

SUSTAINLY

**SOCIAL MEDIA
SUSTAINABILITY
INDEX 2013**

OVERVIEW

This year's Social Media Sustainability Index—looking back at the year 2013—takes an exhaustive view of how 475 companies from all over the world communicate sustainability using social media. It looks at companies from all areas of business—everything from consumer goods to retail to technology to heavy industry. What we have found is an explosion in the number of companies committed to talking about sustainability. Yet, at the same time, very few of those companies seem to have a good idea who they are talking to and what stories they should be telling.

Nearly half of the 475 companies we studied (233) have social media channels or campaigns dedicated to discussing their sustainability or corporate social responsibility efforts. That's an impressive number, especially when you consider that just four years ago only 60 major companies were using social media for sustainability. Part of the reason for this increase can be explained by the explosion of corporate social media

noise in general. But it also seems clear that, as the environmental and societal issues that frame sustainability begin to grow in importance within society and at board level, so companies are increasingly keen to tell the world about just how sustainable they are trying to be.

Social media provides the perfect platform for companies to communicate sustainability because it is driven by the philosophy of being transparent when communicating and authentic in what you have to say. Time and time again over the last decade, companies have found—to their cost—just what happens when they try and fool social media communities or fail to respond promptly and transparently to questions consumers ask of them. As more and more companies seek to show just how responsible they can be (and explore how they can make sustainability a valuable business offering) so they will increase their use of social media to build community and promote their sustainability “stories”.

To do that companies will need to have a clearer understanding of their sustainability audience. It won't be enough to talk to kindred spirits in the sustainability and CSR community. It won't be enough to solely position sustainability as a niche topic for academics, NGOs and the green media. Instead, following the lead of the top companies in our index—including BBVA, AT&T and Unilever—companies (both B2C and B2B) will have to broaden their audience for sustainability, winning over consumers, customers and their own employees with a message that is useful and relevant.

THE DREADED S WORD

Making sustainability relevant to a more general audience is easier said than done. Just look at the trouble companies are having in trying to describe what they do in this area. Of the Top 100 companies in this year's Index 36 use the term sustainability, 16 use corporate responsibility and 8 use citizenship. Others prefer the term "responsibility", "sustainable development" and that current buzzword, "innovation". If the very advocates of good business can't work out a common term then no wonder it's difficult to convey what "sustainability" means to consumers, customers and employees.

TIME FOR BRANDS TO STEP UP

One of the most notable social media sustainability events in 2013 was the launch of Unilever's Project Sunlight campaign—an ambitious effort to raise consumer awareness about sustainable living through the FMCG giant's leading brands.

MAKING SUSTAINABILITY RELEVANT TO A MORE GENERAL AUDIENCE IS EASIER SAID THAN DONE. JUST LOOK AT THE TROUBLE COMPANIES ARE HAVING IN TRYING TO DESCRIBE WHAT THEY DO IN THIS AREA.

It's too early to say just how successful Project Sunlight will be in educating and shaping consumer behaviour but the pure scale of Unilever's focus on sustainability marketing—and the potential of social media to ignite a movement—will make more than a few other chief marketing officers sit up and take note.

The smart companies already know that creating a truly sustainable business—one that delivers profit by being both environmentally and socially responsible—depends on many factors, not least reshaping the very systems we currently rely on to create products and support supply chains. Selling the products of that sustainable system change will be crucial especially since most brands have spent decades creating and stoking a consumption culture that shows little regard for the environment or greater society.

That poses a particular problem for the many companies who have realised the extraordinary future cost to their business if they don't become sustainable. Namely, how do you influence a more sustainable consumer lifestyle and sell more sustainable products when you've been so successful telling consumers that being responsible doesn't matter?

It's a dilemma that is vividly illustrated by our research. This year, prompted by Unilever's bold statement of intent, we looked at how the "Big 10"—the 10 FMCG multinationals that have a dominant role in selling food and household goods—use their brands' social media channels to communicate sustainability. We looked at 113 brands owned by Unilever,

P&G, General Mills, Coca-Cola, PepsiCO, Nestlé, Johnson & Johnson, Kellogg's, Mars and Mondelez. Just 35 of those 113 use their social media channels to talk about sustainability or CSR. See the chart to the right.

Cheerios' long-running Spoonful of Stories collaboration with Simon & Schuster and First Book to advocate childhood reading is a good example of how brands can communicate CSR and sustainability. Purina Friskies "Grumpy Cat" Christmas charity campaign is good in terms of animal welfare. Most brands, however, don't even scrape the surface of the bold pledges and mission statements espoused by their corporate parents.

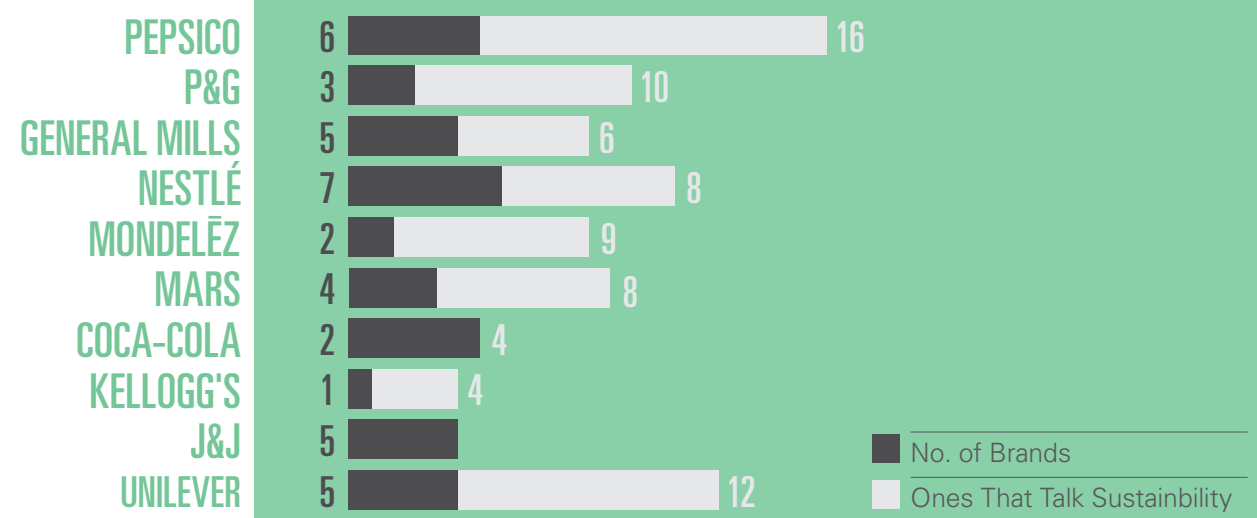
The missed possibility to influence sustainable living becomes even greater when you consider the potential community reach of these brands. Consider their presence on Facebook as one example. Together the 113 brands command a Facebook audience of 451 million "likes/fans". Even when you take into account the low level of engagement that brands command on Facebook, those 113 brands still have massive potential social media clout. But, at present, the 35 brands that do mention sustainability or CSR causes reach only 162 million Facebook "fans" and 78 million of those are "fans" of one brand, Coca-Cola. See the chart to the right.

