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S T A N D A R D TITLE P A G E F O R PROJECTS

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Summary

"Customer Engagement Understood Through Social Media Posts. A Case Study Of The Unilever`s CSR Initiatives on LinkedIn" is the title set for the following project which is interested in contributing to the CSR topic.

The main topic of the thesis is the Consumers` perception measurement model (CPCSR) and its application. The application of the model has been done based on the single case research specifications and the CSR initiatives of the multinational company Unilever have been analyzed. The sample data was extracted from LinkedIn which serves as the source for the online data collection method.

The purpose of the thesis is to implement the domains of the CPCSR model and to rank them based on the number they were encountered. First of all, patterns were created in order to structure the raw data, afterwards the characteristics of each domain have been applied to identify to which domain a particular post refers. Once having those steps done, the author was able to apply the Microsoft Excel tools "Correlation" and "Regression" which calculated whether there was a significance correlation between the number of posts regarding each domain and the average "likes" which were left by the users of LinkedIn.

Regarding the results of the study, the domains were successfully ranked and the set research question has been answered. This is considered useful since the CPCSR has not been yet applied, however, after the whole study was conducted the author discovered that the reliability of the study is weak. This is due to the fact that a specific timeframe has been chosen and if the time frame is changed the results might be different which automatically would change the ranking of the CPCSR domains. Nonetheless, even with those weaknesses the project contributes to the CSR topic and applies a newly developed model on a social media platform. What is more, the results provided an idea that can be developed in a future

research where a survey is created and spread through the stakeholders of particular company. The stakeholders would be able to grade each domain of the CPCSR model and then to generalize the importance of the CSR initiatives of a company. Having information for those two variables, the researcher would be able to rank the domains based on their effectiveness.

AALBORG UNIVERSITY

MSc in International Marketing – Master thesis

Customer Engagement Understood

Through Publications on the Social Media

A Case Study Of Unilever`s CSR Initiatives on

LinkedIn

Supervisor: Jonas Eduardsen

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Abstract

The purpose of this paper is to extend the knowledge of the Corporate social responsibility topic. It was noticed that the interest regarding the topic is receiving more and more attention from the scholars, therefore, the initial search gave foundations of the current trends within the matter. Stakeholders and their engagement towards CSR initiatives are the components to which this study is dedicated. Based on this, a measurement model for consumers` perception on CSR was adopted and applied to multinational company case (Unilever). Another noticeable trend was the interest towards the social media and the suggestions for studies which are related to the CSR topic and conducted through social media platforms. The data for the analysis was collected from LinkedIn and the single case study specifications allowed to understand in details Unilever`s CSR initiatives during a specific timeframe. To give an aim to the study, the author developed and answer the following research question: *"What is the ranking of the CPCSR model domains in the Unilever`s CSR posts on LinkedIn?"*. In the analysis of the study, special patterns were created in order to interpret the extracted data sample. What is more, the analysis of the data provided a suggestion for future research which might be able to contribute to the CSR topic.

Keywords: Corporate social responsibility, CSR, Consumers` perception measurement model, CPCSR, customer engagement, Unilever, LinkedIn

Contents

1. Introduction

An article developed by Zhao, Zhang, & Kwon (2018) was dedicated to explore the development of the Corporate social responsibility (CSR) topic in the recent years and also to suggest future research directions. Based on their work, it is considered that CSR is playing a significant role into the competitivness of the multinational companies in today`s world and what is more, the topic of CSR is rapidly growing after the year of 2010. Zhao, Zhang, & Kwon (2018), found five research trends into the twelve examined International Business journals and one of them was regarding the integration of stakeholder management. The suggestion in this trend is that businesss should find ways to contribute to the common good because it is being part of the society and this contribution can be acomplished by the engagmenet of consumers towards companies CSR actions. Following this idea the study of Jurietti, Mandelli, & Fudurić (2017) was found and it confiremed that there is an increasing need to engage stakeholders in the CSR topic and even more this issue has been also addressed in the CSR literature in the recent years. In the same study, the authors suggested that there is an improvement of new technologies, in particular social media and this has found new ways of stakeholder engagement. Social media is providing solid ground for marketers to position their strategies towards the customers and as social media application grows the social interactions within it also continue to rise. (Hoffman & Novak, 2012). By the use of the social platforms, managers are being able to better understand the engagements that their customers have with the company (de Vries, Gensler, & Leeflang, 2012). What is more, social media is becoming a vital part of the everyday life and is the tool for communication, sharing information and understanding consumers` behavior and since consumers are being actively involved in the social media, the communication between them and the companies has created proactive interactions with exchanges of thoughtful insights. Those interactions have been used by CSR managers in order to adopt strategies which are dedicated to the

interests of the stakeholders (Jurietti, Mandelli, & Fudurić, 2017 & Kaplan & Haenlein, 2010).

Following the line of though, the study of Eteokleous, Leonidou, & Katsikeas (2016) was found and in it, the authors reviewed that the customers` engagements are the way through which international marketing is interacting with the topic of CSR. Furthermore, the relation between the topics of stakeholders` engagement and CSR dates from 1980 and it has also positive development in the recent years, which justifies the specter of the study. Companies are considering that marketing ways are the tool of exhibiting the social behavior and even though the literature is expanding on the topics above, scholars are noticing that not many studies are created on how consumers perceive CSR. What is more, scholars are arguing that consumers are not only interested into the CSR activities, but they are also evaluating companies based on their CSR politics (Brown & Dacin, 1997). Based on those foundations Öberseder, Schlegelmilch, Murphy, & Gruber (2014), developed a conceptualization which is used as a measurement model and is titled "Consumers` perception on Corporate social responsibility" in the following study this model will be presented under its abbreviation - CPCSR.

The summary of the above writings can suggest that what is known so far is that there is an increase interest in the topic of CSR during the recent years (Zhao, Zhang, & Kwon, 2018). The integration of the stakeholders` management is vital part of the CSR lore, yet what is not so developed are studies which are dedicated to understand how consumers understand CSR (Eteokleous, Leonidou, & Katsikeas, 2016). However, the improvement of the social media world can provide the environment to analyze the stakeholders` engagements within the topic of CSR (Jurietti, Mandelli, & Fudurić, 2017). Based on the need of model which is dedicated to understand consumers' perception of CSR the CPCSR model was developed (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). However, there were not any other studies found

9

which were applying and observing the model in action.What scholars are believe is important is to have well defined and tested models which are allowing to understand better the consumers' perceptions since they are also evaluating a given company through its CSR actions (Brown & Dacin, 1997).

1.1 The purpose of the project

Based on what was stated above the following study is supposed to apply the case study research method and to look deeper into the users of LinkedIn which are following the profile of the multinational company Unilever. By doing this the CPCSR will be tested and its domains will be defined by the content of the LinkedIn posts. Once the study is completed the reader should be able to understand better the CSR activities of Unilever on LinkedIn and also to observe and understand the domains of the CPCSR model. The topic of the thesis is dedicated to the application of the CPCSR model on the Social media.

1.2. Research question

"What is the ranking of the CPCSR model domains in the Unilever`s CSR posts on

LinkedIn?"

In order to answer the research question the author would use the qualitative research method based on online data collection. This will be done by extracting the data for the analysis from the LinkedIn profile of Unilever. Therefore, the single company case method will be used. A timeframe will be chosen and then the data will be sorted in specific patterns. Afterwards the CPCSR domains characteristics will be applied and the data will be sorted into them. This would help to define which domains are of a particular interest in Unilever`s initiatives. By answering the research question, the author believes that the results would contribute to several topics. First of all, the CSR topic is the main focus of the study, second the customers`

engagements are the specter to which the CPCSR model is working on. By applying the model on a social media platform the study is not only testing it but also is contributing to the whole topic of CSR and the actions taken on the social media.

1.3. Project outline

The first chapter of the project contains the Introduction of the topic and the found justification of scholars who are revealing why the topic is important today. Furthermore, the author develops the research question and the steps that were followed during the project.

The second chapter is regarding the Methodology of the project. In it, the author presents the reasons behind the taken steps through the developed paradigm and the explanation of the research method and design which are justifying the steps to answer the research question. In the same chapter, the reader will be able to review how the Literature review sources were collected and how the Analysis was conducted.

The third chapter is regarding the Literature review. Three main topics are building the chapter and they are regarding LinkedIn, the CPCSR model and Unilever`s information. Justifications and further specifications of why those particular subjects are chosen could be found in this chapter. At the end, two hypothesis are suggested which will be tested based on the data found in the Analysis. They were developed in order to tackle the research question with more clarity.

The fourth chapter is the Analysis, where the author presents his observations over the research problem. The two proposed hypothesis at the end of the literature review are the foundation for this chapter. It begins with the division of the LinkedIn posts into the created patterns. Afterwards, the characteristics of the CPCSR model are implemented and the publications are distributed into the relevant domains.

At the end, the reader can find a Discussion in which the general information of the analysis was presented and also the author gave suggestions for Future studies and Limitations of this paper. Last but not least stands the Conclusion which summarized the idea of the project and the findings of this paper.

Appendix was attached to the project, in which analyzed data can be found. The data in the Appendix is distributed into the relevant model domains, therefore, the reader should be able to understand better how the analysis was conducted.

2. Methodology

2.1. Philosophy of science and Paradigms

The following lines would present the author`s understanding of the Philosophy of science and the Paradigms used in order to build up the social world in which this project is taking place.

In order to understand the social world, one should consider the different viewpoints that are creating the environment of this world. The paradigms are the tool which presents the understanding of the project`s research field. The reason why this is considered useful is behind the filters that paradigms are setting. First of all, it would help in asking the right questions in order to better address the research problem. Second, the paradigms would filter the structure of the project and the way the data was collected. Third, the results would be influenced by the choice of the paradigm (Kuada, 2010). Each and every paradigm specification is giving more precision on the study, therefore, the author believed that the explanation of the understanding on the chosen paradigms was needed.

John Kuada`s (2010) explanation of paradigms suggest that it is a set of common understandings that are signifying different research fields. Ontological, Epistemological, Methodological and Human nature are the four sets of assumptions that are building the definition of a paradigm. In the following lines, the author presented a short definition of each one of the assumptions, including the practical understanding towards this project.

Ontology – the assumption signifies the nature of the researcher and the reality in which the project is taking place. This represents a particular statement that is used in order to draw the lines of understanding for a particular problem. What is suggested for this assumption is that it raises the question of whether the researcher is creating the examined reality or simply

taking part into it. Regarding the stand point of the researcher the ontology is perceived objectively or subjectively. If the researcher is observing a certain reality objectively the approach is considered as realism, while influencing the surroundings of the examined reality is perceived as nominalism (Kuada, 2010). Regarding this project, the author chose the objective stand point since a company`s CSR was observed on the social media. Kuada (2010) explains realism as the world which is made of immutable structures and in this case the two structures of Unilever and LinkedIn were seen through the *consumer-perception measurement model* which helps in defining the foundations of the two examined structures.

Epistemology – this assumption represents the knowledge that one is having for a particular social world and more specifically what is the "truth" that has been followed through the examination and the understanding of a given situation. From objective stand point, epistemology is perceived as positivism, while being subjective to the knowledge is considered as anti-positivism. John Kuada (2010) presents that researchers are arguing whether one can truly have knowledge regarding a given problem when not being involved in it. However, regarding this project the author had not any particular relations with the company Unilever and he was not aware of the external politics of CSR in the social media. Therefore, the objective way of perceiving the truth was followed through the use of Case study research method which was serving as the guidelines for receiving the knowledge and giving understanding over the found results in the Analysis part.

Methodology – is the path that will be followed throughout the study project. What are the different steps taken and how they are connected will build the methodology of the research (Kuada, 2010). Qualitative research method was adopted. Bryman & Bell (2015) argue that the main benefit of the qualitative research is that it positions the researcher on the side of the examined subjects. When applied to this project, the qualitative research allowed the reader to observe better the CSR related reactions of the LinkedIn users towards Unilever`s strategies.

Human nature – here the individuals are important and especially their interactions and relationships between themselves. Once again, one should define whether the examined human beings are taking actual part of the investigated social world or they are external to it (Kuada, 2010). In this project the author`s group of interest were the users of LinkedIn and especially the one that were involved within the posts of Unilever. Therefore, it was believed that the examined human beings are taking part of a system and they were subjective to it. If particular actions were taken, the users can demonstrate their involvement, approval or disapproval to it.

