

# **Corporate Social Responsibility (CSR) Disclosures using Social Media in India**

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## **Abstract**

The aim of this paper is to analyze the use of online social networks as a medium for Corporate Social Responsibility (CSR) disclosures. To this end, an analysis was performed of the messages posted by the top 500 public listed companies in the National Stock Exchange (NSE) in India. In addition, analysis was performed on the responses that they received on two of the most popular online social networks Facebook and Twitter. The results of the analysis of these data are explored to see which of the Indian listed companies are using social media networks and which of the social media networks are most frequently used. In addition, the goal of this paper is to investigate which corporates adopted the online social media more effective and communicated the same to the stakeholders. The study also explored how Indian companies communicate more frequently the non-CSR messages more than CSR messages. The study also explored if the companies are employing an informing strategy or an interacting strategy towards external publics. The findings show how this industry is chaotic and unpredictable. The study also shows how the Indian companies are transitioning and adopting these social media platforms is used for CSR disclosures.

## **Keywords**

Corporate Social Responsibility (CSR); Social Media Networks; Facebook; Twitter; India;

## **Biographies**

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