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Corporate Social Responsibilities of Social Media [A Case of Facebook]



Corporate Social Responsibility

Corporate Social Responsibility is when a firm runs in a sustainable and ethical way, by delivering economic, social and environmental benefits for all stakeholders (Beal, 2013).

CSR aims to ensure that companies conduct their business in a way that is ethical. This means taking account of their social, economic and environmental impact, and consideration of human rights (Banerjee, 2008)

CSR is the ongoing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (Fonceca and Jebaseelan, 2012).

Importance of CSR

Having advantage over competitors (Asemah, Okpanachi and Edegoh, 2013)

Increase brand reputation and awareness (Tsoutsoura, 2004)

Flourishing relationship with stakeholders (Soroka and Mazurek-Kusiak, 2014)

CSR activities brings more profit (Asemah, Okpanachi and Olumuji, 2013)

It discourages government regulation (Fombrun, 2005)

Development of CSR



Social
Responsibility is
making profit

First Generation



Responsibility is to
make profit
Welfare and freedom
for employees

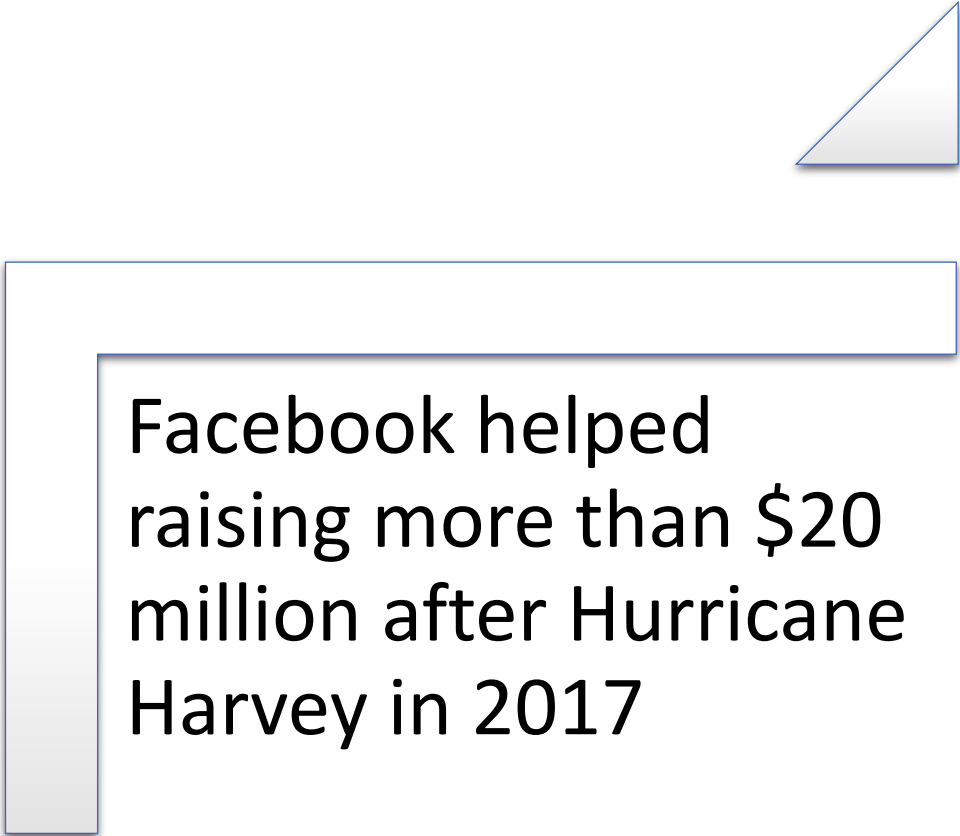
Second Generation



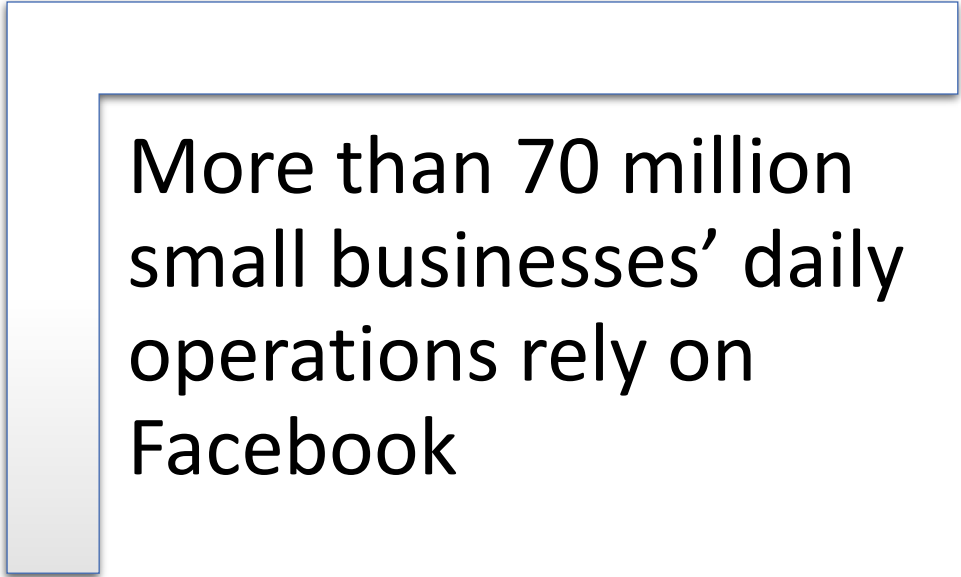
Expand
responsibilities to
all stakeholders

Third Generation

Facebook's CSR Practice

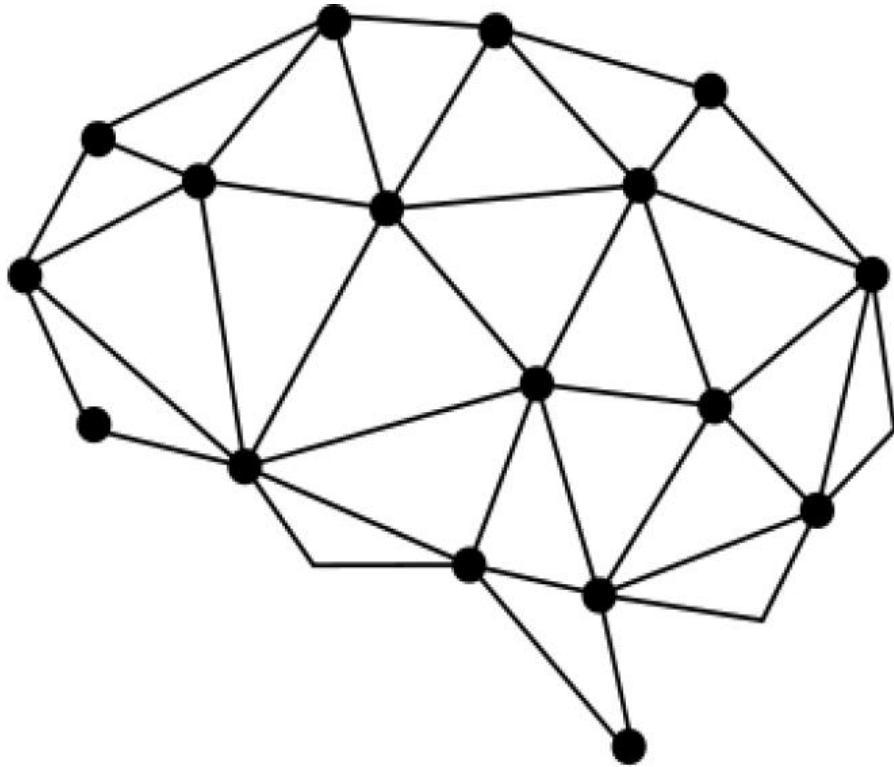


Facebook helped
raising more than \$20
million after Hurricane
Harvey in 2017



More than 70 million
small businesses' daily
operations rely on
Facebook

Facebook Controversy's



2012, Facebook's Emotional Experiment on 7,00,000 (The Guardian, 2014)