If the world's biggest consumer companies are really serious about sustainability, then the time has come to talk to and educate their consumers about the issues. Through their brands and social media they already have the power to do just that.

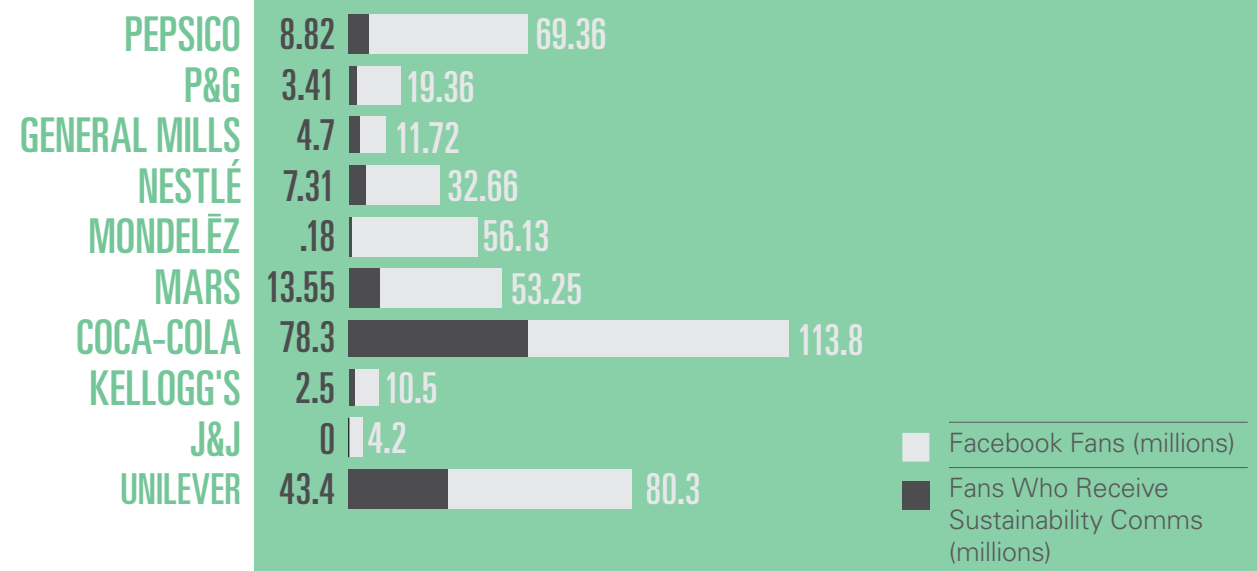
WHAT TO EXPECT IN THIS INDEX

The 2013 Social Media Sustainability Index took an exhaustive look at how 475 global, publicly listed companies are communicating their sustainability actions and initiatives using social media. We select the initial 475 from a variety of sustainable company indices including the Dow Jones Sustainability Index and the FTSE4GOOD.

HOW THE TOP 10 COMMUNICATE THROUGH THEIR BRANDS



HOW THE TOP 10 COMMUNICATE SUSTAINABILITY TO THEIR MILLIONS OF FACEBOOK FANS



Our team of researchers have looked at every social media channel used by each of the companies for communication. This year we have assessed more than 2,700 corporate sites and social media channels.

Our initial benchmark for success is to identify whether companies have a real commitment to social media sustainability communications. We do that primarily by evaluating which companies have social media channels, platforms, campaigns or projects dedicated to communicating sustainability. This year, based on this criteria, we were able to select a long list of 233 companies that have some form of dedicated social media sustainability efforts (an increase from 176 in 2012 and a marked improvement from the 120 of 2011). We then looked at how those 233 companies used their social media sustainability voice and whether they had a joined up strategy for sustainability communication. (We didn't include companies that rely only on foundations to talk about CSR.) 140 of the 233 companies demonstrated a commitment and enthusiasm to social media sustainability comms and from those 140 we chose the Top 100.

We realise that, given the volume of information that we considered to create this index, some sustainability efforts may have slipped through the cracks. Please let us know if you think we've missed your company's social media sustainability efforts.

HOW DO WE RANK THE TOP 100?

Our goal is not to judge the sustainability actions of these companies but to evaluate how successfully they use social media to communicate those activities. That said, good social media communications is based on having a compelling story to tell and being able to back it up. That's what separates best practice from greenwashing. In our view, the companies that have strategies, services and products that demonstrate their commitments to environmental and societal responsibility have the best story to tell and so we rank them accordingly.

Successful social media communication is based around a combination of frequent, topical, relevant, open, authentic, creative and innovative content and dialogue. As such we judge each company's social media sustainability communication efforts based on:

