

The role of Corporate Social Responsibility is constantly growing when it comes to managing a company's reputation. The larger the company, the more crucial CSR is to their success. The public relations practitioner should take an active position in making sure a company's CSR initiatives are relevant and successful.

CSR holds a special importance for stakeholders in a company, especially financial contributors. When considering whether to invest in a company potential stakeholders take into account the whole company's activities and history. Small blemishes in an organization's past may be overlooked if they have programs in place that demonstrate their commitment to the overall well-being of society. In the last few years, most companies have started a variation of the "Going Green" campaign. The first companies to start these projects initiated a ripple effect resulting in almost every industry trying to find a way to make their products more environmentally friendly. No company wants to be left behind in the environmentally conscious movement because at this point, stakeholders will specifically want to know why no plans have been made within the organization to positively impact the environment.

Public relations deals heavily with maintaining an organization's reputation. Therefore, the PR practitioner has an extremely active role in developing CSR campaigns and ensuring their company's publics are well informed about the issues. If a company has numerous philanthropic projects, but no one outside of the company knows about these projects, they can do nothing for the reputation for that company.

We would like to think all companies engage in CSR campaigns out of genuine concern for the well-being of the human race, but often that is not the case. In an age

where reputation matters just as much as the services provided, organizations want to ensure they are seen in the best possible light. This is exactly what public relations is about, so it seems logical that CSR would be the focus of the PR department.

CSR leadership has now become a vital part of a company's success and longevity. Fears of being seen as insensitive to the plights of the world guide companies CSR initiatives. These projects play an active role in the PR realm of an organization. At the end of the day, an organization's publics determine their level of success and CSR is a main decisive factor.