December 2015, Cambridge Analytica Data scandal (The Guardian, 2014; The Washington Post, 2018)

15th March 2019, Christchurch Shooting Footage (BBC, 2019a)

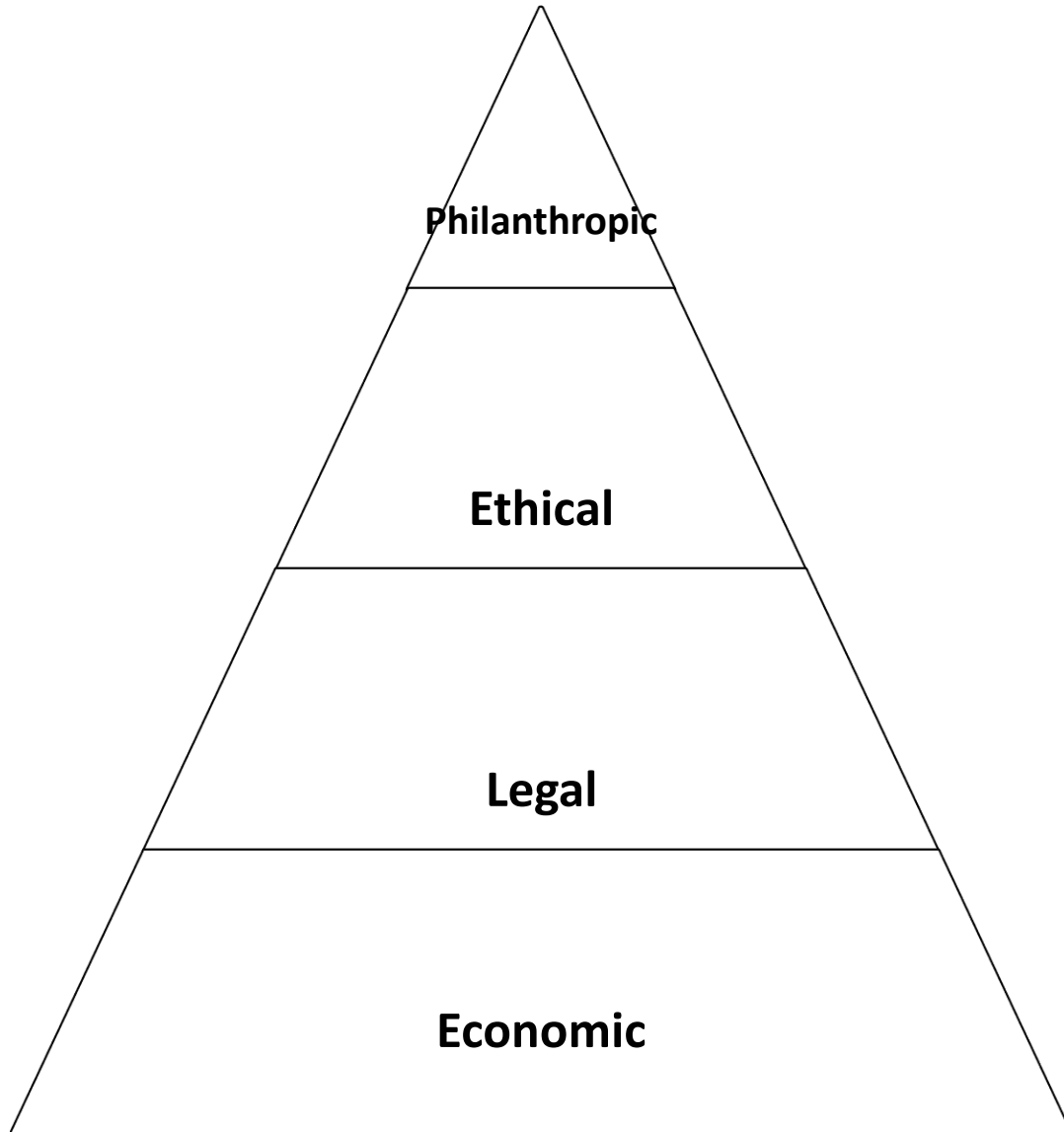
Facebook and Government's Attitudes

After the 2016 U.S. election, even leaders of democracies called for greater “regulation” of the internet (Tucker et al., 2017).

