

Social Purpose Playbook

**Create Purpose-driven Marketing
and Strategic Communication to
Influence and Impact**

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**Meet
Kathleen**



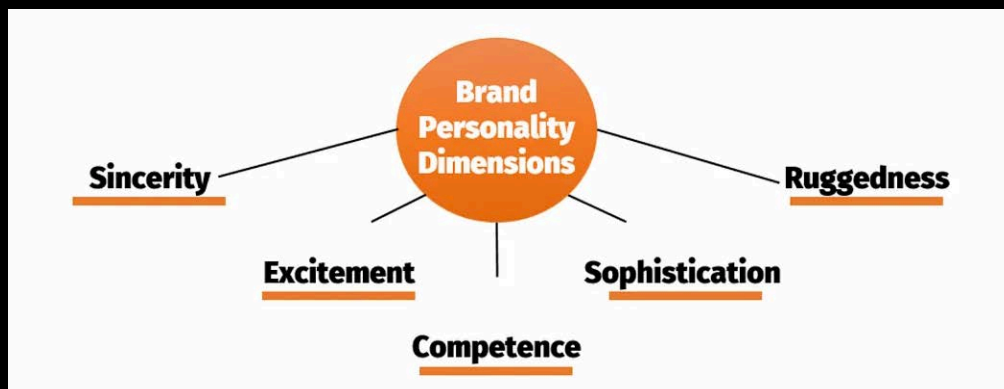
Brand Identities that Resonate

Brand Opportunity

Define your brand, then bring your values to life in a meaningful way that creates emotional connection and super fans.

- ↘ **Sincerity** *Honest, wholesome and down-to-earth, family values*
- ↘ **Excitement** *Daring, spirited and imaginative, adventurous*
- ↘ **Competence** *Reliable, smart, and innovative expertise*
- ↘ **Sophistication** *Charming, elegant and luxurious*
- ↘ **Ruggedness** *Robust, outdoorsy and strong*

Humans innately use personalities as a shorthand to understand and navigate complex social landscapes. This principle extends to brands. In essence, whether you're in New York or New Delhi, the psychological propensity to attribute personalities to brands remains a constant



Create an authentic, credible CSR strategy designed to break through the noise and resonate with your stakeholders

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“The communications landscape—and what people expect of business —has changed. It’s **on everyone to listen, uplift, and empower** every generation, each with its unique values, perspectives, and talents. True impact comes from cross-generational collaboration, where every life experience drives more meaningful work.”

-Barby K. Siegel

Global CEO, Zeno Group
USC Center for Public Relations



Why?

“The COVID-19 pandemic caused critical economic, social, political, and psychological ramifications. Against this backdrop, CSR has reemerged as a potential catalyst to redefine the symbiotic relationship between business and society.

A relational approach to CSR can further our understanding of stakeholders as powerful partners in co-creating the meaning of CSR in today’s open, fast, and dynamic world.”

-Dr. Nur Uysal



Purpose drives performance. Clarity powers connection. Communication is a tool for change. th



Power of Language

To foster trust, transparency and inclusion, a communication strategy can bring your values to life, demonstrating empathy, equity, curiosity and courage.



Purpose Anchored in Values

Long-term goal is to help organizations act with integrity and lead with purpose-through clear, inclusive and ethical communication. This playbook is built to align business strategy with social good.

Strategy & CSR



Vision

Allows you to tell your stakeholders why you exist, identifying the needs or issues you commit or aspire to solve for others to create change through action.



Mission

States what your organization (from leadership to frontlines) is planning to do to achieve your vision. It needs to address the types of activities your organization seeks to perform toward your vision.