Overall, the paradigm that could be build was supposed to set an objective view through the use of case study research over a particular social environment in which the human beings are subjectively involved. The objective stand point was viewed as external to LinkedIn and the theory and model of choice were the link between the observer and the social environment. Figure 1 explains graphically the build paradigm.
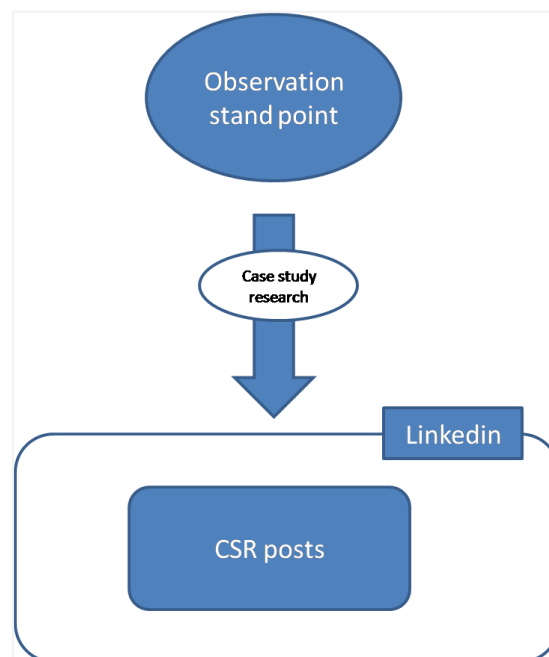
Figure 1: Paradigm of the study (own creation)

Many researchers are arguing that one cannot fully understand a particular environment and as soon as he/she is involved in a particular problem, the viewpoint is already subjective. However, this debate has created different typologies in order to give an elaboration of the problem (Kuada, 2010).

2.1.1. Morgan and Smircich's Typology

To further justify and give more clearance on Figure 1, the author found similarity in the 3rd Morgan and Smircich's Objectivist Paradigm. Furthermore, this typology was used in order to set the authors understanding of the objective-subjective debate.

The paradigm suggests that the *ontological* assumption is that the reality exists and is a "real thing" which is external to the researcher which also corresponds to the Case study specifications (Turner & Danks, 2014). In the case of this project, the author was standing on external standpoint and was observing from outside the social world - Linkedin. *Human nature* assumption is presenting that the individuals involved within the examined social world are responding to "concrete" external stimuli which in this project are the CSR posts. From *epistemological* stance the "knowledge" about the environment is received through structures which are explaining the interaction between the examined individuals and the external stimuli. In this case the law that was followed was the consumer-perception measurement model which was extracted from academic literature. As for the *methods* used, in this typology the authors are suggesting that usually researchers are likely to use large data sets and afterwards to focus on facts based on those data sets (Morgan & Smircich, 1980). In the case of this project, the author used the received "likes" on the posts. They served as the instrument which is showing consumers` involvement with the CSR posts. Those two instruments were chosen since it is considered that they are expressing how users` are engaged within a specific topic (de Vries, Gensler, & Leeflang, 2012). Based on this data, at

the end of the project it was possible to receive a detail overview of the Unilever`s CSR interactions on LinkedIn and rank the domains of the CPCSR model based on this knowledge.

A graphic example (table 1) of the 3rd Morgan and Smircich's Objectivist Paradigm is following.

Dimensions	Paradigm 3
Ontology	Reality as a contextual field of information (LinkedIn)
Epistemology	To map contexts (CSR post based on theory and model)
Human Nature	Man as a information processor (users of LinkedIn)
Methodology	Contextual analysis ("likes" left on the posts)

Table 1: 3rd Morgan and Smircich`s Objectivist Paradigm (adopted from Kuada (2010))

2.2. Research methods and designs

Even though the data received for the Analysis part was in the form of numbers (e.g. the "likes") the author chose the qualitative method in order to tackle the suggested challenge. It is argued that this type of method is used for emphasizing different cases and is trying to give detailed examination of them (Kuada, 2010). In this way the qualitative research method was applied in the use of quantified data and the reader was able to understand the results better when reflected on the found literature. Another benefit of the proposed method is that is able to discover particular meanings within the obtained data and it can elaborate the specific manner that the individuals are undertaking in their social world (Neuman, 2006).

Online data collection

The online data collection ways were applied and more specifically the focus was on extracting data from a social network. This method of data collection was chosen because it does not require any budget, it can extract huge amount of data and it can be applied very quickly (Bryman & Bell, 2015). On the other hand, the suggestions found in the literature were proposing this type of data collection regarding the development of the CSR topic (Eteokleous, Leonidou, & Katsikeas, 2016). Regarding the online data collection, Bryman & Bell (2015) suggest that it can be extracted both by quantitative and qualitative means. Yet, this study is focusing the qualitative ways, therefore, this way of research was followed. There are particular steps that one should consider before using a website for data collection. (1) The right source for the data collection that is supposed to answer the research quesiton; (2) Sampling of the content that will be extracted; (3) Consistency of the content through the time in which the data was published. (Bryman & Bell, 2015). The implemantation of those requirements was presented in the Literature reivew where the author reviewed his justifications of the chosen data collection source.

Case study

Understanding and observation are the goals of this study and for this reason the Case study research design is being adopted to acomplish this. In their study, Turner & Danks (2014) presented that the case study research can be used as effective tool for managers and researchers who are willing to understand better a particular problem within a subject. The benefits from this research type are coming mainly because it represents a real world situatioan and it helps in exploring unknown enviroments, mainly occuring phenomena in organizational settings. Regarding this project, the main benefits of the case study can be found in the provision of data that can be reviewed by multiple means and it allowed the

observation of a complex unit (Turner & Danks, 2014). The case studies are used in the events when a specific activity or a problem occurs and it describes those subjects through single case or with multiple cases (Dooley, 2002). Regarding this study, the single case study was adopted and more specifically the *critical case* which is based on theory used to test/develop a certain real world problem (Turner & Danks, 2014). In order to execute the critical case type, the researcher requiered a theory which identifies the specific content needed. What is important regarding this specification is to define what the term "theory" means. According Whetten (1989) a good theoretical contribution should possess the following aspects: (1) *what*, (2) *how*, (3) *why*, and (4) *who, where, when.* The *What* is related to the conceptual system that is being used. The *How* relates to the understanding the variables that are building the theory. The *Why* relates to the usage and the application of the theory, what the purpose of it is. Lastly, *Who, Where, When* are the barriers and the limitation that defining the area of the examined phenomena (Turner & Danks, 2014).

For the evaluation and the analyzation of the single case study, the findings of the data should be used to identify relationships between different particular aspects (Turner & Danks, 2014). According to Dooley (2002), there are two types of anaysis in the case study researches – the *strucural analysis* which focuses on identifiying patterns and the *reflctive anaylsis* which applies the researcher`s personal judgment to the discusions on the data. Regarding this paper, the author adopted the *reflective way* of analysing the data and the assumptions were based on the author`s understanding of the theory applied throughout the analysis part. This also helped in the build patterns that the author created in order to structure and organize the data.

Since the single case study is adopted the author was looking for a company case with certain specifications. Those specifications were based on the CPCSR model which was developed on consumers and managers opinion on CSR strategies of companies operating in three different sectors. Following the logic, the author displayed his proposition of a multinational

company that has diverse product group, it is operating on different markets and it is engaging its consumers in CSR issues over the social media.

To summarize the above ideas, figure 2 present the initiatives that were perceived. Based on the above foundations, the Literature review in this project provided explanation of "LinkedIn" and the reasons why it was the right online source for the purpose of this study. Further on, Unilever was presented as a company case and again justifications were provided. The Consumer perception measurement model with all the domains and specifications of it was reviewed. Regarding the Analysis part the model was applied to identify the Unilever`s CSR post on LinkedIn. Each one of those posts were displayed through screenshots and explanation of their relation with the CPCSR model was discussed. Bryman & Bell (2015), argue that when the qualitative method of data collection is chosen, the case study tends to take an inductive approach, therefore this approach will be following in the project.
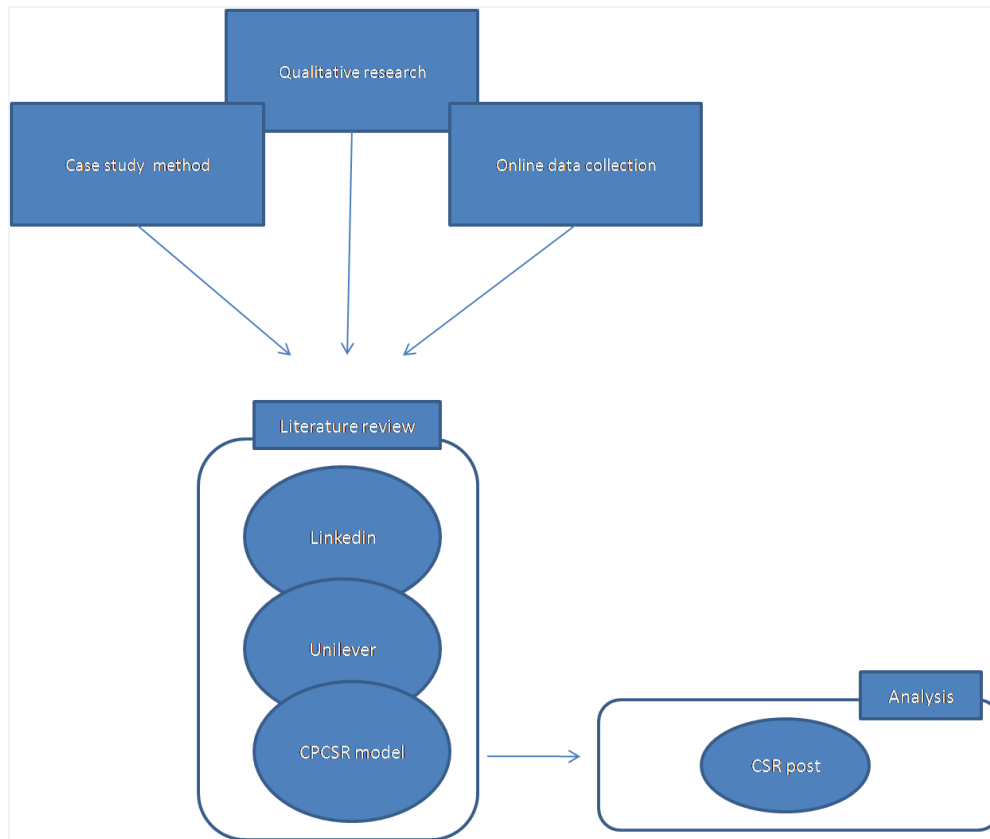
2.2.1 Alternative design approaches

Besides the case study framework for collection and analysis of data, there were five more approaches which were reviewed. The following lines will present the author`s understanding and arguments of not choosing four of them and why the last one is considered as helpful tool in the deeper understanding of this project context.

Experimental design

The design is considered as a strict way of proving the results of casual findings. Usually the variables are divided into dependent and independent where the dependent variables are under a specific treatment and they are measured before and after the experimental manipulation

while the independent variables are staying unchanged. This interaction is showing weather the changed variable is having influence over the independent one. However, even though this application sounds effective it can also be seen as a drawback for the design. The manipulations made, which are supposed to change the dependable variable are also supposed to be applied in the independent variable to determine whether it influence on the dependent variable. Business researchers are more commonly interested in real-life settings where a field experiment is conducted (Bryman & Bell, 2015). Regarding this project the author did not find an application of the proposed instructions of conducting a experiment. The CPCSR model and the LinkedIn posts could be considered as variables, however, a change in one of them would not affect the other variable.

Cross-sectional design

Usually scholars refer to it as a *social survey design* which can explain the nature of the design. Surveys are the usual way of conducting the data in this approach, however, observations or analysis of specific content (e.g. statistics) is not excluded. The design is applied in situations when the researcher is interested in the collection of data on more than one case at one particular moment. This might be useful when a lot of variable are included and a general connection between those variables is needed in order to detect patterns. In this design there is no manipulation of the variables, there is only observation of the examined phenomena. Variation is the key in this design, however, in the case of this study, the author was not interested in exploring wide variety of companies, but only one (Bryman & Bell, 2015).

