

Case Study

Business Civic Leadership Center

Overview

Awards programs are used in a variety of industries as a tool for sharing best practices and recognizing leadership. Most awards programs currently use an offline application process and private judging to select winners. One of the drawbacks of such an approach is that only best practices from award winners are disseminated.

Each year, the U.S. Chamber of Commerce, through its Business Civic Leadership Center, runs the annual Corporate Citizenship Awards. The awards program to showcase businesses, trade associations, and chambers of commerce for demonstrating ethical leadership and corporate stewardship and for making a positive difference in society.

In 2009, the Business Civic Leadership Center approached Justmeans to design a process for creating a social media strategy for the awards program. Justmeans' digital team designed a specific application of our contest module that would accommodate the unique Awards program.

The Process

Step 1.) Out of all of the applicants to the Cross-Sector Partnerships awards category, five finalists were chosen: Ford, Nationwide Insurance, Chevron, the Estee Lauder Companies, and CVS.

Step 2.) Each of the five finalists had the ability to design an online profile showcasing their program with the ability to add videos, podcasts, and pictures.

Step 3.) All of the finalists then reached out to their employees, customers, and other key stakeholders to vote and comment on the case studies. Stakeholders could vote and comment on both Justmeans and Facebook.

Step 4.) The application with the most interaction (votes and comments) won the partnership award.

Chevron was able to interact with over 10,000 employees across 50 countries through the BCLC Partnership Award Contest

Manage Contests

- Manage Contest
- Voting, Comment & Entries Settings
- Create & Manage Categories
- Invite & Manage Judges
- Manage Entries (5)
- Manage Comments (1095)**
- Download Reports

20540
Votes

1095
Comments

Details | Timeline | Questions | Cus

Sort By: Recent First

Select: - Select - Approve | Deny | Mark as Read | Delete

Approved

Adetuhji Adebajo | Posted: 17th Nov 2009

Am very proud of Chevron for their oustar think about safe in every thing we do and That is why I say : THANK YOU CHEVRON

Approved

SERGIO CRUZAT | Posted: 11th Nov 2009

Im proud working in Chevron, lot of opport help & care communities in geothermal field

Case Study

Business Civic Leadership Center

JustmeansSM
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The Return on Investment of Social Media

A Unique Employee Engagement Program: While Chevron embraced the online process more than the other companies, all five finalists used the program as a unique way to reach out to their stakeholder networks, in particular their employees. Using online contests is often a more effective way to inform employees of a company's commitment to the community.

Community Building: Through the campaign, the Business Civic Leadership Center built a following of over 21,000 on Justmeans over the span of six weeks. This following can now be continually engaged with on issues related to the Business Civic Leadership Center's mission.

General Marketing for the Awards Program: The campaign generated over 500k page views on Justmeans alone, and an estimated 3.5 million impressions over the period beginning September 2009 and ending December 2009 across the web.

Media Mentions: The campaign generated significant media attention including a story in USA Today on the award winners and the unique online process.

Community Support for the Non-Profit Organization Applicants: Each cross-sector collaboration between the company and non-profit organization that submitted an application had a full page dedicated to describing their proposal. Even those applicants that were not selected for the award had the benefit of having their organizations and ideas exposed to millions of people.

“To see our employees and the people we serve come together and vote for us, we know that the project is proving its value to the schools and communities in which we work and to our respective organizations.”

Carol McCauley

Education Partnership Coordinator

Chevron

Engaging Employees

Chevron was one of five finalists in the Partnership Award category, recognized for their work with the Discovery Channel Global Education Partnership. In collaboration with local educators in underserved countries, Discovery Channel Global Education Partnership harnesses the educational power of television by creating Learning Centers - versatile community resources where students, teachers and entire communities can access and share information.

Chevron recognized the awards program as a unique opportunity to engage its employees and partners around the world. Rather than forcing employees to keep updated on the progress of the partnership on an intranet, the award contest presented an opportunity for employees and other stakeholders to proactively interact with Chevron.

Over the six week period of the awards program, one fifth of the global workforce, over 10,000 employees of Chevron from over 50 countries participated in the contest on Justmeans. More than 800 employees left comments on the initiative that were read by the Vice Chair of Chevron.