Strategy

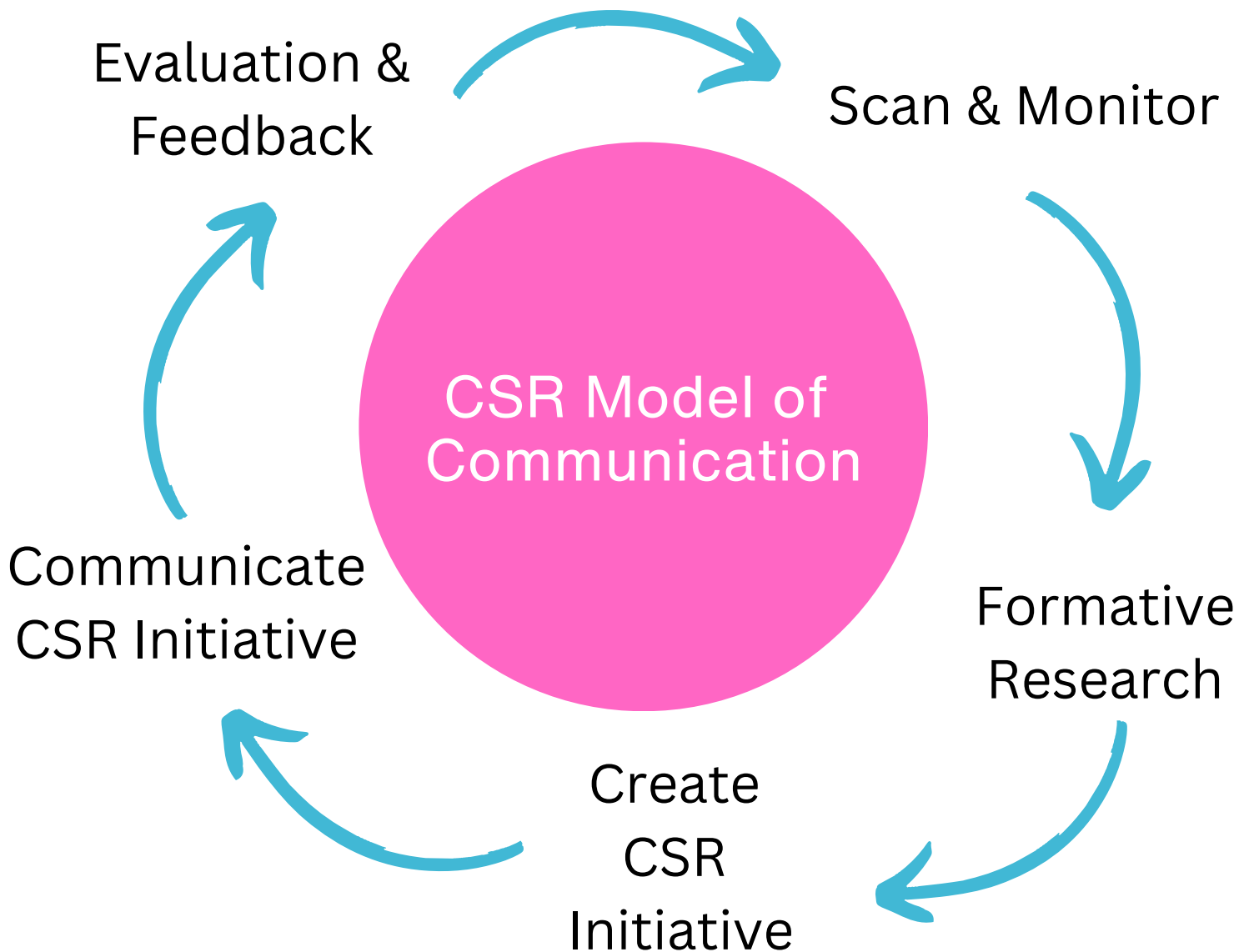
Determines how your organization plans to undertake your mission, carving the path with ways you will negotiate the competitive environment and evolution in order to attain a sustainable, long-term advantage. This includes analysis, formulation and implementation.



Tactics

Your day-to-day management decisions and actions made to implement the strategy with action and feedback loops to ensure communication is aligned to your values.

CSR Process Model



Social Purpose Focus Areas

↘ Inclusion & Belonging

Elevate equity, accessibility, and authentic representation in all messaging.

↘ Community Partnerships

Build reciprocal, long-term collaborations and partnerships with national and local organizations that are relevant to your business and values in the communities you serve for credible guidance on what matters most.

↘ Sustainability

Embed environmental stewardship in both messaging and operations that reflect your values and evolve for a long-term impact that shows the change you made.

↘ AI & Ethics

Communicate responsibly about emerging tech and data use. Prioritize transparency, fairness, and human-centered design.