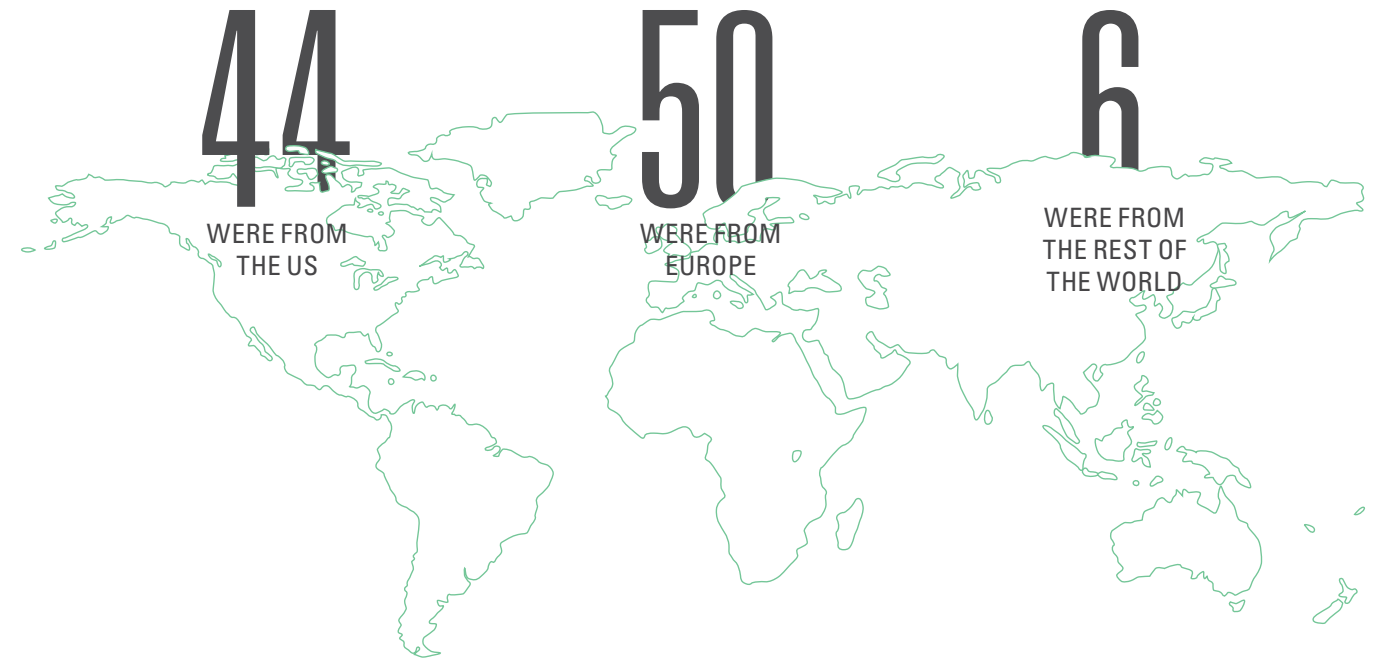
- How often they publish and update their sustainability social media channels
- How transparent they are in allowing comments and responding to comments and conversation
- How authentic is their social media content? Do they communicate what the company is doing or what it says it would like to do?
- How creative and innovative is the social media content?
- Do the companies understand their audience?
- How useful is their content?
- Can the Sustainability or Corporate Responsibility Report be shared via social media?

This year's index will provide you with the overview of how the Top 100 companies communicate sustainability. It demonstrates: what channels they are using; which of the 10 biggest FMCG companies are using their brands for social media sustainability comms; best practice in storytelling as well as profiles of the Top 10 companies on this year's Social Media Sustainability Index.

Matthew Yeomans
January, 2014

KEY FINDINGS

OF THE 100 COMPANIES INCLUDED IN THIS YEAR'S INDEX:



36

ARE NEW OR RE-ENTRIES ON THE INDEX

42

HAD SUSTAINABILITY REPORTS SHAREABLE VIA SOCIAL MEDIA

61

HAD DEDICATED SUSTAINABILITY BLOGS OR MAGAZINES



HAD PINTEREST PAGES



DIFFERENT TWITTER ACCOUNTS WERE EMPLOYED TO TALK SUSTAINABILITY

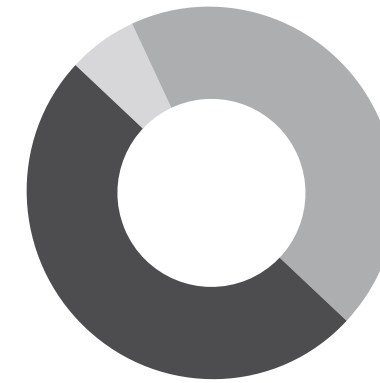


COMPANIES USED LINKEDIN FOR SUSTAINABILITY NEWS AND DISCUSSION

BY THE NUMBERS

GLOBAL BREAKDOWN OF COMPANIES

In 2013, 44 of the Top 100 companies were headquartered in the US, 50 in Europe and 6 in the Rest of the World. We provide a full country breakdown here.