Longitudinal design

It is used to define a change that has occurred in a research topic. Usually organizations are the focus and they are placed on vertical and horizontal levels of analysis and the interactions

between those levels are being observed through time. However, the process requires a lot of time and budget and it is not often used in the business researches. The variables are perceived more casually and the chosen sample should be surveyed multiple times (Bryman & Bell, 2015). Those facts were considered enough to exclude this type of design, since the time to complete the project has been limited and the steps which were supposed to be taken would have not been completed.

Comparative design

As the name once again speaks for the nature of this design, the comparison is the main action that is taken. Different studies are compared to each other by the use identical methods. Those researches usually occur when researchers are willing to examine issues or phenomena in two or more countries by considering the sociocultural settings (Bryman & Bell, 2015). In the case of this project the comparative design would have been a good choice if the domains of CPCSR model were supposed to examine Unilever`s CSR actions towards country X and country Y for example. However, this was not the author`s intention and this is why the design was out of consideration.

Actors design

After the review made on the John Kuada`s Research methodology book, the *Actors design approach* was noticed. The author considers the knowledge as worth sharing and the following lines are presenting the understanding of this design which is supposed to add on to the knowledge of case study design. What is suggested in the explanation of John Kuada (2010) for this approach is that is trying to achieve an "understanding" towards a given problem. It is supposed to give a diagnostic and in this project the author perceives the approach as the answer-key tool of the research question. What is more, the techniques that are usually involved within the actor`s approach are mainly based on observation which

reflects perfectly on the main idea behind the study which was to observe the LinkedIn users`
engagements with Unilever`s CSR posts. The actor approach usually is connected with the
qualitative research method and it is validated based on a particular uniqueness found within
the social world – in this case this uniqueness were the "likes" left under the CSR posts. This
explanation justifies the choice of the Qualitative research method since the task was to
observe a particular process and to understand it better. Last but not least, the results are
supposed to be valid, transparent and useful to whomever is willing to use them. To further
justify why the actor`s approach is chosen, Abnor and Bjerke (2009) are believing that human
beings, in the project case - users of LinkedIn, are subjective beings which are creating the
reality through their actions and intentions. Once being aware of the "actors" in the social
world of LinkedIn and their interactions, the reader was able to understand their environment
in a detailed manner. Also this gave a possibility to rank the domains of the CPCSR model
through the Unilever`s perspective.

2.3. Data collection regarding the Literature review

There are three topics that built the Literature review. LinkedIn, the CPCSR model and
Unilever. The author started the search of the literature from the University library of Aalborg
(AAU library) and figure 3 presents the overall framework of the Literature review.

Regarding LinkedIn, the project presented the network as part of the Social media world and
the way it is perceived by the users. This was developed on several peer-reviewed papers
which were somehow connected to each other and were building the overall understanding of
LinkedIn. What is more, the author has built the literature review of this topic in way that was
justifying the choice of it. Overall, nine articles were used to build the knowledge of LinkedIn
in this study.

While the initial literature readings for the project topic were being reviewed the author noticed the CPCSR model in one of them. There was a suggestion that CSR should be observed also from the marketing scholars and this would create wider understanding of how customers and the CSR subjects of interest perceive the topic (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). Furthermore, the CPCSR was not applied on the social media which matched with the recent interest of CSR and the online platforms (Jurietti, Mandelli, & Fudurić, 2017). Therefore, the literature used for the model specifications was based only on the initial source of the model. However, two additional sources which were found in the reference section of the model study were added in order to present brief history behind the model creation.

Regarding Unilever, the author wanted to justify his choice of this particular company for the case study. Therefore, an interview that appeared in a peer-reviewed paper allowed the author to better understand the goals of Unilever and also to match them with the purpose of this study. What is more the website of the company was referenced in order to give a brief introduction to the case. The Annual Report of 2017 was also considered as source of information where the targets that Unilever perceives are set. Overall, four sources were used in order to build the knowledge needed for the case study.
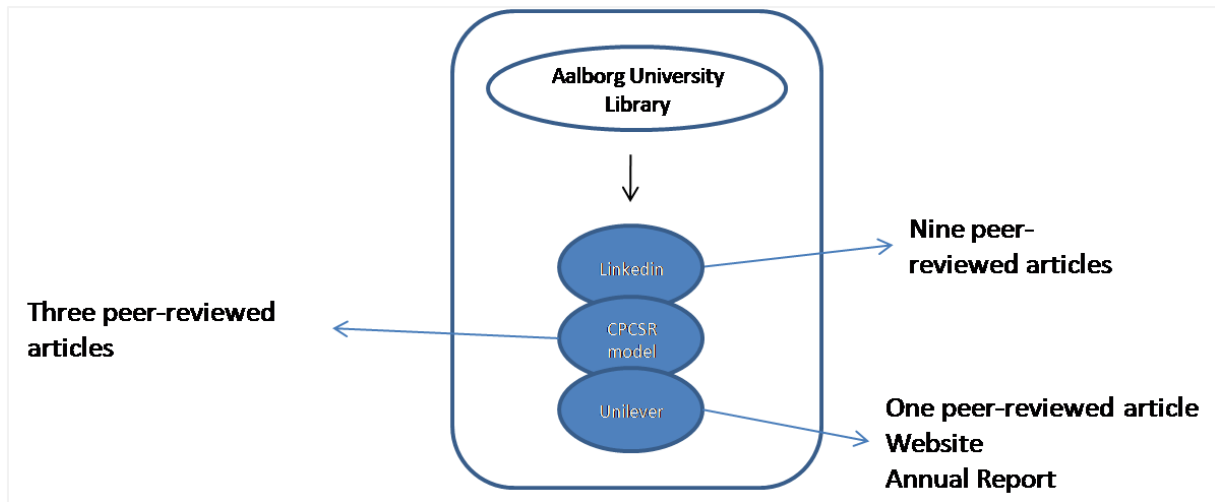
2.4. Data collection regarding the Analysis

Bryman & Bell (2015) discuss that when mass media is being analyzed the wide range of data is positevly perceived. Therefore, the range of the examined articles is considered from 26th of December 2017 until 15th of May 2018. During this period there were 259 post (2 post per day on avarage) which were publicated on the LinkedIn page of Unilever.

There were four kinds of publications which appear as: (*1*) post with *textual post(*n=6*)* (2) posts with *video content(*n=34*), (3)* posts with *picture content(*n=88*)* and *(4)* posts that are *linked to another page (*n=131*),.* In order to find patterns within those posts the author devided them into subcategories which can be seen on Figure 4.

Regarding the posts with video content the author created three sub groups which refer to Career information, Help campaigns and Personal stories. The post with picture content were divided into six sub-groups which were giving information for Brand & Products, Career offers, Holidays Celebrations, Future Leaders competition, Personal stories and Social goals

& Information. Since the posts with link content are the largest, the author created four sub-groups. Two of them were regarding Career information and the Future Leaders competition. The other two were refering to Personal stories and Social goals & Information. However, eight more sub-categories were developed within the last sub-groups since the content was high and quantity and further division was needed. The whole build up of those patterns was based on the author`s personal judgements which were allowed based on the reflective way of analysis data.
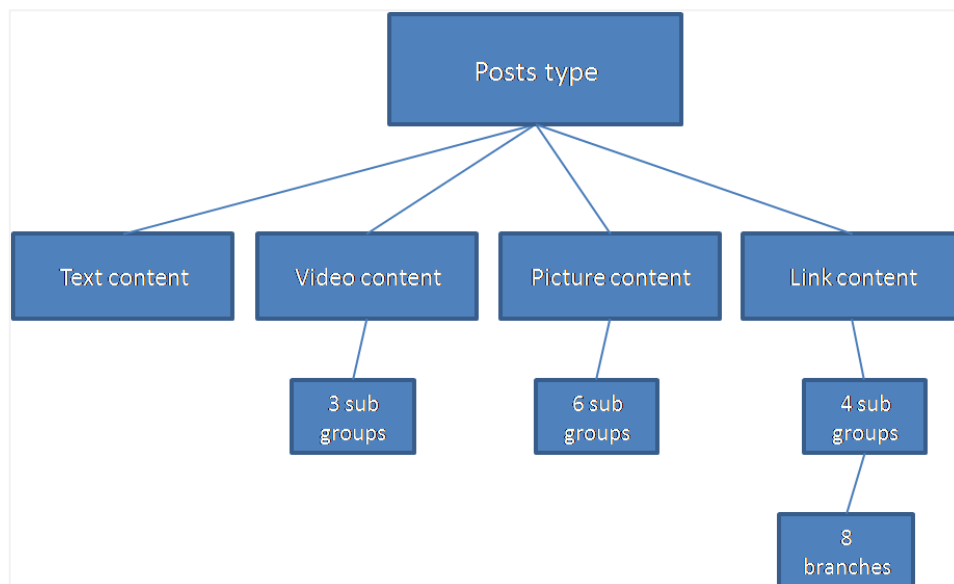
Once having the division done, the author was able to seek the characteristics of the CPCSR model domains through the LinkedIn posts. Based on the information given on the posts the characteristics were applied and the observation was made. The analysis part contains the overview.

2.5. Validity and Reliability

When the sample data was collected, there were 259 pieces with no connection. The author developed patterns which divided the data that made it easy to operate. Therefore, the validity of the measurements is based on patterns build to separate the data. This construction helped in understanding better the found publications and in the operation process. As for the further calculations which were made in order to find the correlation and the statistical significance, the author used Microsoft Excel and two functions of the Data analysis tool. Those functions can be found under the names of *Correlation* and *Regression*. The selected patterns of filtering the data and the tools applied were considered reasonable for the initial goals of the project.

Regarding the reliability, if the chosen timeframe is selected again and the posts are searched in the LinkedIn page of Unilever, the results found in this study would be repeated. However, if the timeframe is different, the ranking of the CPCSR domains might be changed. This might be caused by the company initiatives throughout the year. For example, different campaigns that are undertaken might be related to different CSR initiatives which would probably change the quantity of posts in each domain. During the analyzed period, Unilever had many publications related to the campaign "Future Leaders competition" which was fitting in the characteristics of the societal domain of the CPCSR model. If in the second half of 2018, Unilever run a campaign which is more related to the characteristics of another domain the ranking and the results will be probably changed. Therefore, the author cannot consider the project fully reliable.

3. Literature review

3.1. Explanation of the reality – LinkedIn

Social media and Marketing

The increase in the numbers of social media users has been improving over the recent years. People from all over the world are being more and more engaged with the social platforms. What is more, the breadth of different social media platforms is increasing and as the popularity grows, marketers are searching for solid ground to base their strategic decisions and to employ social media as the connection platform to their customers (Hoffman & Novak, 2012). To implement their CSR strategies on the social media, marketers should use social media platforms as marketing tool in order to engage with the consumers. Thus, this study adopted the Virtanen, Björk, & Sjöström (2017) understanding for social media marketing which is using the social media platforms for marketing purposes.

"Likes" & "Comments"

Managers are investing in social media in order to create better relations with their customers and also to understand them better. By creating fan pages on the social network websites, managers are providing the environment for customers to express themselves. This action is signified by the "likes" and the "comments" left under the engaged posts (de Vries, Gensler, & Leeflang, 2012). It is suggested that the consumers who are leaving their interactions are the one that

LinkedIn

LinkedIn is considered as social networking site and it tends to be more business oriented. The network helps its users, which are mainly people operating in different business spheres, to practice virtual interactions between themselves. This environment is considered as the place where one can promote, keep in touch with professionals, offer advices, post publications and express personal ideas. Similar to the other social networks, those activities are done through different post status and updates, however, in the case of LinkedIn those post are often work related. The Group feature on the network is considered as the place where companies and single users can go for more in-depth interactions between themselves. Usually, discussions are dedicated to job searches, however, there are also different business topic found on LinkedIn. With users in over 200 countries, LinkedIn has a content of more than 2 million company pages which has given a name of the platform as the place for business-related social networking. The site is providing easy ways for sharing content with particular information like news, expert opinions or social topics (Hands, 2013).

