



# Telling Your *CSR Story*

# Menu Dock

Our webinar is at your fingertips. Click on the icons to:

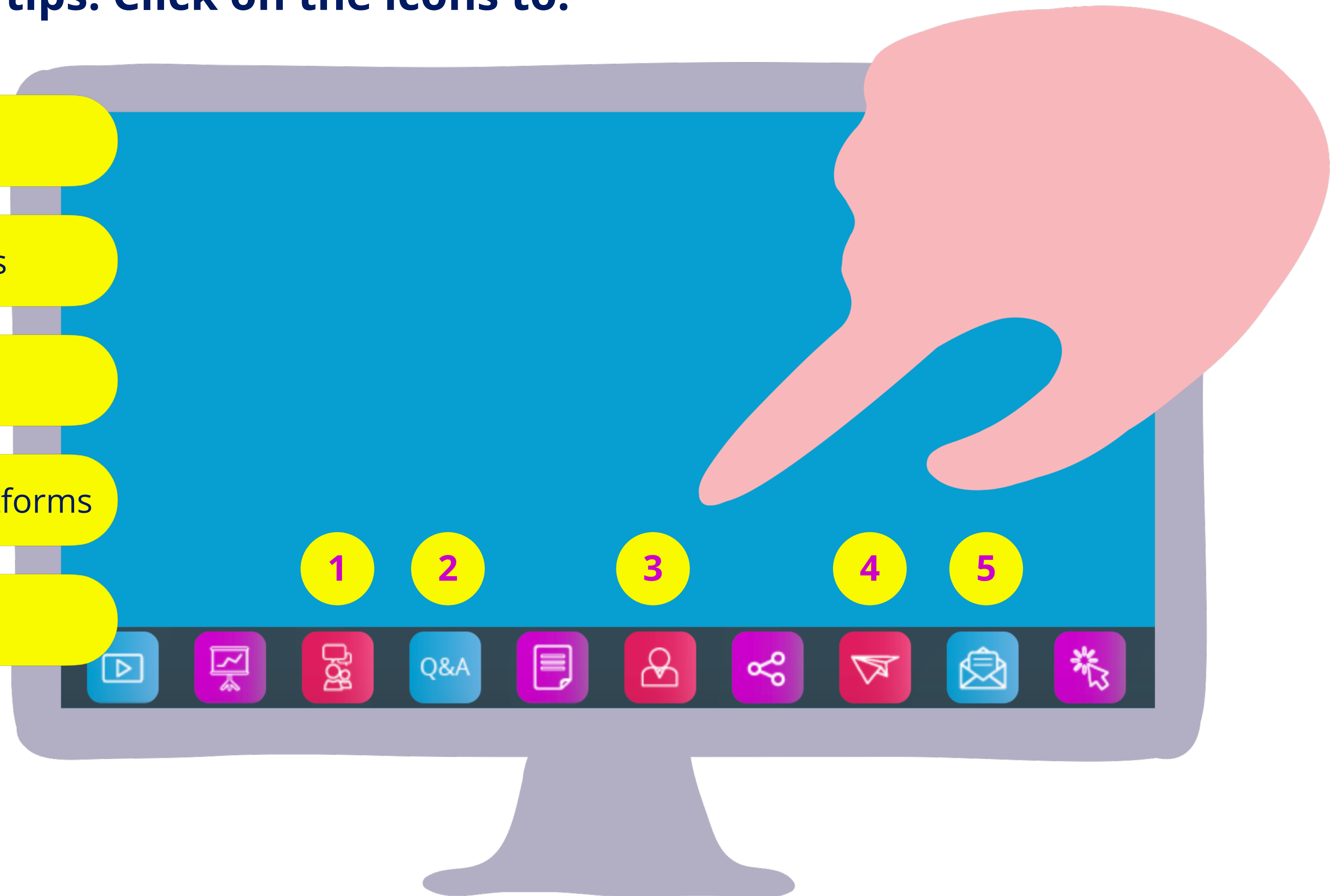
1. Chat with fellow webinar attendees

2. Ask our team and speakers questions

3. Find out who's speaking

4. Share the webinar on your social platforms

5. Email the Benevity team directly



**And more!**



## Storytelling

is a way for employees to engage and inspire one another



## Companies with *high employee engagement*

see 57% high productivity  
and 43% lower turnover



*Eva Taylor*

Director, Social Impact  
**Hootsuite**



*Tiana Austel*

Sr. Specialist, Corporate Social Responsibility  
**illumina**



*Erica Graham Jordan*

Area VP of Sales  
**Benevity**

# Our *Panelists*

# Hello!



## Eva Taylor

Director, Social Impact Hootsuite  
@evaliveshere

I was inspired by volunteerism from a very young age and have always looked for opportunities to integrate partnerships with communities and nonprofits into my initiatives throughout my career.

## Hootsuite is global leader in social media management

Through our Hootsuite for Good and HootGiving Programs, we connect our employees with purpose and positively impact the communities we live in, while empowering those around us through our tools, expertise and resources.

ONE OF OUR GUIDING PRINCIPLES IS:

**Neighbours & Allies** #SocialForGood #Allies  
Give back to our communities and be an ally.



# Integrating storytelling into our program



## Aligning to Values

Answer the “why”

Lean into what matters to your employees

Embed your program into your culture



## Branding & Storytelling

Partner with your brand team

Inspire others through UGC and lived experiences

Strike a balance when sharing your story externally



## Testing & Iterating

Test and fail quickly

Build scalable processes

Leverage Benevity’s resources and your CSM



## Engaging Leadership

Connect initiatives to corporate goals

Make it easy to participate

Start with those who are already passionate

# About Tiana



**Hometown:** Los, Angeles

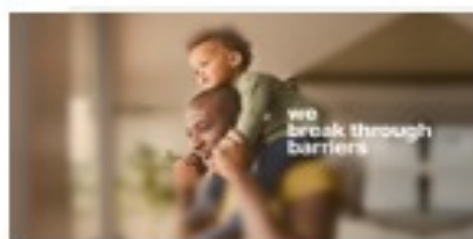
**Background:** Mixed Asian-American

## Current Role:

I lead employee engagement at Illumina, supporting the strategic global expansion of our philanthropic community grants program, employee volunteering efforts, and regional engagement in Asia, Europe, and the US.

