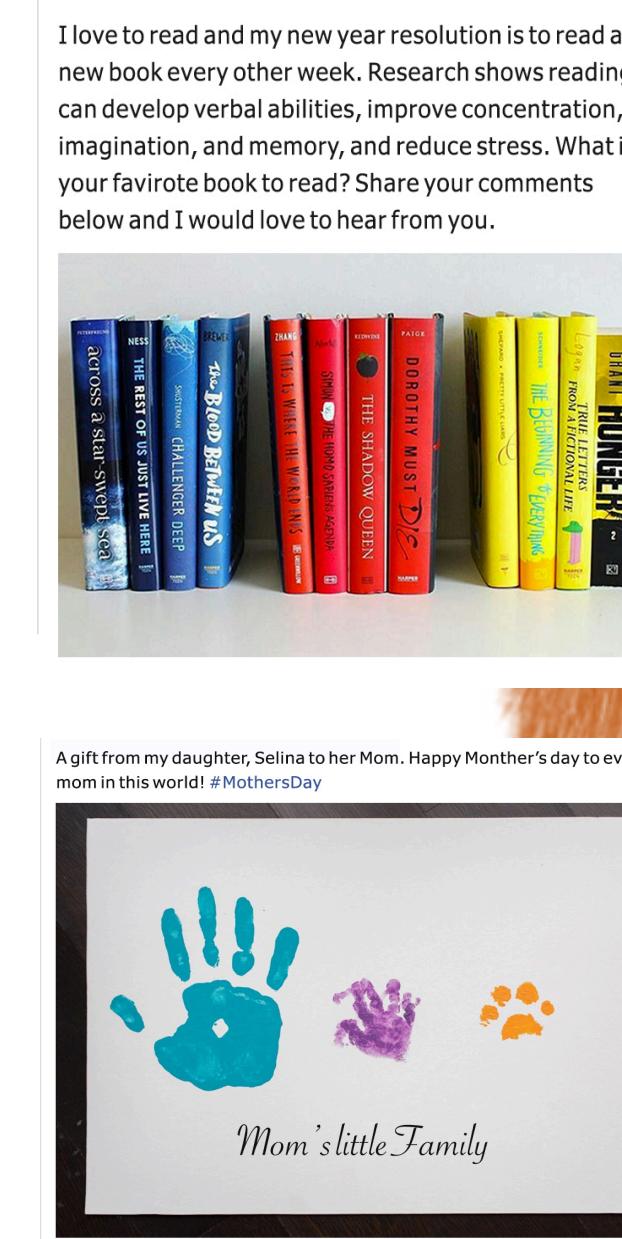
External CSR



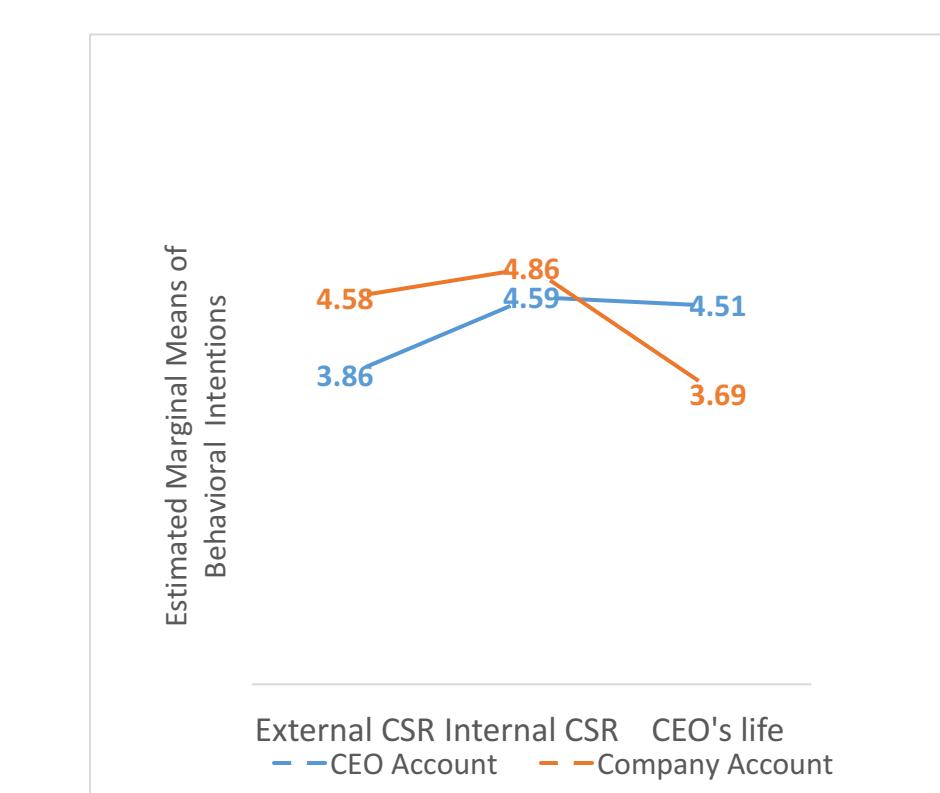
Internal CSR



Control



RESULTS



- Significant main effect for type of CSR message on trust, satisfaction, control mutuality, commitment, and behavioral intention toward the company. Internal CSR message outperformed external CSR message and control message
- Significant interaction effect between message source and types of CSR message on behavioral intention toward the company.

DISCUSSION

- CEO should post more internal CSR message and personal lives to boost behavioral intention toward the company
- Organizations should post more internal CSR message and external CSR message to boost behavioral intention toward the company