Comparison and justification

To better understand why LinkedIn is the chosen social network for this study a comparison with the other top social platforms will be reviewed in the following lines. When comparing LinkedIn to the other Social networks it can be said that the platform is allowing more text-based messages. The same concept can be found on Facebook and Twitter while on Instagram, one can find more hedonic and impressionistic post (Virtanen, Björk, & Sjöström, 2017). Facebook already has over a billion registered users and surveys are reporting that 50% of 500 million users of Facebook are logging in daily and spend over 700 billion minutes each month on the platform. As for LinkedIn, the network was established in 2003 and since then the number of users has reached 450 million worldwide (Chang, Liu, & Shen, 2017).

Facebook is generally associated with community and group interaction where people are mainly connecting to communicate with friends while LinkedIn is focusing on the professional networking which makes the perception and the motivation to use each one of the networks different (Chang, Liu, & Shen, 2017). Another difference is found in the fact that on Facebook, people are having objective to engage in social events and meeting new people while on LinkedIn the percentage of engagement is dedicated to business topics and professional development (Myers, Czepiec, Roxas, & & Whitson, 2011). According to Chang, Liu, & Shen (2017), this two sites are dominating in the social media market, however, each of them has different group of people in motivation, purpose, engagement and perception of usage. Another important factor is that people tend to put their trust on larger scale post, groups or pages. For example on Facebook and Twitter people are having small status updates with information that is not proffesionally perceived while on Linkedin, users tend to be more involved in the proposed group or page topics (Utz, 2016).

To conclude, LinkedIn is considered as the world's largest professional network which is publicly-held based on business related topics. While Facebook`s mission is to connect people and Twitter is giving its users the opportunity to share information and their ideas, LinkedIn is staying focused on the professional side and creates the environment for professionals who are willing to engage in the business world. The engagements of the business network are mainly done by posts, groups and business oriented publications (Power, 2015). The above presented aspects are considered as the justification of choosing the social network as base for the online data collection and more specifically the LinkedIn platform. The "likes" was the measurement instruments since they are the customers` way of expressing opinion over a given topic on the social media (de Vries, Gensler, & Leeflang, 2012).

3.2. Consumer perception measurement model

In order to validate the usage of the critcial case study, the author decided to use the CPCSR model as the insturment which will provide good theoretical contribution to the project. Regarding the "how" question, the multidimensional conceptualization gives the opportunity to assess how consumers perceive CSR in general and more specifically to observe which domains are of particular interest to consumers. Regarding the "why" question, Öberseder, Schlegelmilch, Murphy, & Gruber (2014) suggest that the model can be used for examination of particular company`s CSR initiatives and observe the specific impacts that the implication of those initiatives triggers. As for the final questions "who, where, when, the author would choose the people who are enagaged on LinkedIn with the CSR post of Unilever. The post will be considered from 26.12.2017 until 15.05.2018. The usage of the model would give the opportunity to rank each of the model`s domains based on the consumers preferences once having a particular environment of application.

History

 Regarding the development story of the CPCSR model it can be said that it fills a gap that was found in the literature of CSR and marketing (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). Based on the study of Berens, van Riel, & van Bruggen, (2005) a growing rate was found on the consumers` interest towards companies` CSR policies and as it seems this interest have influence when evaluating a certain product of the given company (Bhattacharya & Sen, 2004). However, a particular way of assessing the customers` perception on CSR efforts was missing and this is how the CPCSR model was developed (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

Benefits

The approach of the model is based mainly on the stakeholders who are involved with a particular company. It is considered as a wider-ranging scale and there are three main benefits of using it. First of all, the model can identify consumers` perceptions and expectations towards CSR initiatives and second it gives the knowledge that researchers need in order to create academic contents on the CSR matter. Third, it was suggested that the application of the model, can be used for managerial strategy purposes by evaluating own performance which helps to identify shortcomings in the CSR communication strategies. (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). The model opens new paths for the customers` understandings, perceptions and actions towards CSR strategies. It is mainly beneficial to CSR managers and guides them in taking the right steps towards the matter. Without such a model, marketers might face inaccurate decisions even regarding the marketing strategies and the marketing mix. What is interesting here is that the results found by Öberseder, Schlegelmilch, Murphy, & Gruber (2014) suggests that CSR is differently understood and perceived by managers and consumers. Mangers perceive the strategies of CSR as complex and holistic concepts while consumers could distinguish partially and differently some of the areas of responsibility (the seven domains) that are building their own understanding of CSR.

The model

The research proposes that the construct of the CPCSR model is a hierarchical, multidimensional construct which is relating to the consumers` overall perception of CSR. The model itself is proposed to be a second-order construct with the seven first-order dimensions (see figure 5). The overall CPCSR assessment assists in evaluating how well consumers perceive CSR while the individual CSR domains are used for more specific investigation of the impacts on CSR on consumers. It is recommended that when this model is

being used, the researcher should consider both levels of analysis – the higher level and the individual domains. The higher level (the overall assessment of CPCSR) is used to evaluate how well consumers perceive CSR, while each of the domains can give more accurate consumer specification and derive recommendations for the CSR related strategies (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).
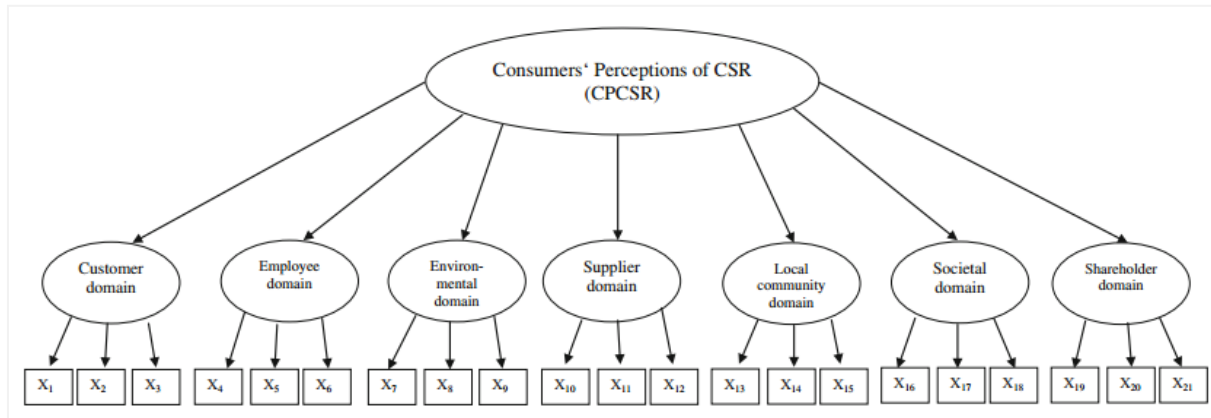
Foundations of the model

The model is based on qualitative data collection which was obtained through 48 in-depth interviews. Consumers (n = 25) and CSR managers (n = 23) are the one who were involved in those interviews which lasted between 45 and 115 minutes. The main focus of the questions was on the description of CSR, characterization of a socially responsible company and outlining the most important responsibilities that a company should fulfill. The most important note that was drawn from the interviews was that there is a major difference between managers and consumers assessment concerning the CSR (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). And based on this finding Öberseder, Schlegelmilch, Murphy, & Gruber (2014) set the following definition of CPCSR:

"A socially responsible company integrates social and environmental topics in its core business activities and acts responsibly towards its employees, its customers, the environment, its suppliers, the local community, its shareholders and society at large."

This led to the foundation of seven different domains (dimensions) of CSR which helped in the development and the refinement of the model. Online survey was sent to 483 customers of three different actual companies. They were supposed to evaluate a manufacturing company (28.2% of respondents), a fast-moving consumer goods company (35.6%) and a bank (36.6%) based on the seven domains. The companies were choosen because they have different CSR strategies and Öberseder, Schlegelmilch, Murphy, & Gruber (2014) had found that by that time the companies were focusing more on this area. Based on exploratory factor analysis the results showed that dimensions are relevent when evaluating a company`s CSR and the consumers`s perception of it.

Dimensions

In order to create an assessible and tangible CSR engagements, the model of CPCSR is dividied in seven different areas. They are focused mainly on a company`s stakeholders: employees, customers, enviroment, suppliers, the local community, shareholders, and society at large (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). Each one of the domains would be review in the following lines.

The *employee domain* encircles issues such as working conditions, non-discrimination of employees or adequate remuneration. The main idea behind is to follow activities which are done in honering the employees. In this group the respect of human rights is closely related, the decent working condition, whether they are safe and not hazardous to health and the flexibility in the working hours. Another aspect that is building this dimension is the equall treatment of employees and the possibilities for future career development. Are there any

trainings or development centeres which can help a single employee to reach higher knowledge for the working enviroment and oneself? Last but not least, the communication and the way particular company is maintaining its relations with the employees (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

 The *customer domain* addresses issues like fair prices, product labeling, whether it is clear and comprehensive and the high & safe quality of the products. Overall, everything that relates to the customes` satisfaction regarding a particular product or service. What is important in this dimension is the fairnes that particular company is implementing towards their sales practices or main competitors. This is observed by the customers and can influence their opinion on the company`s CSR strategies. Another remark that can build this dimension possitivly is the labeling of the products and the information that is provided to the consumers. This also symbolise that the company is meeting particular quality standarts and it can be trusted. Fairness is significant here and it can be found in the price range of different products. By offering the right and diverse sales promotion the level of customer engagment is subjected to increase and as already noted, thise engagment builds the second domain of the CPCSR model (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

Consumers are willing to be informed how a particular company is being responsible towards their energy consumption, waste and emission. This forms the *enviroment domain*. The issues regarding the "green life" of a company can be found in the way the company is recycling, prevent waste and dispose the waste correctly. Also the way the company "educates" its consumers is highly valued and it gives extras to the positivness of this domain. Information regarding the investments made towards researches which are enviromentally oriented, as well as the corporate enviromental proction standarst are positivley perceived by consumers (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

The *supplier domain* contributes to the topic of fair terms and conditions with the supplier and the selection of it. Regarding this dimension companies`s should present good attutude towards their supplies. Furthermore, the process of choosing the "right" partner can be also benefitial to the positive attitude towards this domain. Providing information, good relation status can be percieved positevly. A company should provide fair terms and conditions for its suppliers and not repress them with unrealisitc demands. Open communication is of importance and fair negotiation is a- must within this dimension (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

The next domain represents the company`s responsibility towards the *local community*. What is stressed out for this dimension is the obligation of creating jobs in the local communities, local sourcing, and contributions to a regional developent. Every region has particular values, customs and culture, it is of a high importance those aspects to be respected when considering the community domain. Another important part is the information provided regarding the products` raw material sourcing. Where exactly is the location, why is it there and what are the benefits for the local society? This also provides opputunity for job oppenings and company`s should be ready to address whether they hire locals or outsiders of the selected region (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

The *shareholder* domain is declared through the company`s responsibility for achiving profit. This dimension is signified through the company`s strategies for sustainable growth, long-term financial success and responsible investments. When perceiving a CSR strategies, customers are willing to have open information towards the future goals that a company is having. The questions to which customers seeks answers are how the goals will be achieved and how the investments will return. Another important aspect of this domain are the future investments that are supposed to be made. Customers are interested in what exactly the

investments are made and what are the chances of sucssess (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

Finally, the model of CPCSR proposed that companies are supposed to present their responsibility to the *society at large.* This can be addressed through different campaigns that are undertaken. Donations to social causes, employment of people with disabilities and the support of social projects. Customers will highly value when a company is employing people who were long-term unemployed and being supportive to employees who are involved in social projects during working hours. Education of young people is considered as honorable deed and companies who are doing it are perceived positively. Last but not least, when a company is contributing to solve particular social problem the domain`s rate is at its peak (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014).

As overall thoughts on the model, Öberseder, Schlegelmilch, Murphy, & Gruber (2014) suggest that the importance of the domains is varying and they depend on the interest of the particular consumers and also on the way that they are applied. According their findings the most relevant domains are *customers, the environment and the employees one*. Medium importance refers to the *suppliers*, *the local community* and *society at large*. What the data in the model`s study found is that the least important domain is the *shareholder one* because it is the least developed and since consumers lack the knowledge and perhaps the interests in the financial deeds of most companies it is no surprise to receive such results.