The UK government may implement regulations on social media companies for harmful content, including fines and blockage of their services (BBC, 2019c).

Facebook's C.E.O asked for governments' help to address data protection and hateful contents issues(BBC, 2019b)

Carroll's CSR Pyramid



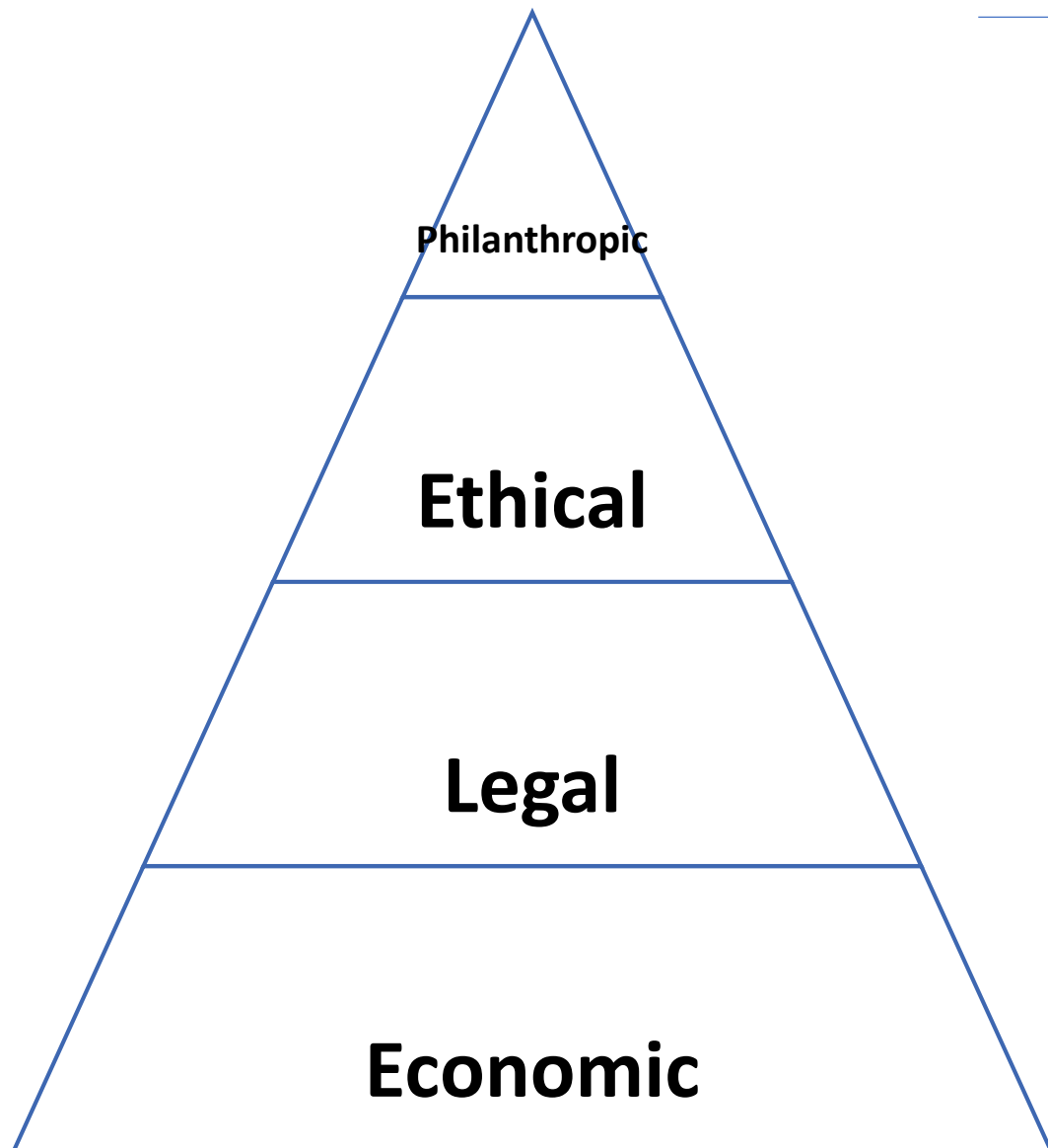
**It is desired by the society;
contribution financially and human
resources for the community**