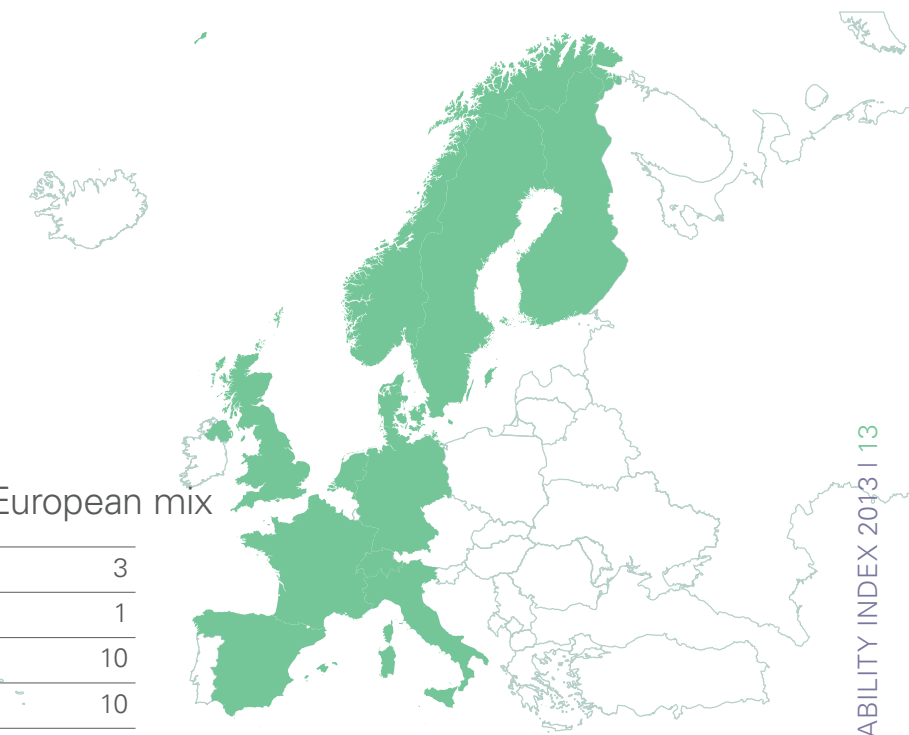


REST OF WORLD	6
US	44
EUROPE	50

FOCUS ON EUROPE

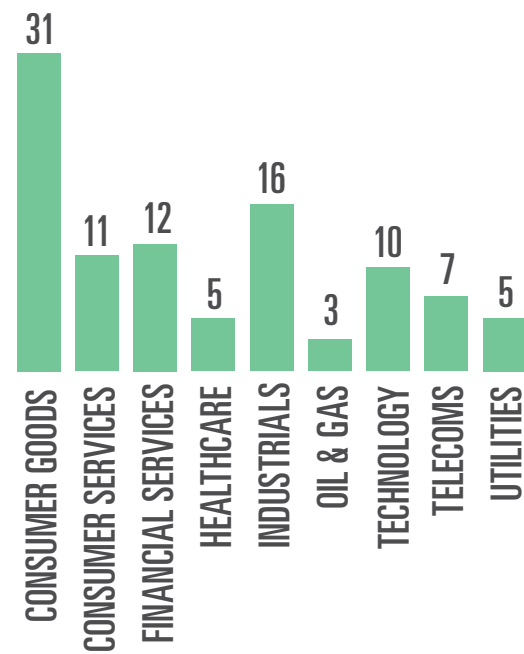
Here's a look at the European mix

DENMARK	3
FINLAND	1
FRANCE	10
GERMANY	10
ITALY	2
NETHERLANDS	2.5
NORWAY	1
SPAIN	3
SWEDEN	2
SWITZERLAND	4
UK	11.5



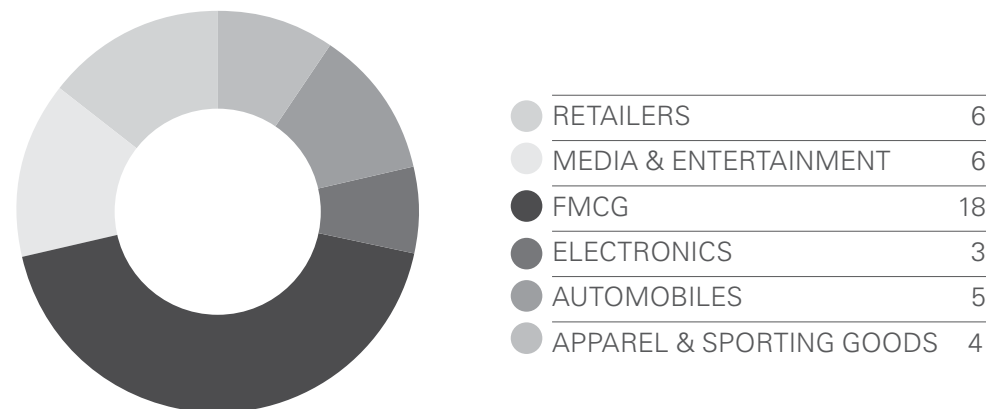
INDUSTRY SECTORS

Consumer goods companies again dominated the Top 100. Financial Services and Industrials sectors were surprisingly well represented with Oil & Gas once again bringing up the rear.



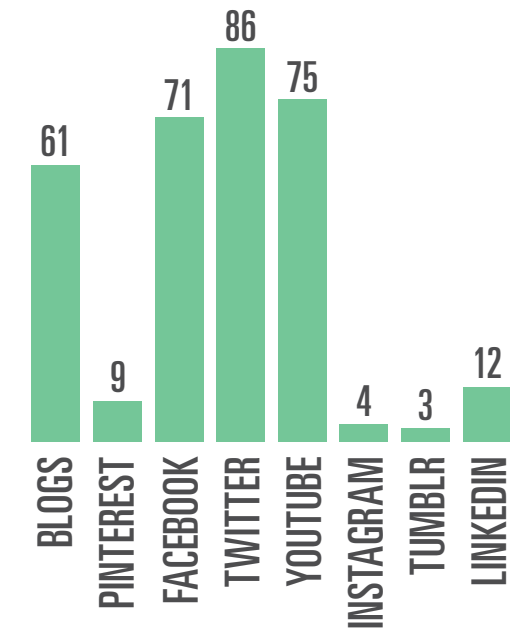
CONSUMER GOODS AND SERVICES

Here is the breakdown of the Consumer Goods and Services sectors. Not surprisingly FMCG companies dominate.



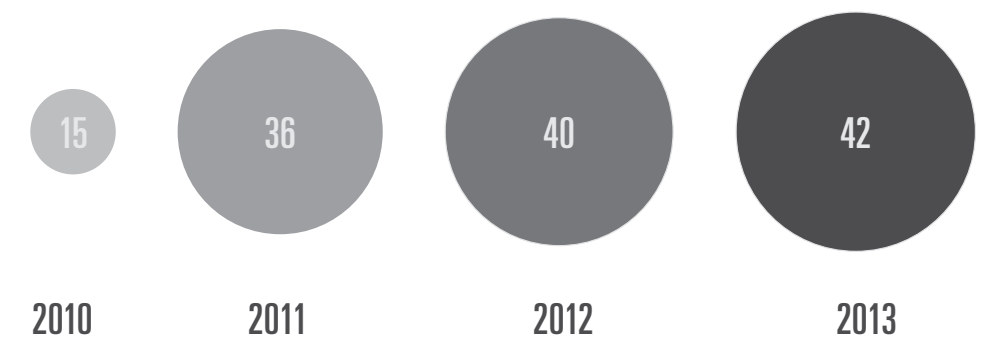
SOCIAL MEDIA CHANNELS

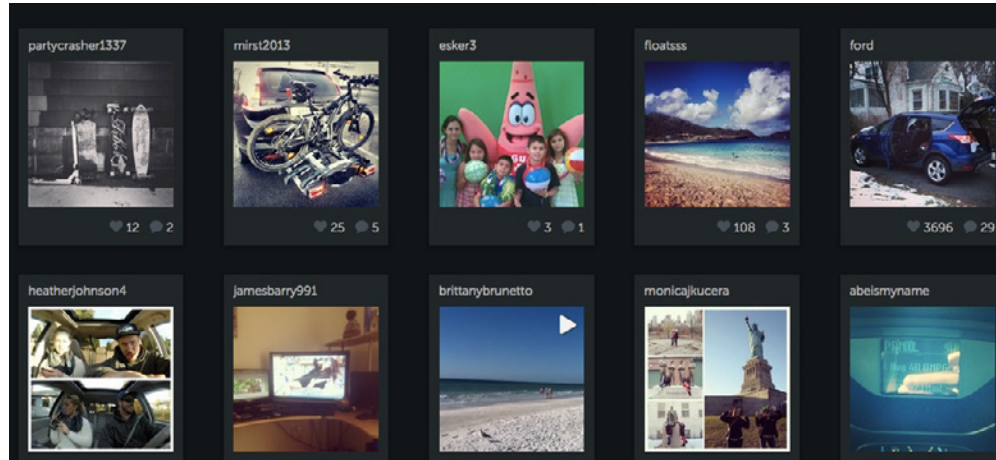
Twitter is the most popular (and easiest to handle) social media channel for most companies. Increasingly companies are experimenting with Pinterest, Tumblr and Instagram for storytelling and looking to LinkedIn to provide thought leadership.