3.3. Who are Unilever?

Following the CPCSR model concept, the author will display his proposition of a multinational company that has diverse product group, it is operating on different markets and it is engaging its consumers in the CSR issues.

Unilever

The CPCSR model was developed based on the opinion of expert managers and consumers towards three different business sectors. Unilever was considered as the right choice of a multinational company having a wide product group category and operating on two of those sectors (as manufacturer and fast-moving consumer goods company). The company is an industry leader and its managerial practices inspire many other firms (Laursen & Andersen, 2016). Unilever is a business company that has been founded on a sense of purpose. In 1890s the Englishman William Hesketh Lever establishes the Lever Brothers Company which made a revolutionary new product that helped the popularization of cleanliness and hygiene. In the time passed, the company expanded under the name of Unilever and it has been operating in over 190 countries, however, the sense of purpose towards its customers and the sustainable way of doing business are the goals to which the company is heading (Unilever, 2018). The product range of Unilever is enormous and it contains more than 400 brands which are found in four categories - Food and drink, Home care, Personal care, Refreshments. The company assumes that on any given day, 2.5 billion people are somehow using Unilever products (Unilever, 2018). Based on the Unilever`s Annual Report (2017) and the statement made in it, the company has made good performance in the year of 2017 and is following its set objectives for 2020 with strong pace.

Educating customers

Regarding the choice of Unilever as company on which the analysis will be completed the author would use an interview from the Sustainable manager and annual report justifications for the CSR strategies. In a interview the current Senior Global Manager, Lesley Thorne has stated that all managerial decisions are dedicated to the societal and sustainable way of doing business. Furthermore, Unilever has been recognizing the value of the digital partnership and

consumers` collaboration. The digitalization has brought new ways of understanding how consumers` behave and working directly with them, on the social media, can help in spreading the Unilever`s message in "engaging and meaningful" ways (Mizera, 2013). Due to Thorne (Mizera, 2013), through its different products, Unilever is influencing many people from all over the world by teaching them life-saving habits. Based on this asset and through collaboration, the company can orient its CSR strategies towards those customers and understand their needs better. According to the Unilever`s Annual Report (2017), the company is following the programme called "Connected 4 Growth" which was launched in 2016. The programme is revealing Unilever`s CSR strategies which are being implemented trough more "consumer-facing organization" dedicated to understand the consumers and also be responsible towards the world. The process of achieving this is going through engagement of as many people as possible which according to Thorne`s interview (Mizera, 2013) can be achieved through the use of social media platforms.

3.4 Hypothesis

Based on the above writing the author developed two hypothesis which were supposed to test the findings in this chapter, to contribute in answering the research question and also to built up the Analysis part of this project. The critical case study suggests the use of hypothesis which will allow a better understanding of the analyzed circumstatnces (Bryman & Bell, p.62, 2015)

H1 Customer domain is the most used domain in the CSR politics of Unilever

The literature review presented that the customer domain is one of the three most commonly used domains (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). Therefore, this hypothesis was supposed to test whether this is true or not in the case of Unilever`s CSR politics which are presented to the users of LinkedIn. This hypothesis was tested through the

number of posts published on LinkedIn that refer to the 7 domains of the CPCSR model. The prove of this hypothesis was also important because it would have allowed to rank the domains based on the Unilever`s preferences.

H2 The domains of the CPCSR model have impact on the LinkedIn users` engagements on Unilever`s CSR strategies.

To prove this hyptothesis the author used the ranked domains from H1 and the avarage number of "likes" given by the users of LinkedIn. By observing whether there is a correlation between the two variables, the author was able to state if the usage of the domain is bringing more interest on the Unilever`s publications on LinkedIn.

4. Analysis

4.1. Sample of the analysis

There were 259 post which were ecnountered during the period between 26th of December 2017 and 15th of May 2018. Four publications were related only to celebration of particluar holiday and three others were refering to unrealted publication to the domains of the CPCSR characteristics. Therefore, they were removed and at the end 252 post are consider as the sample that the Analysis was based on.

Textual content

Regarding the post with only textual conent there were only 6 publications which were encountered during the second part of April. Through out the chosen frame period there were not any other post with textual content. All of those six publications were connected to a competition called "Future Leaders competition" and they were giving insights of how the program is progressing.

Video content

Regarding the posts with video content there were 34 spotted publications. In order to understand them better the author decided to separate them into three groups. It was noticed that the content can refer to specific *Personal story*, to videos which are providing information for what the *Career* at Unilever might look like and videos which were giving insights about the progress of international campaigns. The following Figure 6 was supposed to present the findings in a more accessible way.
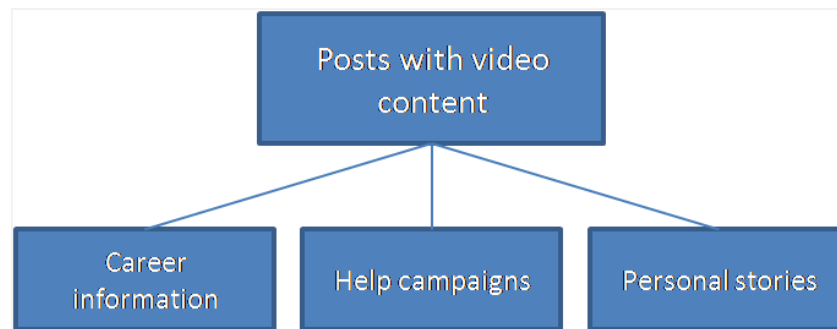
Picture content

Regarding the Picture content post, 88 publications were encountered during the set timeframe. During the initial observation, the author decided to structure them into six different cathegories which can be seen in Figure 7. The pictures in the publications were used in order to involved the audience with specific *Brand-Product*. Regarding this type of post, there were 10 publications which were trying to involve the audience, give interesting information and also rise the awareness towards a particular region through the chosen product. On the other hand, the *Career* promotional publication were also encountered in the picture content type of posts. However, only one publication was noticed and it was regarding a specific position in a "Foods R&D team". Further more, there were 5 picture post which were notifying or congratulating the audience for a particular world wide *Celebration.* The picture posts were used to provide the main information for the progress of the *Future Leader competition*. There were 27 post which were presenting each of the qualified teams for the finals of the competition and also the pictures were trying to involve the audience with information of the campaign. Another separation group that was noticed is the *Personal* picture posts which were introducing quatations from employees of Unilever that are closely related to a particular product. 28 personal picture posts were encountered and it was noticed that those post were connected to the *Brand-Product* post and usually were following right

43

after them. Last but not least, is the group of *Social goals insights* 15 picture posts are forming the group. Those post are also related to the *Brand-Product* group post and they were appearing with the practical infroamtion of the benefits that the presented product is providing for a community in a specific aread.
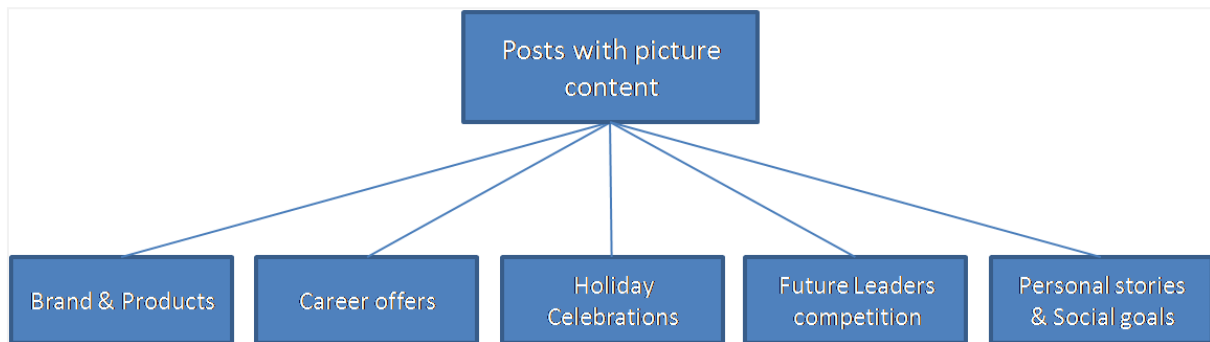
Link content

Regarding the post which are providing a link between another webpage there were 131 post encountered which is making this post type the biggest. Four sub-groups were created in order to structure the linkage posts and the overall view is presented on Figure 8. It was noticed that usually those links were leading either to the Unilever`s official website, to personal blogs or very reraly to another page which is not connected either to LinkedIn or to Unilever. First of all, the *Career* post were also encountered in the this type of publications. There were only three posts which were providing a link to the Unilever`s career page and giving more information for the offered position. Second, the *Future Leader competition* was encountered as well, however, in this group of publications only four posts were linking the users to expert opinions which were providing information and tips for the competition. Third, 49 post were placed in the group named *Social goals & information.* The post were related to Campaign information, Unilerver`s position towards global topics, Results of Unilever and Future Goals.

The largest group in the link type of publictions refers to the Personal stories.74 post were separated into four braches. The first one of them is related to posts which were redirecting the user to personal blogs which were giving a personal opinion regarding a specific cause. The writers were usually employees of Unilever and they were taking different position, regardless the hairarchy. As for the topics, usually the writers were giving tips towards situations that might occur in the working place or regarding strategies which can lead to specific development. The second branch is related to a campaign that Unilever has undertaken called "Game changers". Those "game changers" are people who are "smashing" the stereotypes that might occur on a particular location. Local community causes is the third branch which is telling a story of a inspiring people that are dedicated to a specific group/region development. Usually they are not connected to Unilever, however, the company is involving them as people that the world needs to know about. The last branch is dedicated to Management observations and comments on particular topics. Usually those post were redirecting the user to the interview page to which different global topics or Unilever`s standpoints were presented.
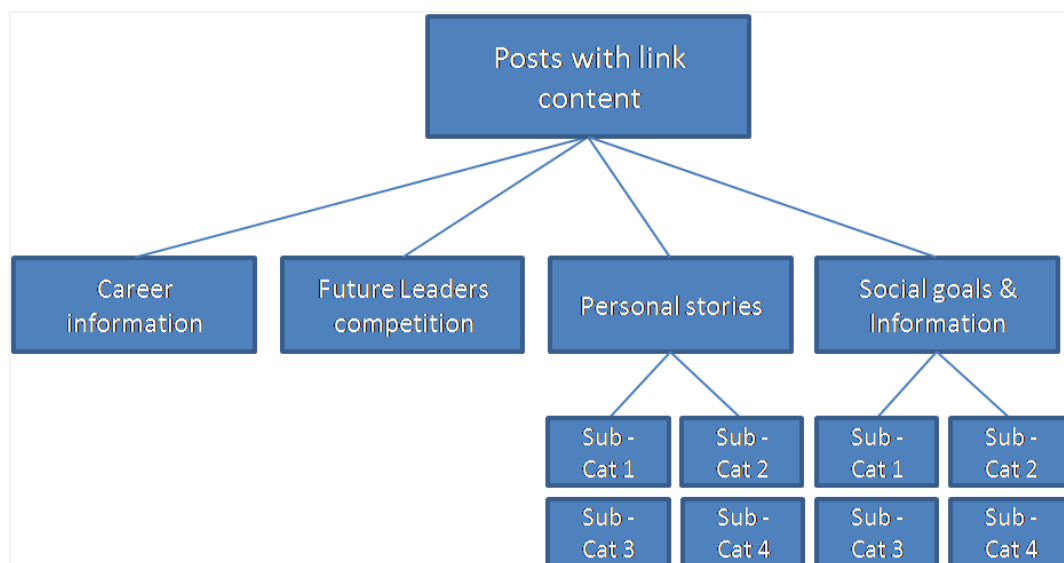
Figure 8: Link content posts (own creation)

4.2. Testing Hypothesis 1

"Customer domain is the most used domain in the CSR politics of Unilever"

In order to answer this hypothesis the author made an overview of the 7 domains and the conent on LinkedIn that has been publicated by Unilever during the selected timeframe. Each one of the posts were reviewed and separated in one of the domains based on the model`s characteristics that were presented in the Literature review. The following lines suggest an overview of the content that each domain has, followed by the discusion on the first hypothesis.

