Every since the advent of the Internet, organizations must have an online presence, starting with their own web page. Many organizations utilize their web page for the purpose of advertising and selling their products and services. This of course helps a company stay competitive. However, in today’s climate, society does seem to be pushing for companies to also assume “ethical and social responsibilities” to their communities. Ethical responsibilities can be defined merely as “doing the right thing” or perhaps just being completely honest with your employees and customers (Mack, n.d.). Social responsibilities, on the other hand, encompass a much broader scope that ethical ones. This concept not only asserts that corporations are not only responsible for their employees, shareholders, and customers, but for their communities as well (Investopedia, n.d.). With “giving back” being all the rage in today’s climate, it would make sense that organizations also use their home page for to advertise their philanthropy. I would make the following recommendations for any organization.

First of all, I would recommend that an organization provide a section on its webpage from which to publish their corporate and social values. For example, the company that I work for, Thermo Fisher Scientific, has a section on its web page labeled “Responsibility”, which is found under “Company Information” (Thermo Fisher Scientific, 2014). Another Example is that Google has a section on its homepage under “company”, which is labeled “What we believe” (Google, 2014a). This leads to a section with a list of things Google believes to be true, and how it ties into their business model. From these two examples, these sections can be utilized to promote the idea that an organization’s business is based on values overlap those with their respective communities.

Second of all, I recommend that an organization broadcast how it donated its time and resources to certain causes. For example, my organization participates every year in “Global Volunteer Day” (Life Technologies, 2014). However, Thermo Fisher, the larger organization that acquired us this year, makes no mention of this on its web page. However, since the acquisition did just take place a few months ago, I am willing to give them a pass since the integration of our two entities could take some time. I actually like Google’s “about” page, which contains links to news articles of how their organization has worked with the community for various causes, which many refer to as “giving back” (Google, 2014b).

In conclusion, publishing what you believe is your organization’s core values (at least the ones that give the average person a “warm and fuzzy feeling”) give the web page’s visitor the idea that the organization goals do not contradict the goals of having a better world. Publishing occurrences of the how the organization donated its time and resources for certain feel-good causes gives the perception that they have “given back” to the community. Even though these actions may not save a struggling company, they are good public relations.

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