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Introduction

Amazon is an American multinational technology company which operates in e-commerce by selling various types of good starting with clothes, continuing with electronics and food. Also, it operates in digital streaming and artificial intelligence. Amazon is considered one of the most influential cultural and economic brands. It is recognised all over the world as one of the largest marketplaces. It has an industrial model of innovation which means it operates in more than one industry. Besides retailing, there is also subdivisions such as Amazon Publishing, Prime Video and Amazon Music (Wilson ,2018).

Amazon provides a set of benefits for society precisely in the period of pandemic. First of all, Amazon filled 100,000 new jobs announced in March. Also, it plans to add 75,000 more. This will support meet the demand and provide customer service and help clients with their orders. (Day One Staff, 2020). Secondly, the organisation invests millions in safety measures, relief fund and other projects to support the recovery.

This report focuses on evaluation the community engagement in Amazon. It discusses the best practices of organisation on community engagement along with relationship between internal and external stakeholders. Furthermore, the range of skills, knowledge, and training requirements of employees to carry the job effectively is analysed. Next, external factors are discussed and the impact it carries in building and sustaining business relationships between the company and its network partners.

Finally, the report will answer how social media platform can support the business. Recommendations are provided in order to improve performance along with efficiency in building strong long-term relationship with external stakeholders.

Evolution of community engagement in Amazon

Amazon demonstrated commitment in supporting commitments via various causes. As per an article from their blog it has been mentioned that in term of community engagement, they look for innovative ways to make a positive and lasting impact. Also, the organisation encourages employees to champion causes they care about. (Robert. F Kronick,2018).

Amazon started community engagement by making donations to lower income communities. Gradually the organisation expanded its projects by supporting writing, programming workshops for kids. Now in this period of health crisis Amazon supports communities by providing equipment and donates millions to relief business across Europe to support those impacted by Covid-19.

Amazon demonstrated a high engagement in supporting the welfare of communities even if most of the business were affected by it and many were forced to shut down (Plotkin, 2020). However, it is important to acknowledge that organisation also benefits from support it provides for society, by engaging with communities it extends its network and develop brand awareness, therefore its sales grow. It builds trust, opportunities to influence, understand better the issues local may facing and provide better solutions. It enables organisation to understand better the community and remove potential barriers that may stand in between. Both the community and organisation benefit from it. (Dianne Smith, 2014)

Organisation best practices on community engagement

The best practices implemented by Amazon on community engagement include certain activities for each state of the lifecycle. First stage is inception which refers to strategy that imply inviting members to join community and keep them engaged. Besides that, the organisation initiates discussions and prompt members to participate.

This way Amazon can build relationships with its members therefore, potential consumers. Second stage is establishment where the organisation regularly writes content about

community and organises events. After that, the data can be used to sense community tactics and grow engagement. Third stage of the lifecycle is maturity. It suggests that the influence must be increased within the sector by optimising the new commers and establish overall goals. The final stage is Mitosis. In this stage training is provided to support sub-groups. (Wilson, 2019)

In addition to that, it is crucial to use appropriate planning, relevant communication techniques, whether it is written communication such as newsletters or oral communication workshops or webinars and reaching as many sectors as possible. (Herdfordshire Council, 2015)

The relationships with external stakeholders

The criticism directed at Amazon is essential to be considered as employees engagement influences consumers' behaviours as well as it influences their purchase choices. Therefore, Amazon must apply strategies to engage not only consumers but also ensure effective communication with its internal stakeholders. Potential issues or conflicts may trigger poor customer service which may affect the brand.

Amazon has corporate social accountability actions to focus on its internal and more critical external stakeholders' wants and needs. Mainly the following categories are prioritised that has the most influence upon company reputation. These are customers, employees and communities.

Amazon's community engagement approach provides the most eminent consumer preference because it is considered one of the most decisive stakeholder groups. The organisation regards buyers as the primary determinant of business profit. Furthermore, the next category are employees. They have an essential role in business performance. Employees are vital as they competitive advantage by maintaining high customer service and building a healthy working culture. Amazon carries corporate social accountability for communities; these stakeholders are necessary as they have the power to shape customer perception regarding products.

Channels to engage with stakeholders.

As mentioned previously regularly engaging with stakeholders is key to maintain long term relationships. Various channels can be used to communicate with them such as questionnaires, newsletters, emails. Another important channel to communicate with customers is websites where the feedback can be obtained and used to create engagements approaches that works best for target groups. However, it is important to note that by using only traditional methods will not guarantee efficient engagement.

Range of skills required b employees

Employees may possess a range of skills in order to perform their duties effectively. This includes interpersonal skills, creativity, and professional skills. For example, a community engagement manager may need to possess skills such as organizational and interpersonal skills. The manager must demonstrate sensitivity and tact in interpersonal relations. Also, skills such as ability to build network and create community partnerships are very important for employees to do their job. Employees should have planning and evaluation skills such as envisioning outcomes, financial planning and reporting, analysis and interpretation of data and policies. (Scottish Community Development Centre, 2007).

