

The Analysis of the Manner of Communicating the Online Social Responsibility by Petrom, Rompetrol, and MOL

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Abstract: *This paper addresses the social responsibility actions of corporations in the virtual environment from the point of view of communication. I have analyzed the verbal, auditory, and visual messages in the online environment of three major oil companies. Through this analysis, I have been looking at the manner in which corporate social responsibility communication is achieved in the online environment and at the communication strategies that companies use to disseminate it in this environment.*

Keywords: *corporate social responsibility, communication, virtual environment, communication strategies, capturing the attention.*

1. Introduction

The analysis aims at studying the social responsibility communication in the virtual environment, identifying the ways to capture the attention and creating the trust relationship with the receiver and

highlighting the particularities of the corporate communication in this environment.

The purpose of this paper is to streamline the corporate social responsibility communication in the virtual environment.

I have decided upon this topic as I consider it to be new and challenging since it highlights an approach not very much discussed in Romania so far, namely the importance of the manner in which companies doing social responsibility activities communicate their actions in the online environment; an excellent channel through which the public can be informed and through which companies can build trustworthy relationships with stakeholders. There is also a need to study communication strategies through which corporations bring their audiences closer to the virtual environment. From a scientific point of view, the relevance of this topic is given by the fact that I would like to present a new topic for the scientific activity in Romania, given that the issue of corporate social responsibility in connection with the communication in the virtual environment did not present a very high interest in the literature of our country.

The originality of the paper is the manner of approaching the topic through the comparative analysis of corporate social responsibility communication, by analyzing several channels of communication and by advancing strategies for streamlining the communication of corporate social responsibility in the virtual environment.

2. Methodology

In order to write this paper, I have completed the following stages: documenting from both real and virtual sources, using comparative analysis as a research method, drafting this paper and writing the conclusions. To conduct the research, I have looked at companies' websites, blogs, Facebook pages, and YouTube channels. The reason

for this type of research is that it provides a much more complex understanding of the studied topic.

3. Results and discussions

The comparative analysis of social responsibility communication in the virtual environment aimed at identifying the corporate communication strategies used by the corporations. I have taken into consideration the analysis of texts, images, and sounds, because "the electronic environment favors the association of several forms of expression: words, movement, image which, in the conditions in which they are complementary and convergent, works positively on the message, consolidate it" (Suciu, 2004).

The channels of communication in the studied online environment were those used by each analyzed company. I have paid attention to the structure of the websites, the types of messages sent, the colors used. On the Facebook pages, I have studied the frequency of posts, message types, interaction with the public, feedback of posts, and all the means of capturing the attention that they used. After that, I have analyzed the companies' blogs and YouTube channels. I have also used the research grid above-mentioned for their analysis. After the comparative analysis of the communication, I have made the following proposal for streamlining corporate social responsibility communication, namely using the blog for the oil company MOL. I considered this channel to be useful because it is one of the most effective tools that can be used in the online communication. As far as the frequency of the posts is concerned, I have suggested that these should be done at least once a day, considering that posting at a shorter period of time increases the possibility of the information being seen by many users. Another proposal related to the frequency of the posts was about the timeframe in which they were made. I have taken the period of time between 5 pm and 7 pm as the freest part of the day for the public. Also for MOL, I have proposed to create a separate page where the information related to their own social responsibility activities can

be posted. I have considered this useful as it provides a better visibility of these actions, while also facilitating the search for information by interested parties. Finally, I have proposed to constantly update communication channels, where appropriate, because "if an organization does not communicate, it does not exist" (Dagenais 2003).

4. Conclusions

The research has been carried out to analyze the manner in which companies communicate social responsibility actions in the virtual environment and in which they manage to capture the attention and try to build a trustworthy relationship with the public through different environmental features. The analysis has shown that the companies are trying to highlight the specific elements of social responsibility communication, such as transparency, clear objectives, well-defined responsibilities, and their promotion as companies responsible for the society.

As far as the social responsibility in Romania is concerned, I have noticed that this topic has not been approached from the point of view of communication in the virtual environment. I have argued about the fact that there is not enough emphasis on social responsibility communication in this environment and the topic is not discussed in the literature.

A corporate social responsibility approach from the point of view of communication can improve the company's relationship with stakeholders and it can provide greater transparency and increased ethical standards.

Bibliography

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