Cross-Channel Storytelling

P

Paid

Sponsored content to educate and inspire where your audience seeks information based on your business objectives. Create relevant content to share across social platforms such as X, LinkedIn, Instagram, Facebook, YouTube, Reddit, Pinterest, Threads, and TikTok.

E

Earned

Media features, thought leadership, CSR, and CSV award recognition with meaningful narratives and value-driven storytelling that showcases your cause and highlight what you are doing to make a difference.

S

Shared

Align meaningful partnerships, influencers, co-branded campaigns, employee advocacy, and community reposts that are legitimate and charismatic to grow your audience into fans and supporters who want to be part of your movement.

O

Owned Media

Website, Blog series, docu-series, Belonging dashboards, podcast and internal communication platforms (intra-net) to drive purpose and change from the inside out, leveraging internal storytelling and connection.

Content Strategy

One-Cause. Many Channels. Real Impact.
How a multi-platform content strategy activates your purpose.

↘ Create Awareness

↘ Humanize with stories,
challenge stigma and take a
stand.

↘ Build Credibility

↘ Show Leadership
Accountability and expertise

↘ Foster Engagement

↘ Share a platform with
community voices

↘ Deepen Trust

↘ Offer transparency and
resources for replication

“Businesses Create Economic Value by Creating Societal Value.”

Creating Shared Value (CSV) is a competitive strategy that generates economic value by solving societal problems. It involves designing business strategies that achieve success while also delivering positive social or environmental impact.

Why it matters now more than ever is that businesses must be profitable and purposeful as consumers, employees, and investors expect brands to tackle social inequity, support sustainability, engage transparently, and align with authentic values.



Stakeholder Map

*“CSR is a moving target constantly
redefined by the relational dynamics
between corporations and stakeholders.”
-Uysal (2018)*

People first. Map who you serve-and who you stand with.

Employees: Transparency, psychological safety and belonging.

Communities: Value alignment drives loyalty.

Investors: Clarity in messaging and your for and against.

Partners/Nonprofits: Seek Authenticity, Support and shared goals.


Co-create. Speak in stakeholder language and message in community. Don't just inform, invite.

Evaluating CSR Communication



Six Dimensions of CSR

- **Informativeness**
- **Third-party Endorsement**
- **Personal Relevance**
- **Message Tone**
- **Consistency**
- **Transparency**



*Assess your
impact and make
better decisions*

Challenges & Considerations

“Trust is built in truth. Impact is earned over time.”

↘ *Build Trust*

Purpose is powerful- but only when paired with humility, consistency and care. Your stakeholders don't expect perfection, but they do expect transparency. Trust is fragile, especially in polarized, misinformation-prone environments. Be honest about where you are on the journey. Don't wait for the “perfect” initiative to communicate. Scan, monitor what is going on around you and have a strategy in place to invite employee, community and competitor feedback.

↘ *Maintain Authenticity*

Avoid purpose-washing by aligning your values in words with action and a tone that offers credibility and honesty, delivering steady and coherent messaging. Integrate your purpose into your business model, not just your marketing. Show the messy middle, share lessons learned, not just the wins but do it in a way that invites collaboration. Use inclusive, people-first language that reflects your values and represents real lives and issues.

↘ *Commit*

Making commitments involves centering your accountability mechanisms. Publish your goals, report your progress, and own your mistakes. Establish internal guardrails for ethical storytelling, particularly when working with marginalized communities. Commit to relevant and relational CSR. Act with and not just for your stakeholders in a meaningful way that connects to their lives. Embed belonging, advocacy, sustainability, and ethics as part of everyday decisions, not just side hustles.

↘ *Measure*

Measuring Shared Value in financial, social, and Integrated Reporting is critical to show how a company is affected and how they impact society and the environment. Leverage the five “R” + one framework (Revenue, Reputation, Recruitment, Retention, Relationships and Impact) to benchmark against top performers and refine as you go.

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BRANDS YOU LOVE, WHY?

Ideation
Inspiration...
Use this as your
scratch pad

CORE VALUES & ISSUES TO SOLVE

What makes
sense for your
brand to
impact/solve
for?

VISION & WHY?

What do you
want to be
known for and
why?