Community

Regarding this domain there were only 22 post encountered. Three of them were found in the publications with video conent, fourteen were selected from publications with link conent, five were found through the picture content posts and zero in the textual content posts. Overall those post were related to a personal story from a specific region. Apparently there was an issue in the selected region, therefore, Unilever decided to involve the users of LinkedIn with a relevant story. The publications which were refering to the community domain were showing the standpoint of Unilever towards specific regions. Through the development of specific communities and regions, Unilever is able to perceive a better product portfolio and also to open jobs in the places of operation.

Employee

Regarding the employee domain there were 52 post encountered. Most of them were found in the posts with link conent. There Unilever was trying to involve the users of LinkedIn with information regarding the working conditions within the company and also to present Unilever`s actions towards equall treatment on the work place, regardless the region that the

work is practiced. There were links to personal blogs where employees of Unilever are expressing their opinion and giving tips of how the issues should be treated. Those personal insights were also from interns and youngsters who are on their entry position at the company. By doing this Unilever has not only provided information, but also has given a voice to the one involved in the particular topic. Regarding the post with picture content, a lot of influence on the characteristics of the employee domain had the campaign called "Game Changers". Once again the people who are implimenting innovations and virtues to their workplaces were given voice through this campaing. Regarding the posts with video content, it was noticed that the working enviroment and the innovation into the technology for the working tools is highlighted. All those aspects respond to the characteristics of the employee domain.

Shareholder

The characteristics of the shareholders domain is the way company is ensuring the economic success by doing successful business and provide open communication towards the investments that have been made. Therefore, when the publications were analyzed, those characteristics were the applied filter in order to identify how users of LinkedIn are informed regarding Unilever`s shareholders avtivities. It was noticed that there were not any specific post which were directly dedicated to the Unilever`s shareholders, however, 21 of the publications were involving the audience into the economic successes of the company and the future plans to which capital will be invested. This was implemented through the publications of posts with picutre content which were giving information regarding the composite parts of the Unilever`s products. Those parts were reveling information of the made investments and the benefits that will occure from the actions. What is more, it was noticed that in the posts with link conent there were managerial observations which are considered as the open communication and another way of reaching the shareholders.

Environment

28 post were encountered with enviromental context. In those publications Unilever was trying to involve the users of LinkedIn with the efforts that the company is making towards a better world. Most of the enviromental domain caracteristics were found in the post with link content. There Unilever were redirecting the users of LinkedIn to another page which was were giving insights of the technological improvement made towards more sustainable packages, investments on researches towards the enviroment and recycling progress of the company.

Societal

During the analysis of the post it was noticed that 43 of them were dedicated to the "Future Leaders competition". The programme is dedicated to young people who are willing to start their career at Unilever. Real cases from the business world are given and the competitors are supposed to suggest reasonable solutions. The competition starts on a local level from where the region teams are selected and then the finals are gathering those teams into the final stage (Unilever Future Leaders Programme, 2018). Those 43 post were giving insights to the audience of who are the teams, how the competition is progressing and why it is important for the society. Since this is taking huge part and a lot of investements are dedicated towards the education of the young graduades, the author considers it as a whole and apply it into the Societal domain. Apart from those publications another 51 posts were selected based on the characteristics of the Societal domain. Most of the encountered publications were dedicated to the way Unilever is solving societal problems and their contribution to it. Besides this, singular posts were presenting cases of people with disabilities who were employed by Unilever. Overall, there were 92 posts which were refering to the characteristics of the Sociatal domain which is making it to domain with the highest quantity of publications.

Customer

Regarding the characteristics responding the Customer domain, Unilver`s post on LinkedIn were 31. Through out the chosen time frame the post presented three different products of Unilever portfolio. Each one of the publications started with a game which was supposed to involve the users to guess the particular brand only through the shape of the package. Afterwards, usefull information was given to the users and by this Unilever has given information about their quality standerts. On the other hand, all this is forming a relationship through interactions with the consumers and product involvement. Apart from it, employees of Unilever were presenting useful information through their blogs on LinkedIn where people could learn more about Unilever`s products.

Supplier

Only 6 posts were refering to the characteristics of the Supplier domain which is making it the smallest one. The posts which were dedicated to it were presenting Unilever`s partnerships and the way Unilever is communicating with the smaller businesses which are part of the bigger company.

Results

The test of this hypothesis was supposed to give better understanding of the Unilever`s CSR politics on LinkedIn and more specifically the application of the CPCSR model. The ranking of the domains was also beneficial to the test of the second hypothesis. Based on the above findings, it can be stated that the customer domain was not the most important domain in Unilever`s CSR posts on LinkedIn and the suggested hypothesis was disproved. Post related to the societal domain were encountered more frequently than the other domains. 92 posts were refering to the characteristics of the societal domain. On the second place was the

employee domain to which 52 post were dedicated. Third was the customer domain with 31 related posts. On the fourth place, Unilever has been publishing 28 posts which refers to the characteristics of the enviromental domain. 22 posts ranked the community domain on the fifth place followed by 21 posts for the shareholder domain. The least used domain in the CSR politics of Unilever was the supplier domain to which the company has dedicated only 6 posts. The overview of the ranking can be observed on Graph 1.
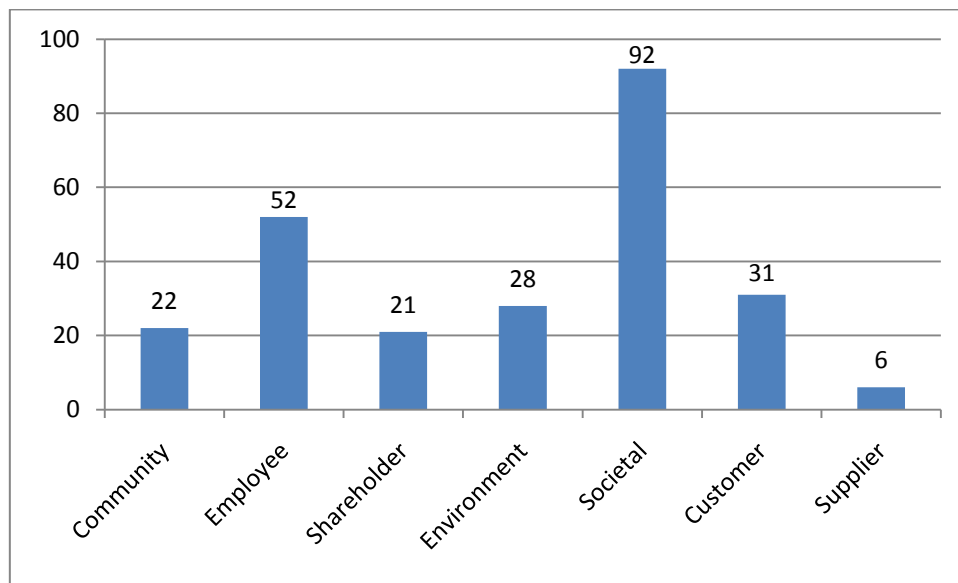
Graph 1: Encountered posts related to the domains characteristics of the CPCSR model

4.3. Testing Hypothesis 2

Correlation analysis

"The domains of the CPCSR model have impact on the LinkedIn users` engagements of Unilever`s CSR strategies"

In order to prove the second hypothesis the used Microsoft Excel in order to perform the test test and extract the results. First, two columns which refered to the CPCSR model domains were created. The first one contained the number of publications for each of the specific

domains. The second column showed the average number of "likes" which were collected within the specific domain. Table 2 suggest and overview of the writings.

Domains	Number of posts	Average likes per domain
Community	22	573
Employee	52	705
Shareholder	21	503
Environment	28	894
Societal	92	1004
Customer	31	914
Supplier	6	373

Table 2: Variables used for the Correlation and the Regression analysis

After the table was created, the author applied the Excel tool called "Data analysis" and took two steps. First one observed the correlation coefficient and the option "correlation" was used. The two columns were selected and Table 3 suggest the results in which r = .72. This would mean that there was a strong positive correlation between the use of the CPCSR domains and the users` engagements on LinkedIn.

	Number of posts	Average likes per domain
Number of posts	1	0,72
Average likes per domain	0,72	1

Table 3: Correlation analysis results

Here it can be concluded that the suggested hypothesis was perceived as true and the domains of the CPCSR model have impact on the customer engagment. Even more, this concludes that the more posts for a specific domains are created the more customers` engagements will be receieved.

Regression analysis

The following lines perform an regression analysis and they serve as suppliment to the general results of the suggested data. Lewis-Beck, Bryman, & Futing Liao (2004), argue that

there is a strong tie between analysis of variance and regression analysis. Historically there is no connection between the development of the two anylsis, however, with today`s statistical software development researchers are able to represent most analysis of variance as regression analysis with dummy variables. Therefore, based on this theoretical prove the author applied the Excel`s Regression option on the variables from Table 2 in order to observe whether they are statistically significant.

For the dependent variable (input Y range) the author chose the "*average likes per domain*" while for the independent variable (input X range) the "*number of posts*" was selected and tables 4 & 5 suggest overview of the results.

Regression Statistics	
Multiple R	0,72
R Square	0,52
Adjusted R Square	0,42
Standard Error	179,97
Observations	7

Table 4: Regression Statistics

The R square represents how well the set of the encountered posts help to predict the dependent variable which is the "average number of likes". In the case of this results it can be stated that the posts for the domains as a set accounts for 52% when perceiving the customer engagements (Cramer & & Howitt, 2004).

ANOVA

	df	SS	MS	F	Significance F
Regression	1	175783,30	175783,30	5,43	0,0672
Residual	5	161938,93	32387,79		
Total	6	337722,23			

Table 5: Analysis of Variance

Table 5 suggested that in this case the p-value is equal to .067. Usually the p-value represents how often the results will be received in the same way (Lewis-Beck, Bryman, & Futing Liao, 2004). However, since the results are above .05 this would mean that there is no statistical

significance when examining the number of posts for the CPCSR domains with the average "likes" received on those posts (Cramer & & Howitt, 2004).

In conclusion it can be stated that the data separated in each domain and the average likes per domain are not statistically significant. However, this do not prove that there is not a statistical significance between each domain and the customer engagement.

5. Discussion

This chapter was included in order to involve the readers with a meaning over the analyzed results and also to convince in the merits of the study. The guidelines from the Discussion chapter were inspired by the work of Hess (2004).

The major findings in the study are the ranking of the CPCSR domain based on the Unilever CSR strategies on LinkedIn. Afterwards, empirical findings give the foundation for the future research suggestions. As for the practical relevance, the main benefit of the study is the actual application of the CPCSR in the social media and the observation made. First, the model was developed in order to measure the consumers` perception on CSR issues and second the whole topic of CSR is evolving and a research based on online source fit as a missing piece in the literature.

Two hypotheses were developed once the literature review was completed. Through the analysis, those hypotheses were supposed to test the findings in the literature. The analysis was based on 252 posts which were found in the Unilever`s page on LinkedIn. After it, the general findings revealed the ranking of CPCSR domains through the use of Unilever. In the literature it was suggested that usually companies are most commonly using the *customer* domain characteristics when they are trying to involve people into their company`s CSR strategies. However, this was not the case regarding Unilever. Based on the data found, Unilever was most commonly using the *societal* domain which in the theory was suggested as a domain with average importance. By the work on the first hypothesis, the authors was able to answer the suggested research question, stated in the Introduction chapter and more precisely, *"What is the ranking of the CPCSR model domains in the Unilever`s CSR post on LinkedIn?"*. Unilever`s CSR strategies on LinkedIn are ranking the domains of the CPCSR

model as following: (1) Societal, (2) Employee, (3) Customer, (4) Environment, (5) Community, (6) Shareholder, (7) Supplier.

Besides the planned findings the author was also able to identify a possibility for empirical investigation which was conducted through the second hypothesis. In it the customer engagement regarding the analyzed data was observed. With the help of Microsoft Excel and more specifically the Correlation tool the author was able to observe whether there is a correlation between the use of the CPCSR domains and the users` engagements on LinkedIn in the case of Unilever. A possitive correlation was calculated (r = .72) and this suggested that with the higher posts quantity of each domain, the average number of "likes" was rising. Afterwards, a Regression Analysis was condcuted and based on it the suggestions of Future studies were developed.