SOCIAL CR REPORTS

In 2013 42 companies offered a version of their CR report that was fully shareable with social media communities.





Ford's One Tank Adventure told through Instagram

STORYTELLING TRENDS

It's no great surprise to see so many companies using Twitter to talk about sustainability. Between them, the companies making up the Top 100 operated 86 Twitter accounts, some corporate and some for specific sustainability campaigns and projects. More encouraging was the continued investment companies are making in online magazines and blogs—whether it be an attempt to show knowledge and leadership on clean car technology like Fiat's Space magazine or Swiss Re's Open Minds opinion portal.

Visual storytelling, unfortunately, remains a bit of a corporate video wasteland apart from a few compelling, high-production exceptions. Werner Herzog's 30 minute documentary for the AT&T It Can Wait campaign was a real standout in 2013 as was Ford's fun if eco-light adventure series called One Tank Adventure featuring YouTube sensation, Devin Super Tramp. Siemens, meanwhile, continued its long-running Answers series of sustainability short films.

INCREASINGLY COMPANIES ARE LOOKING TO APPS AND INTERACTIVE GAMES TO PROVIDE USEFUL CONTENT AND CREATE A MORE INTERESTING EXPERIENCE AROUND SUSTAINABILITY AND CSR TOPICS

AT&T's It Can Wait was one of a number of big campaigns that used social media communities to raise awareness for a specific issue. Others included Vesta's Act on Facts about wind farms, Intel's Girl Rising campaign for promoting education and Statoil's Innovate—a crowdsourcing project around smarter, safer and more environmentally responsible energy exploration.

Increasingly companies are looking to Apps and interactive games to provide useful content and create a more interesting experience around sustainability and CSR topics. Nike's Making app demonstrated how a company can use social technologies to inspire systemwide change while online games from Suez Environnement and Iberdrola tackled tricky issues around water scarcity and sustainable business.

STORYTELLING TRENDS

BEST IN CLASS STORYTELLING



EDITORIAL STORYTELLING

Best: GE Reports As good as most technology magazines, GE's corporate editorial operation is the engine room for its social content about sustainability and innovation. It also runs blogs on data visualisation and sponsors the Txchnologist blog on Tumblr. **Honourable mention:** Danone Down to Earth



VIDEO STORYTELLING

Best: "From One Second To The Next" A Film By Werner Herzog for AT&T's It Can Wait This 35 minute documentary, made by the acclaimed German filmmaker is a powerful and riveting statement against texting while driving. **Honourable mention:** Siemens Answers



INNOVATIVE USE OF PLATFORMS

Best: Walmart Green Room on Pinterest This visual noticeboard for Walmart's sustainability discussions has a vibrant following and—though aimed at suppliers and NGOs—starts to bridge the gap between brand and corporate communications on this most important topic. **Honourable Mention:** IBM SmarterCities on Tumblr



APPS & GAMES

Best: Nike MAKING This app embraces Nike's commitment to system change as a driver for sustainability by offering the company's inside knowledge about sustainable design and materials to the greater design community. Useful technology at its finest. **Honourable mention:** AT&T's It Can Wait Driving and Texting Simulator

These are just a few of the themes and case studies we identified and developed through our research. You can learn more about specific case studies relevant to your company by contacting us directly.

TOP TEN

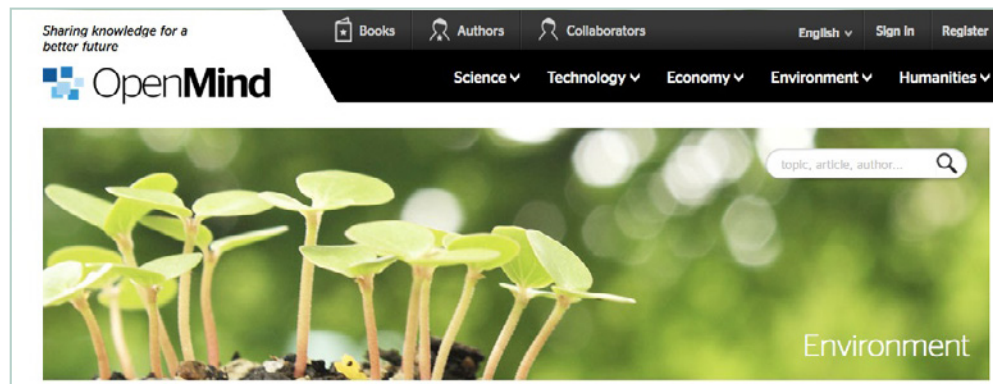
	COMPANY	SECTOR	OUT OF 100
1	BANCO BILBAO VIZCAYA ARGENTARIA S.A.	FINANCIAL SERVICES	91
2	AT&T	TELECOMMUNICATIONS	90
3	IBM	TECHNOLOGY	88
4	GENERAL ELECTRIC CO	INDUSTRIALS	88
5	UNILEVER PLC	CONSUMER GOODS	87
6	LEVI STRAUSS & CO	CONSUMER GOODS	86
7	COCA-COLA COMPANY	CONSUMER GOODS	85
8	BRITISH SKY BROADCASTING GROUP PLC	CONSUMER SERVICES	85
9	NIKE	CONSUMER GOODS	84
10	SUEZ ENVIRONNEMENT S.A.	UTILITIES	83

1. BBVA

The Spanish bank BBVA tops our Index this year, moving up from second place last year and fifth in 2011. Why do we consistently rank BBVA so high? In our opinion BBVA has a strong understanding of its social media community and it creates projects, campaigns and services to meet the needs of that community.

This year, BBVA's social causes crowdfunding platform, Suma, helped NGOs raise money to tackle typhoon relief efforts in the Philippines as well as other global projects. Meanwhile a new collaborative online project, Yo Soy Empleado (I am employment), aims to help SMEs in Spain create 10,000 jobs through providing direct economic aid for recruitment and training. Yo Soy Empleado acts like a digital clearinghouse for job applicants and the companies that might need their services and it is promoted and supported by BBVA's social media platforms.