**Expected by Society: Do what is
just and fair. Avoid harm**

**Following consumer and
environmental laws.**

**Economic responsibilities is
required by society; being
profitable.**

Carroll's CSR Pyramid for Facebook



Desired by Society: Responsibilities and contributions for society

- Fundraising
 - Blood Donation
 - Mentorship and support
-



Required by Society

- Following laws and regulations
 - Responsibility to obey the law, society codification
 - Refer to the comparison table
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Required by Society; Business's responsibility to be Profitable

- Google; justified it's complicity in China's censorship as a socially responsible action because China was such a lucrative market.

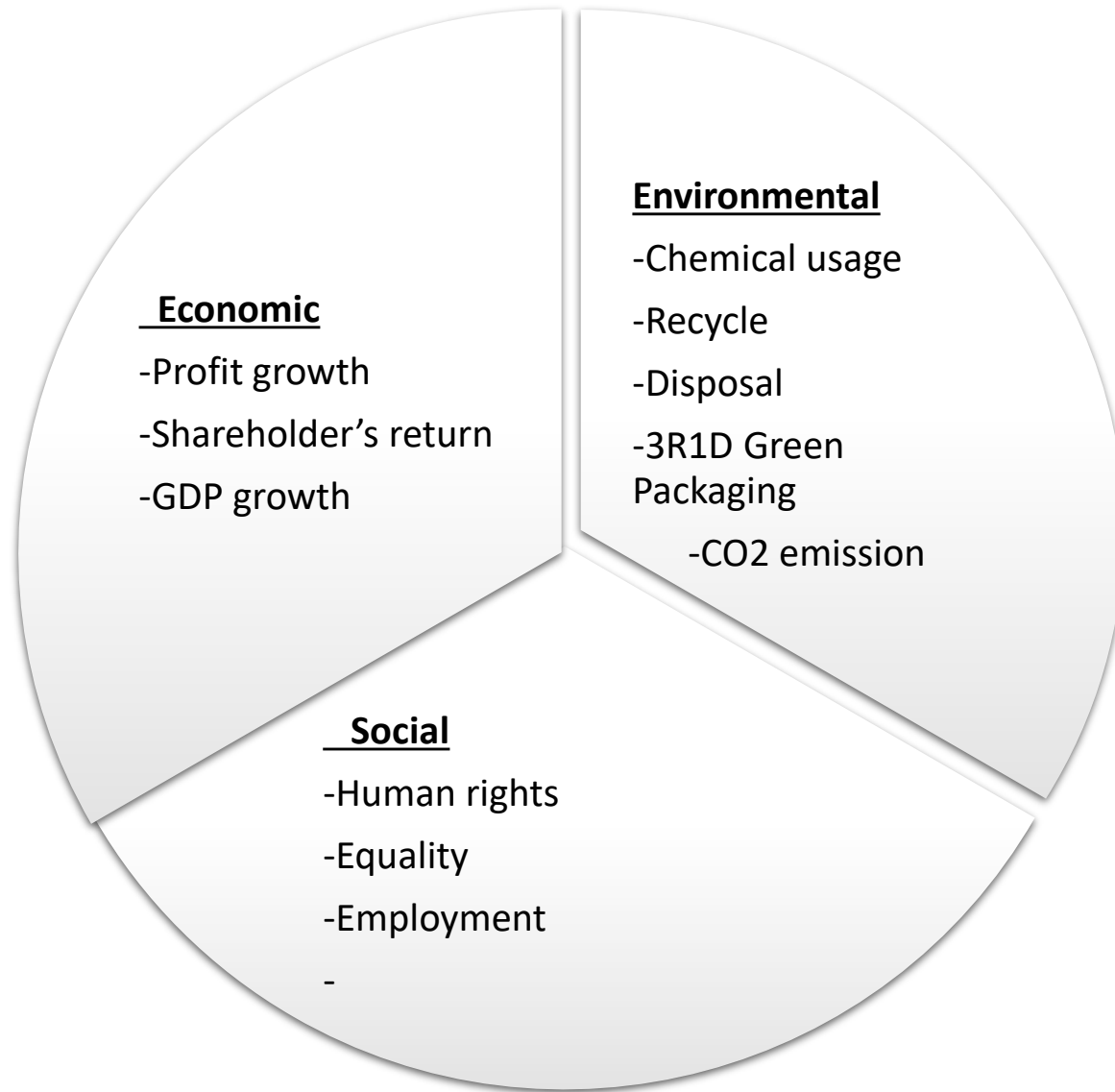
Gap of Social Media's CSR



Internet Regulation in Different Countries

Country	Means of Social Media Control	Possible Underlying Premise
China	Censorship Great Fire Wall Total ban of google, YouTube, Facebook ...	• Stop harmful contents by "key word" searching • Multi-organisational surveillance • Lack of ethical, religious and cultural diversity
UAE	The UAE Social media white paper.	• Without consent tagging a person • Without consent posting other videos or pictures • Threatening or bullying people • Without verification by the official source spreading the information. • Maligning people or gossiping about them.
UK	Internet Safety Strategy green paper.	• Stop cyber bullying • Stop Trolling • Stop virtual mobbing
EU	General Data Protection Regulation (GDPR)	• Secure store and uses of people's data (including social media platform)

