



Corporate Social Responsibility

KEYWORDS

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ABSTRACT *Corporate social responsibility aims to emphasize responsibility for corporate actions and to encourage a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others interact with social media.*

Corporate social responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law.

Communicate content among other users of the social media service. Common examples are Face book, MySpace, and Twitter but the concept extends to online games and other services which provide a platform for users to communicate with other users.

The "other services" embrace, for example, which allow the creation and editing of interlink web pages, podcasts which enable the downloading of audio or video digital media files, webcasting which enables the distribution of media files over the internet and blogging generally, which has given rise to such phenomena as all from social media .

The advent of the internet with the social media is the immediate" publication or communication of information that it makes possible means that personal information can be collected and distributed in an instant. Collection and distribution can take a variety of forms, with or without the consent of the individual.

Social media has propagated due to consumer demand. Consumers tend to have an innate expectation that personal information and other privacy interests will not be abused by the service without necessarily appreciating the level of legal protection which may or may not be applicable and further without necessarily comprehending their own ability to submit their legal rights in this regard.

In order to examine these issues more closely, it is necessary to commence by explaining what is meant, in the context of this article, by the concepts of with "social media"

Introduction:

In an 21st century era, corporate social responsibility among businesses has been revolved around risk mitigation and self-regulation. Instilled to make sure companies would be abide by the law and perform their roles and responsibilities with ethically way , Corporate social responsibilities has emphasized predominantly over on an issues concerned in factories' and sexual harassment.

Today, CSR functions are as more than just a set of guidelines to keep companies out of trouble. Because the end goal for corporations has risen above simply selling a product or service, the standard for CSR is being redefined and is evolving as a driver of innovation. The bottom line is now three-fold, and is concreted around cultural milieu as well as profit. As business leaders in the market strive for build more sustainable and socially responsible entities, formal social media strategies has been emerged as a paramount.

Research Design :

Based upon the topic, researcher has decided to conduct extensive research by sampling methodology, questionnaire and the analysis would be done based upon the feed back of samplings by using Arithmetic mean and standard deviations.

Samplings: For accessing of the data researcher has cho-

sen age between 16-25 years old stack holders who access the social media very intensify. 50 samples are invoked gender equally for data collection at the Sri Siddhartha College, Tumkur, Karnataka.

Specific Area of the Study: Researcher has opted Sri Siddhartha College as a area of study and considering samplings very equally. 25 boys and 25 girls in the age between 16-25 are used as samples.

Objectives of the Study:

Core idea of study is to identify usage of social media by specific age group.

Consecutively through social media safeguard of habitats.

Impact of the social media on the stack holders and users.

Access of quick relationship among the opposite sex.

Methodology:

Researcher has extensively used quantitative research based on the availability of the data. He tried to analyzing over on the content very heuristic approach. Based upon the analysis hypothesis has been drawn.

Null Hypothesis:

H1: Social media has created extensive impact over on the

users across the world.

H2: Most of the users are exploiting social media for external and internal benefit.

H3: Most of 25% users are not aware of the social media and its cause over on them.

H4: At an international level it has leverage on users very constantly.

H5: credibility of social responsibilities has been hiked in the 21st century.

The above mentioned results are drawn as a null hypothesis.

Table of Content: Chart no 1.

Sl.No	Boys	Girls	Usage of Social Media, Number of respondents who are extensively using the social sites .								
			Facebook,			Twitter			Skpe App		
1	Age 16-25	Age 16-25	23	24	03	17	09	24	20	24	01
Percentage			44%	47%	09%	33%	22%	44%	37%	47%	05%

With above indicated statistics has been drawn upon the feedback given by 50 respondents in the Sri.Sidhartha Media Study centre ,Tumkur. Out of 50 ration gender was equally bifurcated .Some of the respondents have agreed that they are using facebook all times with ration of 47%. Some of the respondents have agreed that they surf twitter at the ration of 33%.Some has said that they are using skype at the ratio of 27% due to availability of the connectivity. Over all both boys and girls equally have agreed that they use social media very extensively and some of them are not aware of that due to social privileges .

.Panelists at the Just means Social Media for Sustainability conference, which was held in San -Francisco last month, offered some insights on how social media can be aid companies in being more socially responsible.

1. Getting to Know Your Constituents

During the 1980's and 90's companies use to issue press releases, and operated under the impression that they controlled the message of their brand. old methods have been evacuated . Eventually, the brand image is linked to the thoughts and conversations of a company's consumers. Therefore, businesses must get to know their constituents.

By sparking authentic and transparent conversations via social media, companies are can learn what their stakeholders expect of them. Absolute transparency, no holds barred, is key.

2. Influencing Customers as Citizens

Present scenario has stretched democracy in digital world. Social media allows companies to influence and view the behavior of their customers after a product or service is bought. In the same vein, more and more consumers are self-identifying themselves as individuals who want to continue ongoing relationships with a business or brand.

The dialogue exchanged between customers and companies can be highly beneficial for both sides, and build and strengthen a sense of community, which is the fundamental purpose of social media. When consumers are treated as

citizens, they can do everything from helping a company amplify its voice, to voting on the style of a new product, to improving a service.

Unlike business, social media will only pay dividends for charities if they utilize it properly. You can't just sign up for a Twitter account, create a Face book Fan Page and then watch the donations roll in. It unfortunately just doesn't happen that way.

Getting out of social media is hard work and requires patient diligence. Eventually , rewards are potentially enormous. Here are some of five essential tips for charities to get the most out of social media when promoting their cause.

1. Remember: Social Media is a Conversation

No matter what social media sites or tools you utilize to promote your charity — Twitter,Facebook, Change.org, Care2, 12seconds, etc. — you won't get very far until you realize that social media is a conversation. Whatever you're trying to achieve, and wherever you're trying to reach those goals, the road there is a two-way street.