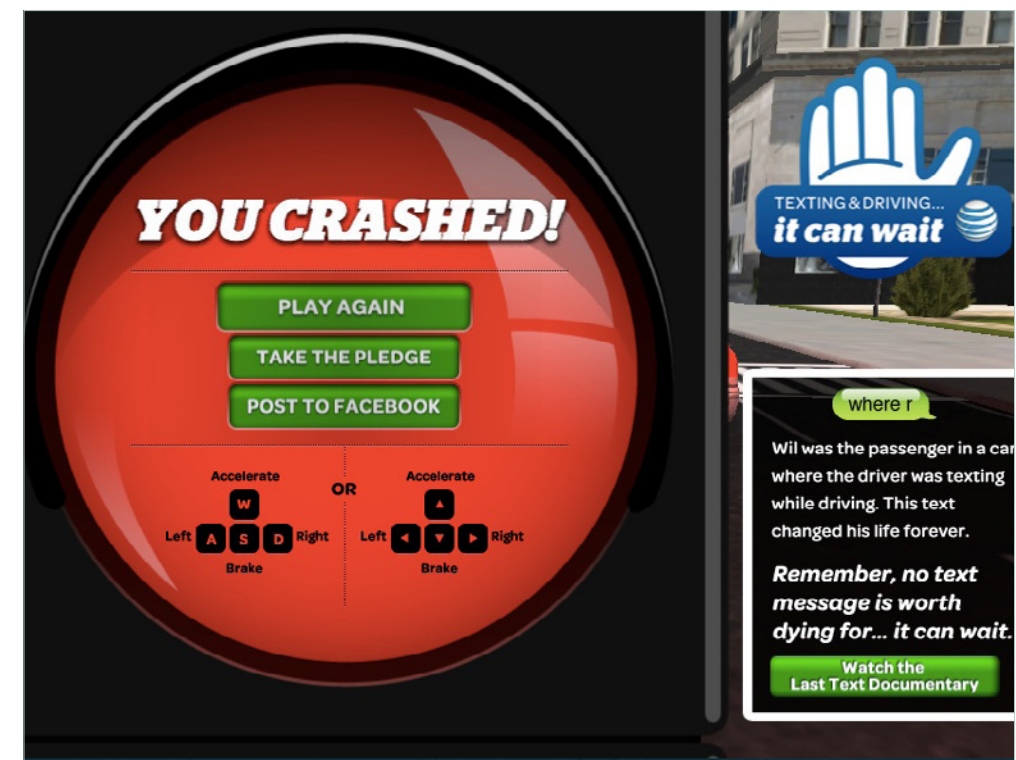
As well as these direct programmes facilitating financial support, BBVA provides a forum for sustainability discussion through two different projects: the Open Mind platform hosts expert discussions, essays and presentations and promotes community discussion through a LinkedIn group while Centro de Innovacion (Innovation Centre) explores sustainability through the lens of smart cities, healthcare, digital entertainment, banking and urban mobility—all illustrated through Facebook and YouTube.



2. AT&T

CSR communications is full of glossy campaigns packed with sound and fury but signifying, well, you know what we mean. AT&T's It Can Wait is a welcome departure from the all style and no substance mentality.

Organised around a core sustainability issue for the company — people dying while texting and driving— It Can Wait is hoping to mobilise and change user behaviour through a moving YouTube documentary (directed by Werner Herzog), a Facebook pledge campaign, and the Twitter hashtag #itcanwait. Perhaps the most persuasive part of the project is the texting and driving game simulator—you drive a virtual car online while the game sends texts to your smartphone that you have to answer...with the predictable outcome. It's a real crash course in the risks of texting and driving and a lesson amplified by a compelling social media experience.

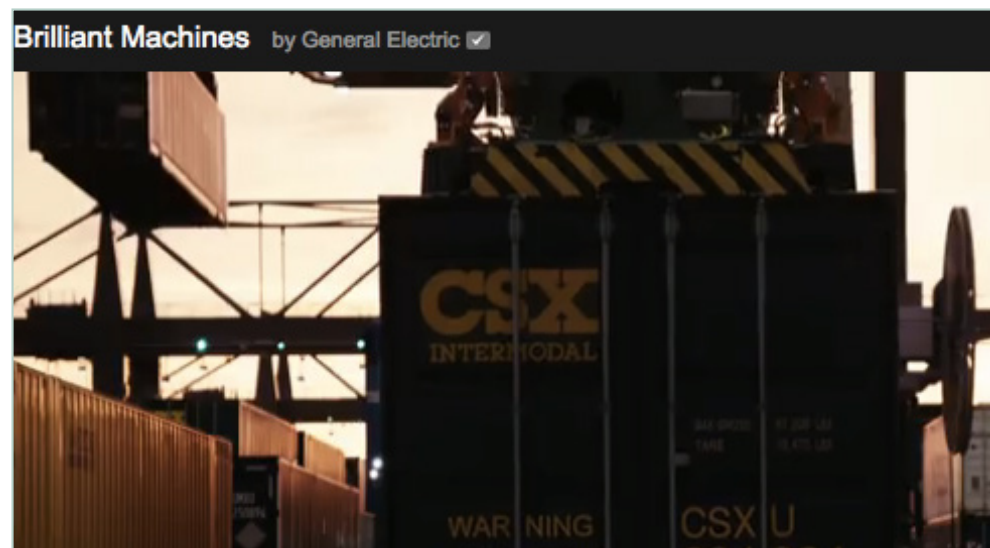


3. IBM AND GE

These two technology giants have been mainstays on the Index Top 10 since 2010. The fact they rank so high again this year is a testament to the way each company approaches its business and also the sustainability stories and leadership each can show, notably through Smarter Planet and Smarter Cities (IBM) and Ecomagination and Healthymagination (GE).

Both IBM and GE have established themselves as social media technology publishers, creating the type of geek-savvy content that you might once have expected to find only in the (digital) pages of *Wired* or *Fast Company*. But thanks to the power of content marketing both Smarter Planet and GE Reports have social media followings any major media company would covet both in terms of numbers and engagement.