Triple Bottom Line of Sustainable Business

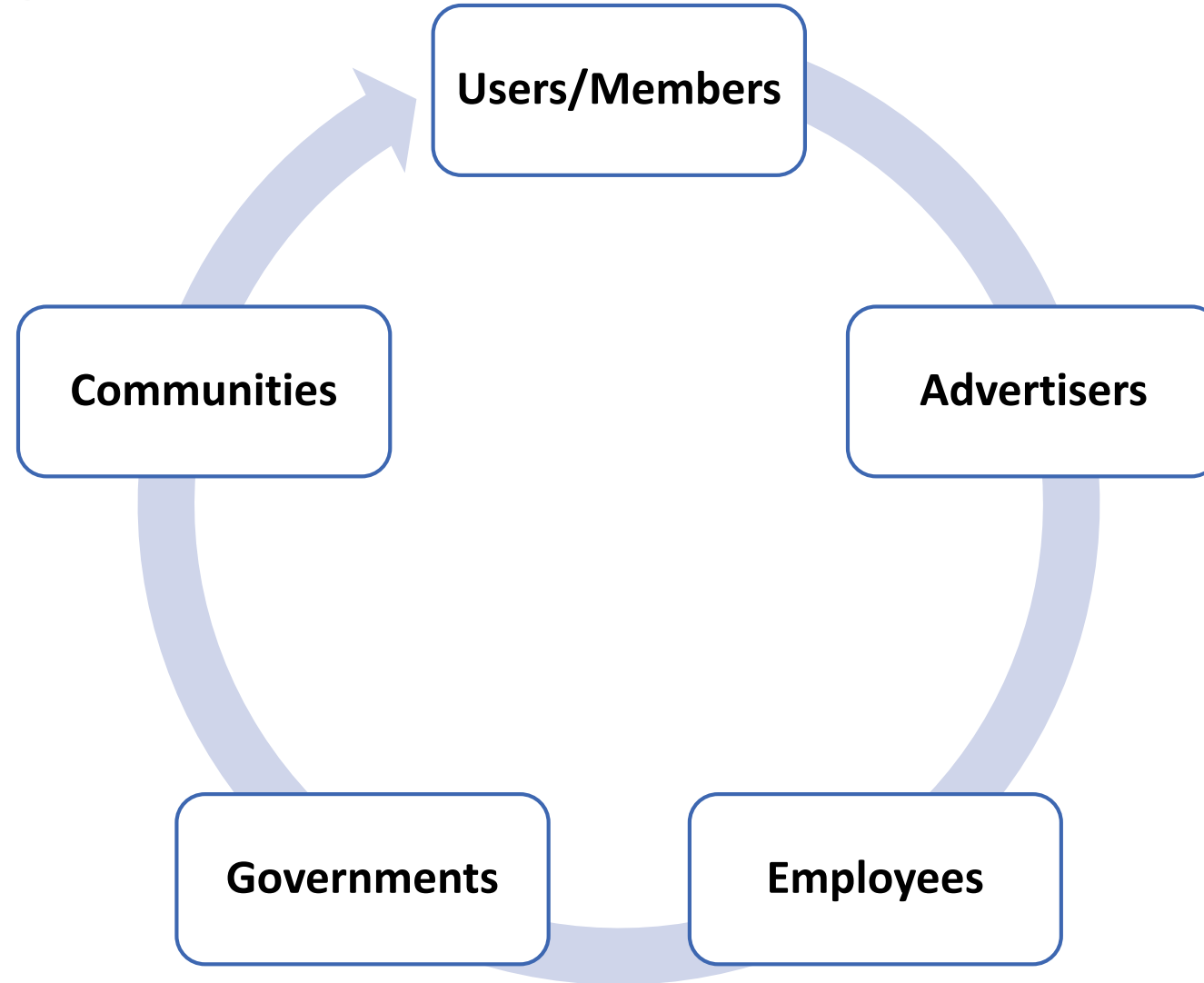


We're committed to reducing our greenhouse gas footprint by 75% and reaching 100% renewable energy by 2020