Previous studies

While the author was looking for articles to justify the choice of the single-case study a similar study was found on the CSR topic and again Unilever was the investigated company (Jurietti, Mandelli, & Fudurić, 2017). However, the critirias of their study were different because their main focus was on the values that CSR present. Their study could be understood more as a foundation on the importance of the CSR topic. Through their study, the authors were trying to understand the dialog characteristics between users and companies, however, at the end they have stated that the model used failed to illustrate the difference between opportunities of dialog characteristics. Therefore, based on their study and the importance of the CSR value, a model was needed in order to identify CSR related topics on the social media of a multinational company.

The work of Öberseder, Schlegelmilch, Murphy, & Gruber (2014) was one of the first papers found in the initial searches and all of the following foundings prove that the use of it could

be helpful in defining the conumers` perception on CSR activities. The authors are the creators of the used model and they are the one who suggested the possible applications of it might examine how the CPCSR model impacts on the company`s CSR initiatives. Those instructions were taken into account and applied in this project.

5.1. Future research and Limitations

Future research

This project managed to use the sample data which was based on online source. The results allowed to better understand Unilever`s CSR initiatives based on the CPCSR model. Even though, the domains of the model were ranked, the author did not manage to calculate their effectiveness. Therefore, a future research proposition would be the investigation of the effectiveness of the CPCSR model based on the response of stakeholders. Those revelations were also suggested by the regression analysis in which it was noticed that the way of data structure did not prove that there is a statistical correlation between the domains as singles and the users` engagements. A possible future study would be to conduct a survey among the stakeholders of a multinational company. In this way, every domain will have equal amount of information and they will be graded based on the perception of the stakeholders. On the other hand, as dependent variable, the general image of the company`s CSR initiatives could be measured and applied.

Limitation

There are two main limitation noticed by the author. The first one comes from the fact that the sample data was gathered from only one source. As noticed in the study of Virtanen, Björk, & Sjöström (2017), online users tend to have different ethics and behavior on different social

platforms. Therefore, Unilever`s post might have been with different content and the customer engagement might have been expressed in a different way. It would have been interesting to see whether the Unilever`s ranking of the domains would hold if more social media were added and more data was analyzed. The second limitation is the reliability of the study. The author suspects that if another timeframe is chosen the results would be different. These are the two limitations that should be taken into account when reviewing this project.

6. Conclusion

The main part of this paper is based on the test of a model which measures the consumers` perception of CSR on LinkedIn. A single-case study has been adopted and Unilever was chosen as the multination company of which the CSR initiatives were analyzed. Two hypotheses were developed after the Literature review was done in order to answer the research question and also to extend the knowledge of the study. What the knowledge of the study provides is the ranking of the CPCSR domains based on the consumers engagements expressed through the "likes" left under the posts of Unilever in LinkedIn during a specific period. What more was found was that there is a positive correlation between the posts for each domain and the average number of likes collected. Therefore, when Unilever is making more CSR oriented publications the customer engagement is rising. However, only one source was chosen for the data collection and the results could have been different if the data was collected from multiple social media platforms. As for future studies, it can be proposed the further analysis of the model and the effectiveness of its domains.

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Appendix

Community domain

Unilever
3,057,413 followers
4 mons

Unilever Hero Anjalli Ravi Kumar is helping thousands of women access an education and reimagine their future. Read her inspiring story...

Using mobiles to drive social change
unilever.com

782 Likes • 13 Comments

Unilever
3,057,413 followers
4 mons

Unilever Heroes Oscar Infante and Yumar Carrera are helping to keep our Venezuela business running smoothly, despite severe economic d   ...see more

Showing resilience in a challenging environment
unilever.com

568 Likes • 20 Comments

Unilever
3,057,413 followers
4 mons

Unilever Hero Langhani Manoj-Kumar is transforming village communities in rural Pakistan by employing women to sell our products. Read his inspiring story...

Improving quality of life in rural Pakistan
unilever.com

507 Likes • 16 Comments

Unilever
3,057,412 followers
3 mons

Unilever Hero, Robert Bellezza, is bringing a sense of purpose to the workplace with an initiative that has enabled hundreds of his colleagues to make an impact in their local communities. Read his inspiring story...

Helping to make the world a better place
unilever.com

681 Likes • 22 Comments

Unilever
3,057,412 followers
3 mons

Unilever is in a strong position to help empower women around the world: over 70% of our consumers are women and they play an essential role in our value chain. We also engage women as growers, distributors, and factory and office employees. Find out how our Shakti programme in Colombia has been helping...

Four stories of entrepreneurship that's transforming women's lives in Colombia
unilever.com

591 Likes • 9 Comments

Unilever
3,057,413 followers
4 mons

Unilever contributes to the economic well-being of many communities through employment, training and our value chain. Find out more about our Big Goal to enhance livelihoods for millions...

920,000 WOMEN
ENABLED TO ACCESS INITIATIVES AIMING TO:
PROMOTE SAFETY ●
DEVELOP SKILLS ●
EXPAND OPPORTUNITIES ●

Enhancing livelihoods
unilever.com

677 Likes • 7 Comments

Unilever
3,057,413 followers
3 mons

Unilever's partnership with the UK's Department for International Development pledges £40 million to support social enterprises that meet low-income household needs in developing countries. Read more...

Unilever partnership pledges £40 million to support social enterprises
unilever.com

311 Likes

Unilever
3,057,396 followers
10 d

Some great news – Hindustan Unilever has been recognised as the most attractive employer in the FMCG Sector by Ranstand India! Congratulations to the team!

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/djb-swv

Unilever named most attractive employer in the FMCG Sector by Ranstand India
businesstoday.in

978 Likes • 24 Comments

Unilever
3,057,396 followers
3 d

In 2015 we helped found TRANSFORM to support social enterprises with the aim to impact the lives of 100 million people across sub-Saharan Africa and South Asia by 2025. We're already making amazing progress, and now we're sharing 3 success stories with you...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dmXxKn7

How three amazing social enterprises are changing lives
unilever.com

218 Likes • 1 Comment

Employee domain

Unilever — 3,060,640 followers — 3 mons

Miley is currently working in an Assistant Brand Manager role for Magnum as part of her Marketing Management Training. Here she shares the wonderful memory of the moment she first fell in love with this #UniquelyUnilever brand...

When I first got the offer to work on Magnum, I hadn't even tried one of the products. Straight away I bought one, and the first bite told me everything I needed to know! This is a fashionable and premium ice-cream brand that brings pleasure and a unique experience to millions.

Miley Guo — Marketing Management Trainee — China

1,287 Likes • 11 Comments

Unilever — 3,060,640 followers — 3 mons

As a luxury ice cream brand, Magnum is expected to deliver only the best quality products to consumers. Luiz is one of the #UniquelyUnilever employees making that happen in Brazil, motivated by fond memories that go back to his youth...

Ever since my childhood Magnum has been synonymous with high quality ice cream, so to be one of those responsible for guaranteeing the quality of their products for millions in my country is so exciting and makes me really proud.

Luiz Eduardo Bernardes Ramos — Quality Manager — Brazil

824 Likes • 6 Comments

Unilever — 3,060,640 followers — 3 mons

Our brands make a positive impact all around the world - even within the lives of our own colleagues. Victoria, Global Assistant Brand Manager for Neutral, explains how the brand she works with each day is making a difference...

Skin conditions such as eczema can hugely effect someone's life with very little focus from the medical community. After joining Neutral and trying the products my eczema disappeared for the first time in years within a week. Neutral is changing how people manage sensitive skin one HPC product at a time.

Victoria Floyd — Global Assistant Brand Manager of Neutral

841 Likes • 12 Comments

Unilever — 3,060,640 followers — 3 mons

Our employees' work is driven by their belief in the purpose behind the brands. Mishel Ramos Bedor, Finance Analyst, shares why the brand she works on every day means so much to her...

I love Dove because it's a brand committed to showing women and the world that real beauty is the kind you can see in yourself. Dove Day helps us spread that message, supporting future generations to grow up comfortable in their physical appearance and raise their self-esteem.

Mishel Ramos — Finance Analyst — Ecuador

1,006 Likes • 9 Comments

Unilever — 3,060,640 followers — 3 mons

At the same time as helping millions around the world through brilliant products, our brands also touch the lives of the employees behind them. Kamillah Knight, Perfect Store Market Development Analyst, shares the positive impact Baby Dove is having in her family...

My favorite brand is Baby Dove because it feels good to know that I am using a product that protects and preserves my daughter's beautiful skin.

Kamillah Knight — Perfect Store Market Development Analyst — USA

496 Likes • 10 Comments

Unilever — 3,060,640 followers — 3 mons

Behavioural change is key to helping people live more healthily and sustainably. Zermeena Khan, Assistant Procurement Manager at Unilever Pakistan, tells us how her favourite brand accomplishes that...

My favourite brand is Lifebuoy because it has reached over 400 million people through behavioural change programmes aimed at school children and mothers, championing the message of good hygiene that is pivotal in the development of society.

Zermeena Khan — Assistant Procurement Manager — Pakistan

1,411 Likes • 23 Comments

Unilever — 3,060,640 followers — 3 mons

At Unilever, improving people's physical and mental wellbeing is a purpose that numerous brands work towards. Louie, Associate Finance Manager, speaks about his favourite brand's contribution to that goal...

Acne problems can significantly impact on self-esteem, something I experienced first hand not too long ago. Self-confidence is key in making the most out of one's life, and Noxzema helped me boost that. This is why it's my favourite brand, and I've been using it for almost 4 years.

Louie dela Fuente — Associate Finance Manager — USA

529 Likes • 3 Comments

Unilever — 3,060,640 followers — 3 mons

It's a common marker amongst Unilever employees to love life and do everything to the fullest, and our brands help them achieve that. Askur Meade, HR Business Partner, shares the power his favourite brand has given him...

My favourite brand is Rexona Men because when I use their deodorant, I feel strong and confident. It turns me and many others into Superheroes.

Askur Meade — Askur Meade, HR Business Partner — Mexico

585 Likes • 8 Comments

Unilever — 3,060,640 followers — 3 mons

No matter what business function you work in at Unilever, one thing you and your colleagues all have in common is a dedication to making a positive impact in the world. Ravi Talib, Global Finance Business Partner, shares what that means for him...

I love Lifebuoy because it's a brand on a mission to save lives. By raising awareness of good handwashing habits around the world, we can help create a brighter future for millions.

Ravi Talib — Global Finance Business Partner — UK

1,066 Likes • 14 Comments

Unilever — 3,060,640 followers — 3 mons

With so many purpose-driven brands at Unilever, it's easy for employees to find one that is exactly their cup of tea. That's precisely what happened to Robyn, Regional Sales Supervisor at Unilever Food Solutions, who shares her favourite brand here...

#UniquelyUnilever

My favourite brand is Lipton because the brand works with the Rainforest Alliance to ensure tea is sourced sustainably and fairly. As of 2015, 100% of Lipton tea bags are Rainforest Alliance certified, so I know that every cup makes a difference to the lives of all involved.

Robyn van der Linde — Regional Sales Supervisor — South Africa

599 Likes • 8 Comments

Unilever — 3,060,640 followers — 3 mons

Unilever is home to a huge family of purpose-driven brands, some more focused on our environment, and some on the people that live in it. We're an ambitious bunch though, so it's always good when a brand can help both causes. Project Manager, Sohaib, tells us how his favourite brand does just that...

#UniquelyUnilever

I love OMO because it's a brand that both reduces environmental harm through sustainable products, and encourages kids to live life to the fullest through the belief that dirt is good. It's a win-win for our planet and its people!

Sohaib Bouzeghoub — Project Manager — Algeria

910 Likes • 8 Comments

Unilever — 3,060,639 followers — 2 mons

Innovation is one of the crucial driving forces behind the success of Unilever's huge portfolio of brands. One of those brands is Andrélon, and Brand Manager for Hair Care, Fleur Osté, tells us why it holds a special place in her heart...

#UniquelyUnilever

My favourite brand is Andrélon, a local hair care brand in the Netherlands, through constant innovation, it has been able to provide solutions for a huge variety of different hair types among my family and friends. Not to mention how amazing its fragrances are.

