

# SOCIAL ISSUES MANAGEMENT WORKSHEET

## Action Framework Questionnaire

To determine how aligned a brand is to an issue, we take clients through a set of issues management questions. From there, we determine what type of actions our clients may need to take and build out scenario-based engagement plans. Being prepared is key to responding quickly and protecting reputation.

Does this issue align with the company's strategy?	Can we meaningfully influence the issue?	Will our employees want to hear from us on the issue?	Will our customers and stakeholders agree with speaking out?
<ul style="list-style-type: none"><li>• How does our brand mission and employer value proposition align with this issue?</li><li>• Do we have business goals or community involvement that align with this issue?</li><li>• How does the issue affect our ability to continue providing services/solutions? Our ability to maintain and support staff?</li></ul>	<ul style="list-style-type: none"><li>• Can we enact corporate policy and benefits changes for employees in response?</li><li>• Can we implement trainings that educate and improve on the issue?</li><li>• Do our solutions directly impact or alleviate effects of the issue?</li><li>• Can we externally impact the issue through donations or partnerships?</li></ul>	<ul style="list-style-type: none"><li>• Does the situation impact the health, wellbeing, and happiness of staff?</li><li>• Does the situation create an unjust environment or inequities for marginalized staff members?</li><li>• Does the situation create an unsafe environment for staff?</li><li>• Is the situation divisive?</li><li>• Does the situation impact issues relevant to ERGs?</li></ul>	<ul style="list-style-type: none"><li>• Does the situation directly impact customers' financial or physical wellbeing?</li><li>• Is the situation divisive for stakeholders?</li><li>• Does the situation create an unjust environment or inequities for stakeholders?</li><li>• Will stakeholders have spoken/are they likely to speak about it?</li></ul>

## Societal Engagement Impact Segments: Key Engagement Pillars

There are four key segments that brands should consider when they determine how they want to respond to social issues: employees; professional and regional communities; the environment; and the legislative space. When a brand decides to take any action, even if it's just to make a statement of support, we must be prepared to answer the following questions:

- How are we making **meaningful change** in response to this issue?
- What are we asking our audiences (**employees, customers, stakeholders, communities, etc.**) to actually do?

# SOCIETAL ENGAGEMENT FRAMEWORK

Use the grid to list ways your brand is currently engaged or prepared to support each impact segment.

		SEGMENTS			
		Employees	Community	Environment	Legislative Action
		<p>How do we provide for the physical and emotional wellbeing of and build supportive communities for our employees?</p> <ul style="list-style-type: none"> <li>• Healthcare, benefits</li> <li>• Policies</li> <li>• ERGs</li> <li>• Internal comms</li> <li>• Volunteering, donations</li> </ul>	<p>Is our company a member or part of any community groups or organizations that advance the rights of or support solutions to these areas? Do we support or donate to organizations that assist in these areas?</p> <ul style="list-style-type: none"> <li>• Local, regional orgs and municipalities</li> <li>• Nonprofits</li> <li>• Consortiums</li> <li>• Trade groups</li> <li>• Cultural groups</li> </ul>	<p>Do we have company policies, practices, partnerships, etc. that directly or indirectly have a positive impact on the environment, or help restore communities after disasters?</p> <ul style="list-style-type: none"> <li>• Proprietary solutions</li> <li>• Sustainability groups</li> <li>• Company-driven industry research</li> <li>• Sustainability consortiums</li> </ul>	<p>How do we shape the industry from a policy or regulation standpoint?</p> <ul style="list-style-type: none"> <li>• Lobbying</li> <li>• Consulting</li> <li>• Investing</li> </ul>
ISSUES	<b>Cultural Movements</b> (Gender, Sexuality, Racial)				
	<b>Geopolitical Crises and War</b>				
	<b>Climate and Extreme Weather Events</b>				
	<b>National and Domestic Violence, Terrorist Attacks</b>				
	<b>Political, Infrastructure Issues</b> (Union strikes, political unrest railroad/airline crises, etc.)				
	<b>Health and Community Crises</b> (Pandemic, poverty, etc.)				