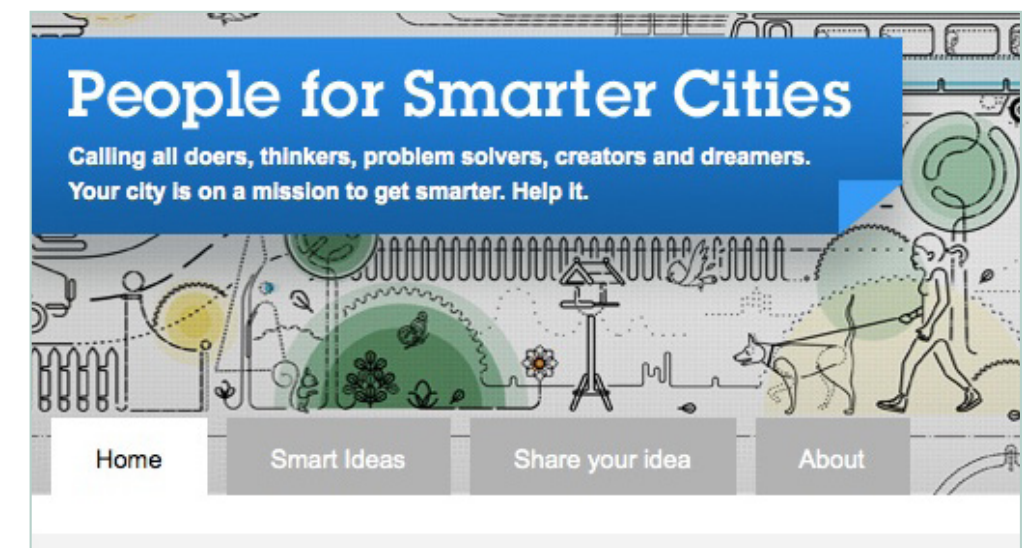
It is also interesting that both these B2B behemoths choose to invest in consumer-centric social media platforms Tumblr



and Pinterest as storytelling platforms—a clear indication that you need to take a broad but nuanced view when understanding audience in a social media age.

Indeed, both GE and IBM continue to focus on sustainability storytelling that demystifies technology and data and connects it to the human experience. Take GE's Brilliant Machine series on YouTube or IBM's new People 4 Smarter Cities collaborative venture.

By creating a strong social media publishing infrastructure, both IBM and GE have established a sustainable platform for continued sustainability conversation. They just have to keep innovating and delivering as businesses to keep that conversation authentic.



5. UNILEVER

For three years Unilever was the biggest disappointment on the Social Media Sustainability Index. Despite setting lofty sustainability goals and having a good story to tell about its achievements, the multinational FMCG failed to embrace social media to connect with the consumers it needs to convince if it wants to meet those goals. That all changed in 2013 with the launch of Project Sunlight, a hugely ambitious pan-brand social media approach to changing consumer behaviour.

It's too early to tell how successful Project Sunlight will be and whether Unilever can maintain the type of sustainability initiatives and storytelling to make this project real and relevant for consumers. That said, Project Sunlight is a potential game changer in sustainability communications. Taken together with the social media collaboration the company uses to educate employees and learn from industry peers (part of its Sustainable Living Plan), Unilever will be a company to watch in 2014.



6. LEVI STRAUSS & CO

Last year's Index leader dropped a few places in 2013 not because it did anything wrong but because other companies continued to raise their social media game.

Levi Strauss & Co continued to demonstrate a powerful corporate voice in sustainability through its Unzipped blog (even if the @Levi's guy Twitter account disappeared), and it continues to promote through Facebook and YouTube notable sustainable products in the form of its Water<Less and Waste<Less ranges. But when it came to communicating value and responsibility to its consumer audience the company focused the conversation on creative arts and culture through its Make Our Mark campaign.

While Make our Mark has a soft sustainability feel to it, Levi Strauss & Co delivered a harder edge with its Skateboarding in India and South Africa YouTube series, proving you can share a social message through street sports narrative.

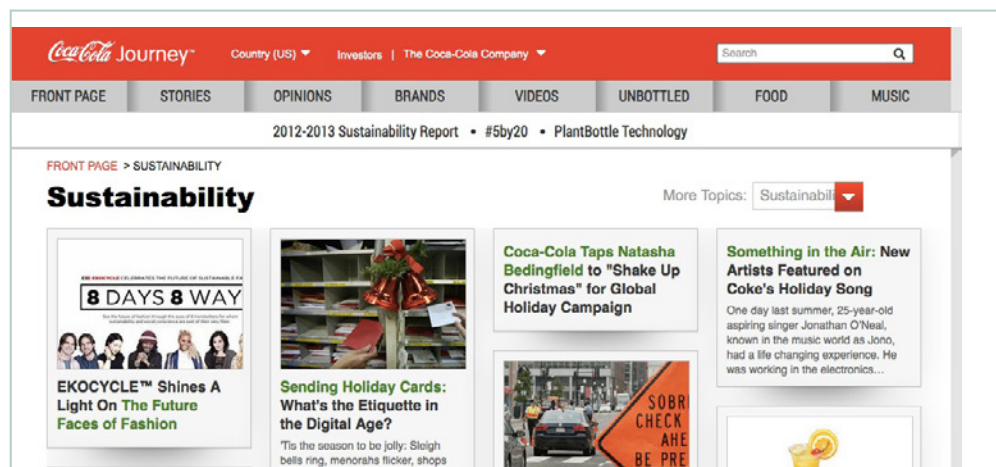


7. COCA-COLA

2013 was the year Coca-Cola began to get to grips with its sustainability elephant in the room—obesity. Admittedly the company is still taking baby steps in discussing health issues—a few YouTube videos and some corporate initiatives promoting fitness and activity—but a start is a start. Imagine what the the Coca-Cola brand (78 million Facebook fans and counting) could do if it really wanted to change consumer behaviour?

Obvious critiques aside, Coca-Cola is one of the few big consumer giants that talks sustainability through its brand social channels. The Coca-Cola brand page isn't afraid to discuss meaty issues like gender equality or the legacy of Nelson Mandela. And through its Arctic Home collaboration with WWF, Coca-Cola has developed a CSR initiative with real clout and impact.

The company's embrace of social media storytelling to share its corporate voice is equally impressive. The Unbottled blog and the "Journey" magazine homepage both can teach other companies a lot about becoming engaging and accessible in a social media age.



8. BRITISH SKY BROADCASTING

BSkyB commits to a number of high profile CSR projects including Rainforest Rescue (working with WWF to counter Amazon deforestation) and Go Sky Ride, its pro-bike riding partnership with British Cycling. Both of these programmes have dedicated social media channels to promote their activities and build community.

The company's newest venture—Sky Academy—establishes a training and mentorship programme for one million young people aimed at putting something back into society. It also addresses sustainability issues in areas where BSkyB looms large—namely in sports, arts and culture.

It is early days for Sky Academy but this could become an important vehicle for effective sustainability storytelling that BSkyB can utilise across its Sky Bigger Picture sustainability social channels and also, if it was bold, its Sky brand Facebook page. After all, if David Beckham can do it...