You'll get a much better return on your investment in social media if you take the time to actually engage your followers, friends, and constituents. Don't just broadcast information, consume it as well. That means doing things like asking your followers for feedback and ideas, and involving them in the decision-making process at your charity. Engaging your social media fans and creating a more involved constituency is a long-term positive for your organization.

2. Be Active and Responsive

On the web, activity is paramount. No one wants to follow a dead Twitter account or inactive Facebook Fan Page, for example. In order to keep the conversation going and keep your constituents engaged (see tip #1), you have to constantly keep your social media presences up-to-date and respond to your followers.

.3. Be Personal and Authentic

Since social media is about conversation, you should keep in mind that most people would rather converse with a person than a faceless brand, so make sure your social media profiles have personality and authenticity. You're a real person, so you should tweet, post, and email like one. Always interact with your followers on social networks as you. You're representing your charity in everything you do, of course, but you'll have more success in getting people involved if you aren't afraid to share your personality.

Remember, you're talking with people, not to them, so it helps if they can relate to you as a person. For charities, the social web is less about marketing and sales than it is about establishing relationships and connecting with people on a personal level.

4. Encourage Sharing

One of the great advantage of social media is that power of spreading information very quickly. Also, by encouraging followers and friends on social media site to share information about your cause or calls to action, they will have a greater potential to spread virally and reach new audiences. The best way to encourage your followers to share your face book, tweets, links, posts, and other messages, is to create an environment where sharing is valued.

Two important potentialities: 1. consistently put out quality content, and 2. lead by example. The former point is obvious — the higher the quality of the content you share with your followers, the more likely they will be to spread it to their friends. The latter, though, is just as important. Your constituents will be far more likely to share if they can simply follow your lead. In other words, if you want your friends to share what you put out, you should share out the relevant, quality content that *they* publish. You should also use your social media accounts to publish or link to content from around the web in addition to your own content (e.g., share links to articles from outside sources about the topic with which your charity deals).

5. Make Social Media an Organization-wide Activity

If you really want to get the most out of social media, then you should put as much into it as you can — and that means *everyone* at your organization should make social media a part of their daily routine. Initiating social media participation an organizational policy, because if everyone at your charity is connected with people on Twitter and Facebook, you'll be able to engage many times.

Of course, if you are following social media then you should also strongly consider creating a policy to make sure everyone is on the same page. A social media policy doesn't have to be big and complicated, it simply needs to outline your charity's goals and expectations and how people in the organization are expected to conduct themselves when dealing with constituents over social media channels.

Changing the world, but you just can't ever seem to find the time. The kids need chauffeuring, the house needs cleaning, and the refrigerator is astonishingly empty again already. And don't we know there's a recession going on, for Pete's sake?!

Yes, all of the above may be true. But it doesn't mean you can't carve out just 15 minutes a day to be a better citizen of the planet — forego a couple of TV shows per week, set a timer to cut your Facebook and/or Twitter sessions by 15 minutes, or curtail that long hot shower habit. If you can find just a small amount of time per day, you can give back to your local or global community in a way that can reap benefits to your mood and psyche that far outweigh the time you've "given up" from another hobby or habit.

Find a Fair Trade Alternative Before Going Shopping

Although those of us in democratic countries tend to think our most important voting duties lie in electing our representatives and officials, there's another way we all can cast an important vote: with our dollars. We all buy food, clothing and other goods that have real impacts on the environment, economies and people involved in the distribution chain, so why not spend a few extra minutes to spend those dollars a bit more wisely?

Goods that are certified Fair Trade carry an important guarantee: they originate from a commercial exchange that isn't exploitative to the producers of those goods. And with thousands of companies both manufacturing and retailing Fair Trade products, chances are some of the items or classes of products you currently buy could have Fair Trade alternatives.

For only the cost of the time it takes to download and install an application, you could help several important initiatives that would benefit from the otherwise idle processing

cycles of your computer when not in use. Via a technology dubbed distributed computing, large numbers of individual computers can work together to achieve a common goal.

Each of the following initiatives has developed a distributed app you can install on your machine that, when not in use, can be used to contribute to the projects. Because the programs only kick in when you're not actively using your computer, you shouldn't have to worry about performance

Tap Into Mobile Activism

One of the great advantages of mobile activism is that mobile phone penetration globally is actually greater than the level of broadband and web access around the world. Text messaging is a popular activist tool because in most countries around the globe, people have access to it and know how to use it. And beyond SMS activism, the rise of the Smartphone in developed countries has led to an emergence of social good-oriented mobile applications as well.

Most of these campaigns and apps take very little time to participate or use, so have a look and see if something here might earn your 15-minute activist budget.

Conclusion:

In the 21st century elsewhere the social media are being used for extracting source or just to get information from them. In our cultural milieu people around are extensively addicted to this social media as such as face book, twitters, whats app, Skyp etc. Youths are very much found of this social sites during there free hour on the day. Even at office also employees will be using social media on their leisure time. Respectively, social media has been engulfed with nebula of mindset of users. Perhaps, its leverage over on the site has modified certain personnel characters among the users .Eventually, not only on the users it has impact over on the business also. There are lots and lots of sites are available over on the online, users tend to buy air tickets , some new products and sell some old kind of materials for their benefit.We can find quicker.com,yatra.com, OLX.com ,times property.com. etc At an end I would like to drag conclusion that all the social sites which are available on online in this present 21st century has created mass impact over on the users . There is no age barriers for exploiting extensively of social media like face book, twitters, skype, Etc. perhaps social media sites have created more social responsibilities and has a zeal for changing the personality of the users.

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