ESG Reputation and Risk Analysis

Are there modern slavery issues within your supply chain? Are your employees working 80 hour weeks? Are environmental activists planning to stage a protest at your next AGM? Do all of your stores have wheelchair accessible entrances?

All of these issues could damage your corporate reputation, threatening to blow up into a crisis. They also form essential components of your broader ESG profile. They are critical to how your business is seen by investors and other stakeholders but they may not surface as part of a standard review of ESG disclosures and policies.

Analysing the ESG conversation

ESG assessments are often carried out inwardly, focusing on what a business can readily measure, with a view to being able to make adequate disclosures which focus on what is readily auditable. Social360's ESG Reputation Analysis looks outward, providing you with an external measure of ESG reputational risk. It uncovers risks that are more difficult to measure but still potentially damaging.

We tell you what your stakeholders care about and how defensible your policy and behaviours are in those areas. We analyse conversation to uncover any gaps between what you say you do and what is actually happening in the real world, beyond the quantitative data.

There is no broader and more immediate insight into corporate reputation and perception than through social media and online conversation. It can however be clouded by complex and untrustworthy data, making it seem an impenetrable source of information. Our experience is in cutting through this noise to find reputationally critical data.

Social360 ESG Reputation and Risk Analysis

The Social360 ESG Reputation Analysis service looks at the broadest spectrum of ESG topics and issues and pinpoints areas of corporate reputational risk. It uncovers the commentators and agitators shaping the conversations relevant to you. It also quantifies ESG risk in areas often hardest to measure, such as social issues and potential threats.

The newly-launched Social360 ESG service is an external measure of reputational risk across ESG issues. We carry out a deep dive into social media and online activity, analysing conversation regarding your company in these areas. We close the circle between measurable ESG assessments and public perception and give a true 360 degree picture of how closely aligned your corporate self image is with reality.

How does it work?

We have referenced the SASB pillars of sustainability reporting to develop our own inhouse dataset which provides a comprehensive taxonomy of all ESG issues. These include, but are not limited to:

Environmental
Climate change, alternative energy, deforestation, emissions, sustainability, pollution, air quality

Social
Diversity and inclusion, human rights, race, gender, LGBTQ+, Covid-19, supply chain, employee rights, disability rights, minority rights, broader societal issues

Governance
C-Suite remuneration, money laundering, data security, pensions, voter transparency, shareholder activism
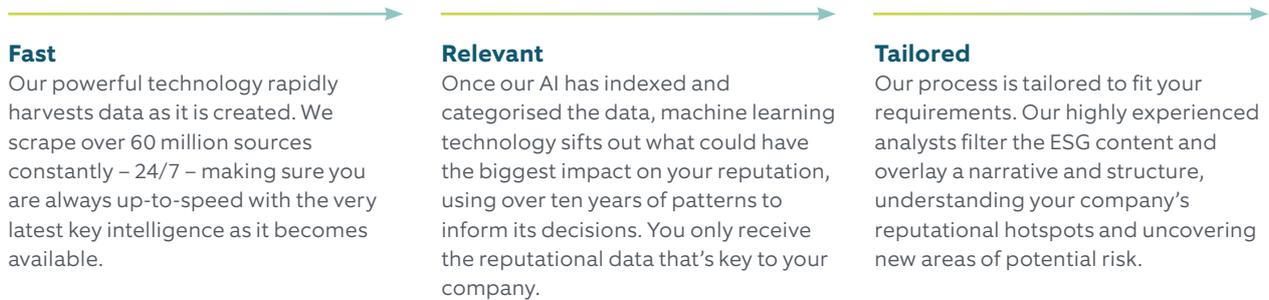
We search across all company activity alongside this dataset. We also monitor all company mentions made by NGOs regardless of ESG-related keywords. By doing this, we are able to pick up any emerging areas of interest gaining traction from activist and lobbying groups.

ESG Reputation and Risk Analysis

Reputation Intelligence: our three-stage process

Our ESG service uses our three-stage process built around powerful AI, machine learning and the experience of analysts tailoring the content to suit your context.

Fast
Our powerful technology rapidly harvests data as it is created. We scrape over 60 million sources constantly – 24/7 – making sure you are always up-to-speed with the very latest key intelligence as it becomes available.

Relevant
Once our AI has indexed and categorised the data, machine learning technology sifts out what could have the biggest impact on your reputation, using over ten years of patterns to inform its decisions. You only receive the reputational data that's key to your company.

Tailored
Our process is tailored to fit your requirements. Our highly experienced analysts filter the ESG content and overlay a narrative and structure, understanding your company's reputational hotspots and uncovering new areas of potential risk.

The Social360 ESG Reputation Rating

The Social360 ESG Reputation Rating gives you a digestible overview of your current ESG reputation, highlighting areas of potential risk.

We use a traffic light system to score each reported issue, categorising within the environmental, social and governance headings.

Our analysts assign the traffic lights by examining relevant social media content during the time period, looking at influence and authority of source, its reach, its credibility and the volume and frequency of posting.

We then look at:

Reputational value: Is the issue going to have an impact on reputation? We analyse whether this content is current and whether it is gaining significant online interest.

Sentiment: Is the content negative, positive or neutral? Negative stories are more likely to pose a reputational risk, while positive comment is likely to lead to a positive score and affirmation of a company's ESG position.

Our range of ESG products

Social360 Reputation Analysis Report
At the heart of our ESG service is our weekly analysis report (also available in monthly format).

We analyse the main areas of conversation affecting your company's reputation across ESG issues, highlighting any influential sources and NGOs. As well as a narrative overview and reputation score, we provide a full data breakdown including volumes of activity, geo-mapped activity analysis and most active social media accounts. Our reports are delivered directly to your inbox with optimal viewing online.

ESG Social Media Activity Analysis
If you wish to delve deeper into a particular area we carry out larger pieces of bespoke analysis, usually conducted over a longer timeframe. Each analysis piece we carry out is created individually and we work closely with our clients to set the brief and parameters for the piece of work.

For more information

Please get in touch to find out more about how we can help you to stay on top of ESG data and conversation affecting your corporate reputation.

Please email info@s360group.com and we will give you a ring.

Follow Us
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About Social360

Social360 helps senior management teams understand the online narrative which influences and poses a risk to corporate reputation. Founded by senior communications specialists, we have spent the last ten years working with some of the world's largest companies, government agencies and communications consultancies. We combine AI data collection capabilities with machine learning to surface and analyse social media and online relevant to your reputation. Highly-skilled analysts tailor this to your context, delivering in a format optimised for immediate strategic decision making.