## About Illumina:

Illumina is a global leader in DNA sequencing and array-based technologies, serving customers in the research, clinical and applied markets. Our products are used for applications in the life sciences, oncology, reproductive health, agriculture and other emerging segments.



Expand Access to Genomics



Nurture Our People



Empower our Communities



Operate Responsibly



Integrate Environmental Sustainability



# Genomics will change everything—from how we diagnose and treat cancer to feeding the world’s population.

In April 2022, we connected with 90,000 learners through Illumina genomic literacy programs.

## “The Future is Bright” campaign aims to:

- 01 Increase equitable access to STEM Education for All, with a focus on underserved communities
- 02 Engage Illumina employees to share their time and talent with their local community and abroad
- 03 Reduce financial barriers by providing free educational resources
- 04 Elevate free on-demand resources for educational partners





# How did we make it happen?



## Communication Tactics

- Digital screens around offices
- Company wide newsletter
- Present at ERG/Affinity groups, all-hands, HR meetings
- Internal company social media tools
- Flyers/posters/table tents in communal areas
- Intranet pages
- Goodness program instant message channel
- Table in public locations



## Infrastructure

- External DNAday.org website & internal Sharepoint
- 30+ program team members
- Social Toolkit (digital backgrounds, posters, hashtags)
- Template outreach email, pre-session discussion topics, tips & tricks documents
- Info sessions and weekly office hours for employees and community partners



## Best Practices

- Not all countries utilize the same tools or languages to socialize.
- Make sure you are thoughtful and deliberate in your communications channels
- DEIB & accessibility should always be a filter
- The messenger is just as important as the message



# Questions



# Recession-Proof Your CSR Program

Wednesday December 7, 2022 | 10 a.m. PST / 1 p.m. EST

How to help your community, employees,  
*and* business in uncertain times.

Check out our **Webinar Resources section** for the link!



**Erica Graham Jordan**

Area VP of Sales  
**Benevity**

## Upcoming Webinar



Thank *you!*