Besides possessing a set of skills, employees should possess knowledge and strategies that are needed to carry out their jobs effectively. The knowledge and competence include nurture inclusive partnership with communities, identifying and defining the issues that should be addressed, negotiating with communities and partners etc. (Yohn, 2020). These are just few examples of competences community engagement employees should possess to achieve the goals and be able to sustain the process of community engagement.

Training and development needs

Employees should receive regular training in order to be able to deal with socio-cultural issues within society. This can be done by regular training at workplace or undertaking a course. The employees will learn theories behind engagement, approaches, ways to participate within communities. They have to undertake continuous professional development on community development and engagement because of new trends and factors that changes how the community behave, their interests and needs. (Talk Action, 2020).

Amazon must consider adopting forward looking approach in training employees on multiculturalism. The concept of multiculturalism is defined as existence of various cultures within society. (Modoon,2016). Ability to understand various differences weather it is religion, traditions, or race will provide a better insight and will help provide effective strategies in connecting people together. It also, will help employees to collaborate better with each other and achieve common goals. (Trimboli, 2020)

The role of external factors in building and sustaining business relationships.

In order to be successful small and large business must develop strong relationships with external organisations and stakeholders. These organisations may include government agencies that can support business development and profitability. (Christopher T.Street, 2007) On the other hand, external factors can contribute to building and sustaining relationships, at the same time can affect these relationships, it depends on circumstances. For example, technological trends and developments may help to engage with consumer easier.

By using channels such as Social Media, company website, blog, Microsoft Office channels is making communication efficiently therefore, the relationships are stronger. Another, important factor in community engagement is social trends which refers to activities in which human are involved in society. If the information or projects, you plan to deliver to community group does not correspond to social requirements it will probable distant the community from the business. As a result, the company may fail to achieve its objectives.

The role of social media platform to support the business.

Nowadays, social media platforms have a vital role in supporting business communication, relationships with external stakeholders and building communities. Amazon is one of the most successful stories of operating digitally. One of the most important aspect is building strong customer service. Amazon Facebook page has over 28.7 million likes and hundreds of comments. The employees are replying to each comment by interacting with them, so it helps to maintain a good relationship with them by keeping them satisfied as a result the sales increase align with revenues. (eTail, 2021)

Advantages of using social media include direct engagement with the audience in real-time. Social media is a straightforward way to share information and ads related to new products and services. The Amazon Twitter posts also promote the company's content and keep the audience up to date with activities and new products or services. Amazon created Spark, which makes social engagement and direct product purchase. (Marketing:, 2020).

For example, the users can see the products of interest and engage by leaving comments. Amazon always had the commitments to engage the community, and social channels demonstrated to be an excellent tool to do so. The employees engage with its stakeholders by giving room for concerns, recommendations, and positive feedback, which are very important.

Recommendations

Some of the most prominent Amazon's competitors are eBay, Alibaba, Otto, Walmart etc. For Amazon to maintain its position in the market, it should implement strategies to keep the community engagement high. (Quesenberry, 2020). It is recommended that it invest further in community moderation by adding value and action upon community wants and needs. This way, the community is expected to grow along with profitability. Without community engagement, it is impossible to connect with society, so the business goals and success will be affected.

Furthermore, it is advisable to provide community members with a possibility for expressing their creativity this way, and it will help keep them engaged. Another essential aspect is to ensure the engagement is fun that will help to maintain their interest. For example, gamification can be an excellent solution to keep them engaged. (Dianne Smith, 2014) Visual content demonstrated to be efficient in promoting products and services. It will be great if members can share their short video about their experience. It is vital to welcome new members in a creative way that can be helpful, primarily when focusing on sparking excitement and satisfaction of being a part of the community.

Conclusion

Amazon demonstrated efficiency in community engagement. In this health crisis Amazon supports communities by providing equipment and donates millions to help business to survive. Besides that, it supported communities via various projects such as Amazon publishing workshops, programming for kids and other. Its practices involve engaging community by inviting members to join and keep them engaged by regularly writing content about activities, news, organising various events and regularly responding to their inquiries.

Also, they direct their focus on internal stakeholders such as employees which are vital in obtaining competitive advantage and delivering high quality customer satisfaction. They invest in employee's development by providing regular training which helps maintain a healthy culture. As a result, it contributes to company brand, reputation and influences consumer behaviour and perception about Amazon.

Despite, Amazon success in building and engaging community it is advisable for it to apply strategies to maintain high engagement. Some of these methods include applying creative strategies such as video experience, content that is fun and games that can help to keep them interested.

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