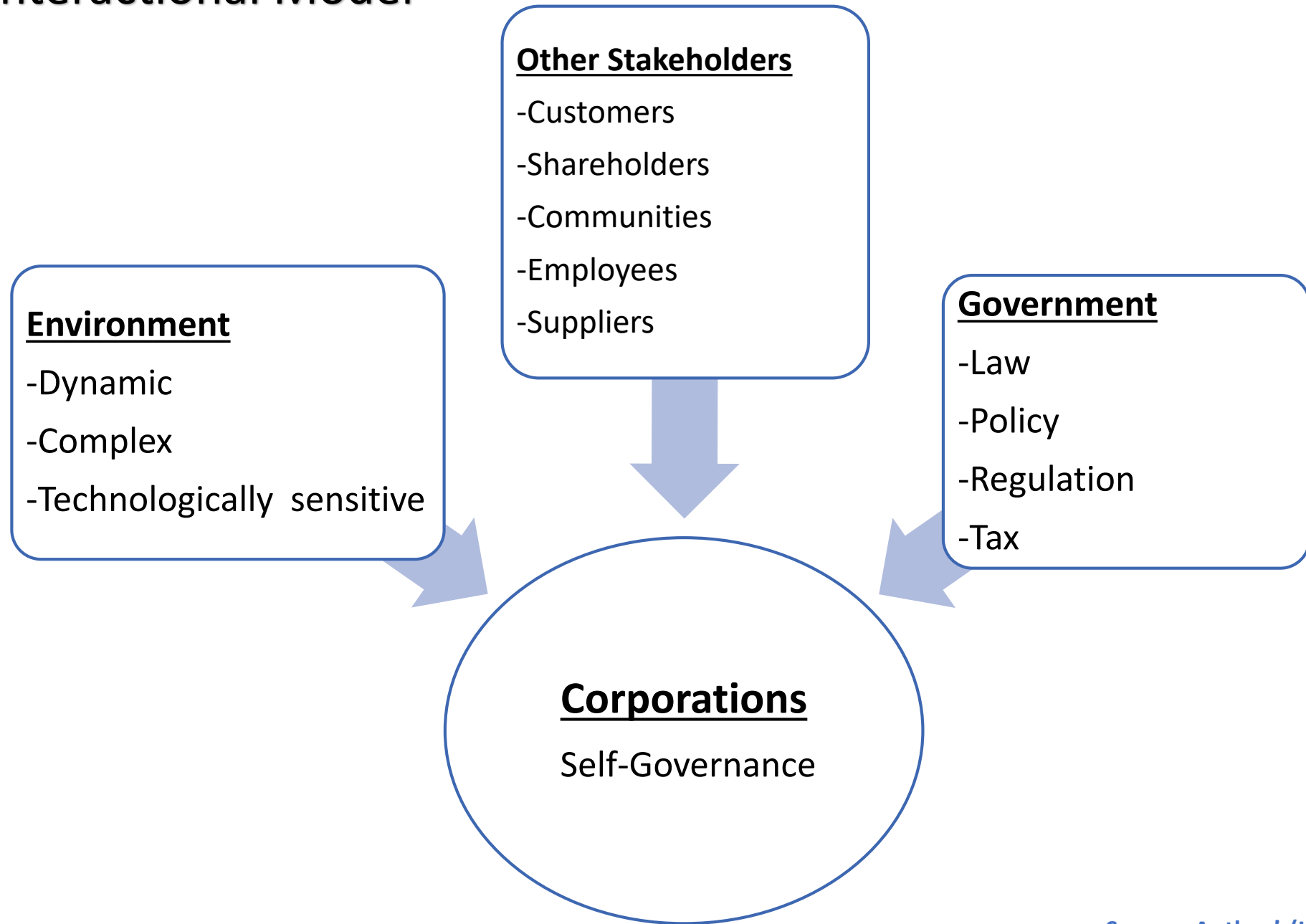
Facebook's mission is to give people the power to build community and bring the world closer together.

CSR of Social Media (Facebook)

Stakeholders Group



Dynamic Interactional Model



Positive Interventions from the Government

US Government

After World War II

4% GDP Growth per Year

106 Months

Chinese Government

1978-2017

GDP Growth 9.5% per Year

39 Years

- Capital Investment in Military, tech, infrastructure
- Implementing stimulative economic policy

Strong Interventions

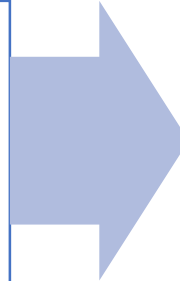
Corporations

Balance Mechanism for Society

- We cannot only rely on corporate self-governance.
- Government should play a more important role.
- Corporations should **co-operate** with the government.



**National Strategy by
Government**



Building

Stable social order

Reaching

Social consensus

Implementing

Efficient Policy

Offering

Access for everyone

Question and Review

1) Can we fully trust social media ?

2) Can social media companies be socially responsible without any supervision?

3) Should government take a more proactive role in Internet content control?

Social Media  Social Responsibility

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