



Ethical Communications: a best practice approach

Human stories are a powerful way to communicate, but misusing these narratives can be harmful to individuals and detrimental to an organisation's reputation.
It's time for a better approach.

Our Ethical Communications guides, training programmes, executive coaching and bespoke counsel provide a best practice approach to help organisations share their ESG, purpose and social impact initiatives through internal and external communications - across social and websites, reports, events, advertising and earned media.

Our method, shaped by our Social Impact experts, is backed by rigorously research and created from academic, non-profit and corporate sources.

About Navigating Now

Today's complex communications landscape poses a multitude of challenges for comms professionals: from safeguarding organisations and brands, articulating stories in a fresh and progressive way, to delivering campaigns and content that are both future-proof and aligned with best practices.

Navigating Now, brought to you by Weber Shandwick's social impact team, offers comprehensive guides, coaching and counsel across a wide-range social issues and milestones - from rights-based conversations to evolving language demand, International Women's Day, and COP gatherings - providing clarity and confidence.

To schedule an initial consultation, contact Gillian Gallanagh at:
SocialImpactLondon@webershandwick.com

For more information, please visit:
www.webershandwick.co.uk/navigating-now

Who is this guide for?

Comms, marketing, ESG, Purpose and/or ESG professionals looking to:

- Future proof their business against criticism
- Creating content relating to social impact
- Ensure content is respectful and responsible
- Take a best practice approach
- Create positive social change

Actionable insights

- Why ethical communications is business critical
- Where social impact communications is going wrong
- Guiding principles to ethical communications storytelling
- Putting principles into practice across language, content creation and stock content considerations

Investment

- Ethical communications guides from £4k
- Team training from £7.5k
- Executive coaching from £5k
- Bespoke counsel quoted on request

