

PRNewswire Virtual Conference 063010 - Transcript
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*Social Media and CSR: Exploring the **use of content** to accelerate business as a change agent for progress.*

Slide 1 Intro Slide

Slide 2 Filter for Inspiring Content

I look at sustainability as being two sides of the same coin: business sustainability and personal sustainability. So when it comes to filtering content, I pick content that speaks to both. Content that is inspiring. Content that calls you to action, that is exciting or gets the creative juices flowing so that it answers the question how can a business use this information to be profitable, reduce its environmental impact and also make a contribution to our world?

As a sustainability consulting firm, we're a catalyst for going green. What this means is creating a spark in the eco curious and those sitting on the environmental fence to discover the value in sustainability for themselves. We're also a matchmaker for green businesses and relationships and a promoter of best practices, so content that pairs with that, always catches my eye.

Slide 3 What content makes the cut?

So, with that filter, what content makes the cut?

I'm always on the lookout for glowing, brilliant examples of leading businesses getting results with their CSR efforts. For instance, IBM, Procter and Gamble and Puma recently announced that they are looking to their supply chain to report on energy use, greenhouse gas emissions and waste and recycling. What's cool about that is not only are they adopting sustainability but they are asking their suppliers to do so as well. Innovative solutions and breakthroughs that are addressing the complex problems we face. Advances in Solar, Wind, Eco gadgets, and energy efficiency are top picks. Also, Education, How to info, Resources, Data are winners. A favorite example from about a year ago is Intuits green snapshot- free for QuickBooks users and it gives a business ideas to get started in sustainability.

Always a winner with me is content that shows you how to increase productivity and reduce carbon emissions or water consumption or energy consumption.

Slide 4 Content to Create Relationships - heart

I use content and social media to build relationships. Most of us think about relationships as between your company and another business or between you and somebody else. Yes, that's one aspect of relationship, but I'm interested in using content to reshape the relationships we have with our self perspectives. Content that gets us to rethink and question traditional responsibilities of business and our roles as consumers is fascinating! It sparks curiosity and wonder on different levels so that a shift occurs in the relationship we have with our personal belief systems, habits, and routine ways of doing things. When it comes right down to it, what I love about content as a change agent is that as we focus our attention on the innovative ideas and solutions surfacing it causes us to reexamine within ourselves and renew what is possible.

Slide 5 Taiga Company Blog

One way that I use content to develop relationships is through the taiga company blog. It's published from my perspective and it's presented as a concise, how to, resource rich site to break down the CSR initiatives of larger companies into practical ways for small business and individuals to integrate and generate similar results.

Some favorite posts include:

[The Role of Small Business in Sustainability](#)

[Sustainable Leadership: How to Fulfill on the CSR Vision](#)

[Paperless Office Solutions](#)

[How Small Business Wins with the Sustainable Best Practices of Larger Organizations](#)

[From Concept to Eco Action: 5 Business Strategies to Boost Productivity and Reduce Carbon Emissions](#)

Slide 6 Social Media sites

When you take it a step further and add social media sites in the mix, the role is now expanded. Sites that I use, twitter, facebook, and LinkedIn create a wonderful opportunity to connect with others, share, collaborate, and participate in community. What I look for is inclusiveness, team players, and a positive focus. Inclusiveness is important because just because a company isn't a big name or a person isn't well known doesn't mean that their product/ service, or voice isn't the next big thing or contributes powerfully to advancing the sustainability discussion. Team players are critical. How do you know who is a team player? For me, it's about uniting with others around similar values, visions - the cause and not all about them. And like any good relationship, team players are spotted as being reciprocal and win / win - both for the relationship and also furthering eco action in the space.

Slide 7 Content and Social Media are changing the world; focus/ what's your focus?
So what does all this add up to - all this talk of Social Media, content, relationships?
Well, I'm sure you've heard the quote, "What you focus on expands." WHERE you focus your attention is where you are putting your energy. The content you are reading and the relationship of that content to yourself and to others is like making a deposit in our world's CSR bank. Are you focused on content highlighting the problems of today or are you focused on the solutions of tomorrow? I like to put my energy into positive, innovative ideas and solutions. Together, you, me, and everyone listening, are creating our future with our choice of content and the content we choose to circulate. Thanks so much for listening.

Slide 8 Lets connect