Sky Academy Skills Studios

Students aged 8 to 18 get to go behind the scenes at Sky and make their own TV news report on subjects they're studying at school.

9. NIKE

Nike makes this year's Top 10 on the strength of its commitment to spread sustainable innovation to the masses through its pioneering Making App and also through the consumer marketing of its high performance and very sustainable Fly-knit running and athletic shoes.

Nike also maintains a dedicated sustainability social media presence through Nike Better World though the frequency of its sustainability updates seems to have declined through the later part of 2013.

But with the release of the Making App, Nike has created a truly useful social app for the design community—packaging a treasure trove of Nike's sustainable materials knowledge for any designer to utilise.

(Disclosure: We provide consulting services to Nike in the past but not on topics mentioned here.)



10. SUEZ ENVIRONNEMENT

Water utilities aren't exactly the sexiest of companies, are they? Imagine then the challenge faced by a company like Suez Environnement as it seeks to educate and inspire on the pressing issue of fresh water and waste management. The French company's approach has been to understand its different audiences, where they want to get information from and then package that information to create an engaging visual experience for people (most of whom don't have the first clue about water management).

We placed Suez in our Top 10 this year because of the creative ways the company goes about communicating its business and packaging its content so it can be shared. Suez publishes an online magazine and creates infographics, animations and time-lapse video to make its sustainability come alive.

It also creates dedicated educational content for different audiences including school children, university students and teachers as well as the media and investors. When it comes to social media and sustainability, it helps to know your audience and give them "news they can use".



TOP 100

	COMPANY NAME	SECTOR	OUT OF 100	2012 RANKING
1	BANCO BILBAO VIZCAYA ARGENTARIA S.A.	Financial Services	91	2
2	AT&T	Telecommunications	90	21
3	IBM	Technology	88	7
4	GENERAL ELECTRIC CO	Industrials	88	5
5	UNILEVER PLC	Consumer Goods	87	61
6	LEVI STRAUSS & CO	Consumer Goods	86	1
7	COCA-COLA COMPANY	Consumer goods	85	20
8	BRITISH SKY BROADCASTING GROUP PLC	Consumer Services	85	11
9	NIKE	Consumer Goods	84	21
10	SUEZ ENVIRONNEMENT S.A.	Utilities	83	60
11	TELECOM ITALIA	Telecommunications	82	New Entry
12	MICROSOFT CORP	Technology	82	10
13	STATOIL ASA	Oil & Gas	82	New Entry
14	CISCO SYSTEMS	Technology	81	32
15	NESTLÉ S.A.	Consumer Goods	81	64
16	TELEFONICA S.A.	Telecommunications	81	6
17	SWISS REINSURANCE LTD	Insurance	80	New Entry
18	AUTODESK	Technology	80	18
19	FORD MOTOR CO	Consumer Goods	80	17
20	GENERAL MILLS	Consumer Goods	80	75
21	DANONE	Consumer Goods	80	4
22	NOVO NORDISK	Healthcare	80	41
23	WALMART	Consumer Goods	80	27
24	MARS	Consumer Goods	79	New Entry
25	INTEL CORP	Technology	78	43
26	SIEMENS	Industrials	78	55
27	KERING	Consumer Goods	78	New Entry
28	MARKS & SPENCER GROUP	Consumer Goods	78	8
29	BT GROUP PLC	Telecommunications	77	37

	COMPANY NAME	SECTOR	OUT OF 100	2012 RANKING
30	IBERDROLA S.A.	Utilities	77	47
31	RWE	Utilities	77	New Entry
32	ALLIANZ SE	Financial Services	76	51
33	SUN LIFE FINANCIAL	Financial Services	76	New Entry
34	TATA STEEL LTD	Industrials	76	New Entry
35	RENAULT S.A.	Consumer Goods	75	11
36	FEDEX CORP	Industrials	74	9
37	BNP PARIBAS S.A.	Financial Services	74	13
38	UNITED PARCEL SERVICE	Industrials	73	39
39	CIGNA	Healthcare	72	
40	VEOLIA ENVIRONNEMENT	Utilities	72	New Entry
41	DEUTSCHE POST	Industrials	70	50
42	EBAY	Technology	70	43
43	WIPRO	Technology	70	New Entry
44	COMMONWEALTH BANK	Financial Services	69	New Entry
45	MONSANTO	Industrials	68	82
46	VOLKSWAGEN	Consumer Goods	67	New Entry
47	WASTE MANAGEMENT INC	Industrials	67	80
48	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Consumer Goods	66	24
49	SAP AG	Technology	66	29
50	VESTAS WIND SYSTEMS	Industrials	65	New Entry
51	WHOLE FOODS MARKET INC	Consumer services	65	26
52	BARCLAYS	Financial Services	64	72
53	SVENSKA CELLULOSA AKTIEBO-LAGET	Consumer Goods	63	43
54	BASF	Industrials	62	New Entry
55	FIAT	Consumer Goods	62	New Entry
56	PG&E CORP	Utilities	62	91
57	EXXON MOBIL	Oil & Gas	61	New Entry
58	FACEBOOK	Consumer Services	61	48
59	HOLCIM LTD. REG	Industrials	61	New Entry
60	PROCTER & GAMBLE CO.	Consumer Goods	61	70
61	UNITED HEALTH GROUP	Healthcare	61	New Entry
62	WELLS FARGO	Financial Services	61	93
63	ALSTOM	Industrials	60	New Entry
64	AXA S.A.	Financial Services	60	66

	COMPANY NAME	SECTOR	OUT OF 100	2012 RANKING
65	DELL INC	Technology	60	42
66	DEUTSCHE BANK	Financial Services	60	New Entry
67	PANASONIC	Consumer Goods	60	New Entry
68	STORA ENSO	Industrials	60	New Entry
69	STARBUCKS CORP	Consumer Services	60	25
70	ERICSSON	Telecommunications	59	40
71	KINGFISHER PLC	Consumer Goods	59	22
72	ORANGE FRANCE TELECOM	Telecommunications	59	67
73	ABB LTD	Industrials	58	New Entry
74	ADVANCED MICRO DEVICES	Technology	58	39
75	DUPONT	Industrials	58	56
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ABOUT

SUSTAINLY




The Social Media Sustainability Index is written by Matthew Yeomans, founder of Sustainly.

Sustainly works with companies to provide editorial consulting and workshop training in:

- social media sustainability communication
- employee engagement for sustainability
- social media reputation management and crisis communication

If you would like to learn more about social media sustainability best practice and the insight we gain from the research that goes into this index please contact us to discuss how we can help.

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