Fleur Osté — Brand Manager Hair Care — Netherlands

1,020 Likes • 9 Comments

Unilever — 3,060,639 followers — 2 mons

To #unstereotype the workplace there needs to be a lot of firsts. Russel Lilly is the first Director to manage a job share in the New Jersey based Marketing team. By offering the ability to share a role, two women are able to shine thanks to the freedom and flexibility the job share provides. Become a new culture maker like Russel and be a true game changer! #Gamechangers

809 Likes • 8 Comments

Unilever — 3,060,639 followers — 2 mons

A perceived lack of suitability for plant and factory roles is keeping talented and passionate women from entering a business function full of opportunity. As the only female Pilot Plant Manager in Research & Development at Unilever, Sophia Ge is a role model we are delighted to call one of our #Gamechangers for gender equality. We look forward to seeing her continue to #unstereotype the workplace as she develops her fantastic career with us!

GAME CHANGERS

508 Likes • 9 Comments

Unilever — 3,060,639 followers — 2 mons

Providing a flexible work environment for staff success, as well as a balanced list of candidates when it comes to interviews has allowed Eric Francis Chen, Information & Analytics Director in Unilever Singapore, to join the #gamechangers for gender equality. Eric's commitment to create a diverse I&A team is helping Unilever to #unstereotype the workplace...

GAME CHANGERS

857 Likes • 18 Comments

Unilever — 3,060,639 followers — 2 mons

Our staff are working hard to help #unstereotype the workplace and Elcin Koc, Assistant CD Excellence Manager, is a perfect example of how they work tirelessly to be equality enablers. Elcin is helping to break the misconception that the sales industry is just for men by sharing her experiences at universities across Turkey. #Gamechangers

GAME CHANGERS

1,054 Likes • 14 Comments

Unilever
3,060,638 followers
2 mons

The Middle-East is a region where establishing a gender-balanced talent pool is particularly challenging. Female talent at leadership level is therefore significantly underrepresented, but at Unilever in Dubai, VP of Home Care, **Ageel Angawi** is doing everything in his power to change that. As one of our **#Gamechangers** for gender equality, Ageel believes in the potential of female talent and works tirelessly to mentor young women, enabling them to break barriers and **#Unstereotype** the workplace.

701 Likes • 12 Comments

Unilever
3,060,638 followers
2 mons

Unilever Tea Kenya is home to 16,000 employees, with women representing an estimated 32% of the workforce. With **#gamechangers** like **Irene Ng'ang'a**, Welfare Manager, we're taking our responsibilities to our workforce seriously. Irene has helped ensure the safety of women in the workplace and the local villages. We're working closely with UN Women on the "Leave No One Behind" campaign to raise awareness and drive collective action to create safe spaces for women and girls in and around our Kericho plantations. **#Unstereotype**

498 Likes • 11 Comments

Unilever
3,060,638 followers
2 mons

As a business function in Zimbabwe, manufacturing is an area where the majority of roles are still held by men. Working to **#Unstereotype** that workplace is Melody Makuvise, the first ever female Machine Operator on our Savory Royco line. As one of our **#Gamechangers** for gender equality, Melody is a role model inspiring other women to follow their dreams with her motto; "Never let fear get in the way of greatness".

442 Likes • 7 Comments

Unilever
3,060,638 followers
2 mons

In Pakistan, Field Sales is a career path dominated by men, but one of our **#Gamechangers** for gender equality has used relationship building skills and sheer passion to start changing that. As the first female Area Manager in Pakistan, **Faizah Khan** is at the core of our mission to **#Unstereotype** the workplace through her work championing inclusion and conducting wellbeing sessions to support and inspire women around her.

2,343 Likes • 68 Comments

Unilever
3,060,638 followers
2 mons

The road to gender diversity in the workplace can seem long and hard. However, **#gamechangers** like Kathy Degouivea-Smith, HR Director Africa, are proving that if you take the challenge head on you can become a new culture maker. Kathy helped nurture a more gender and racially diverse workforce - one that is already having a positive impact on the business, helping shift mindsets and **#unstereotype** the workplace.

586 Likes • 11 Comments

Unilever
3,060,638 followers
16 d

"What I really love about working with AXE is that it's a brand that is dynamic and innovative, always willing to try something different. That's what 'find your magic' is all about in the end; celebrating the things that make us different." - Ignacio Varela, Supply Planner DEOS, Unilever Argentina.

Follow us here: **https://lnkd.in/dX8FzzN**

MY FAVOURITE BRAND

838 Likes

Unilever
3,060,640 followers
4 mons

Say hello to LEVEL3, a co-working space that pushes the boundaries of collaboration and corporate innovation. Built within the Unilever regional headquarters in Singapore, LEVEL3 brings together Unilever, startups, and entrepreneurs to encourage innovation and create new partnerships that deliver real and meaningful business impact.

2,825 Likes • 38 Comments

Unilever
3,060,638 followers
2 mons

One of the keys to having a diverse workforce is to provide a flexible work environment. Not only does offering the option of flexi-hours and job sharing enable you to retain valuable staff, it can create a bigger impact on the business too. Two of our **#Gamechangers**, **Angela Kennepohl** and Daphne van den Hoek are Overheads Analysts from Holland who job share - not only has it allowed these two busy mums to continue working, they have managed to exceed expectations and truly excel in the job share! **#Unstereotype**

803 Likes • 12 Comments

Unilever
3,060,638 followers
1 mon

Mariéme Jamme, technologist, coder and education activist who works tirelessly to empower girls and women through education, empowerment, mentoring, leadership and economic development was in Recife, Brazil last weekend leading the first Girl's Hackathon in the country. Unilever Brazil were delighted and proud to be part of this movement in a weekend full of learning, challenges and inspiration powered by IamtheCode, Mariéme's organization which used all its efforts to teach socially vulnerable girls and women how to code. **#UniquelyUnilever** **#iamthecode**

546 Likes • 5 Comments

Unilever
3,057,414 followers
4 mons

At Unilever you can shape your own path - working with the brands and people that drive our sustainable business growth and create a bright future. Take a look at where a role with Unilever could take you... **http://ow.ly/t0Di30hk8vK**

Professionals
unilever.com

900 Likes • 12 Comments

Unilever
3,057,413 followers
4 mons

Big businesses are getting bigger, and smaller ones now operate on a global level. With competition heating up, companies look to the next generation of leaders to help them adapt, survive and thrive. Hindustan Unilever Future Leader, Rajat Garg, shares his top three reasons why tomorrow's leaders should join the UFLP to kick-start their management careers...

Skills, Support & Progression – 3 Compelling Reasons Why You Should Jo...
RAJAT GARG on LinkedIn

265 Likes • 4 Comments

Unilever
3,057,413 followers
4 mons

How can the Unilever Future Leaders Programme supercharge your career and enable you to make a positive world impact? Future Leader and Marketing Trainee, **Carlos Felipe Minelli**, shares his top five insights...

Tomorrow's leaders making a difference today – 5 benefits of being a Future Lea...
Carlos Felipe Minelli on LinkedIn

257 Likes • 4 Comments

Unilever
3,057,413 followers
3 mons

With 58% of workers feeling unappreciated at work, could recognising individual success be the key to a happy workforce? Rewards Manager, Jun Hsien Lee shares his expertise on why finding and celebrating 'company heroes' is fundamental to doing successful business.

'Guardian of the Heroes': Why rewarding employees is vital to your company
Jun Hsien Lee on LinkedIn

206 Likes • 4 Comments

Unilever
3,057,413 followers
3 mons

Feeling the Winter Blues? Health and Wellbeing Manager, Marcus Hunt, offers five tips to implement a sustainable wellbeing agenda at your company...

How to build and maintain a sustainable employee wellbeing programme
Marcus Hunt on LinkedIn

147 Likes • 4 Comments

Unilever
3,057,413 followers
2 mons

Becoming a leader in a global business requires you to develop a variety of skills that no single discipline can deliver on its own. Customer Development Management Trainee, Thuraiya Al Zarafy, shares why going beyond your comfort zone is essential to acquire the skills needed to lead...

Why going beyond your comfort zone is key to levelling up in your career
Thuraiya Al Zarafy on LinkedIn

336 Likes • 5 Comments

Unilever
3,057,412 followers
2 mons

What can career growth and new skills do for sustainability? Katarzyna Karnaus-Cofur, Global Logistics Programmes Assistant Manager at Unilever, offers an insight into her career journey and 5 skills needed to pursue positive change...

A role with purpose: how career development can drive sustainable inno...
Katarzyna Karnaus-Cofur on LinkedIn

136 Likes • 1 Comment

Unilever
3,057,412 followers
2 mons

On International Women's Day, meet three of our employees who are smashing gender stereotypes in their workplace through simple, everyday actions...

#PressforProgress #IWD2018 #unstereotype #gamechangers

Everyday actions our employees are taking to smash gender stereotypes
unilever.com

425 Likes • 4 Comments

Unilever
3,057,412 followers
1 mon

Mentoring is a tried and tested approach to knowledge sharing, but reverse mentoring is proving ever more popular. Steven Gross, HR VP for the NAMET-RUB region, outlines how a partnership between Unilever's Turkish business and Bahcesehir University is proving a real success...

Reverse Mentoring: Making a Big Impact at Unilever Turkey and Bahcesehir Univ...
Steven Gross on LinkedIn

113 Likes • 3 Comments

Unilever
3,057,413 followers
3 mons

Have you got a sense of adventure? With Unilever's Leadership Internship Programme, you can explore the unknown whilst learning the ropes in a global company. Rosie Chong, Marketing Intern, shares her experience of being an Interstate Intern...

Lessons from an Interstate Intern: Why you should seek a challenge that takes...
Rosie Chong on LinkedIn

597 Likes • 5 Comments

Unilever
3,057,413 followers
3 mons

What does it mean to be human? Leena Nair, Chief HR Officer, explores how we can use technology to amplify – not overtake – our uniquely human traits...

Who will do the work: robots or humans?
Leena Nair on LinkedIn

365 Likes • 6 Comments

Unilever
3,057,412 followers
2 mons

Could recognising individual success be the key to a happy workforce? Rewards Manager, Jun Hsien Lee shares his expertise on why finding and celebrating 'company heroes' is fundamental to doing successful business...

'Guardian of the Heroes': Why rewarding employees is vital to your company
Jun Hsien Lee on LinkedIn

181 Likes • 3 Comments

Unilever
3,057,396 followers
10 d

One of the key features of a productive and happy workforce is recognition for success, no matter how big or small. Hear from Jun Hsien Lee, Rewards Manager for North Asia at Unilever, on how showing gratitude can help take your business to the next level...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/d33MD25

'Guardian of the Heroes': Why rewarding employees is vital to your company
Jun Hsien Lee on LinkedIn

169 Likes • 3 Comments

Shareholder domain

Unilever
3,057,396 followers
4 d

TRANSFORM's Open Call is open until the 5th of June. A partnership between Unilever and DFID, TRANSFORM is looking for market-based solutions for low-income household needs in sub-Saharan Africa and Asia. Find out more information and apply at https://lnkd.in/dsx8ZSC

EXPLORE CHALLENGES
transform.global
181 Likes

Unilever
3,057,412 followers
2 mons

What can we expect to shape companies in 2018 and beyond? Will robots become more common in the workplace? Find out what some of the leaders at Unilever have to say about upcoming trends in business. Read more here...

What are the trends driving the future of business?
unilever.com
577 Likes • 6 Comments

Unilever
3,057,396 followers
8 d

We've conducted our biggest ever listening exercise on the future of sustainable business. Investors and ice cream tasters, tech leaders and tea makers, soap makers and strategists have all had their say about the future of our business...

Follow us here: https://lnkd.in/dX8FzzN

https://bit.ly/2pGA95W

Over
40,000
people from inside and outside our business have helped shape the next stage of our sustainable living journey
UNILEVER.COM/sustainable-living

Sustainable growth: value + values
unilever.com
155 Likes

Unilever
3,057,396 followers
9 d

From one life-saving soap to many world-changing brands. Through our Unilever Sustainable Living Plan we are proving that responsible business is good business. Here's how...

Follow us here: https://lnkd.in/dX8FzzN

https://bit.ly/2pGA95W

Together we can change how the world does business

Sustainable growth: value + values
unilever.com
204 Likes • 6 Comments

Unilever
3,057,396 followers
6 d

"In a global climate of distrust, we have to work twice as hard to maintain the reputation we have earned. And then we have to work even harder, to seize the opportunities that building trust can bring." - Paul Polman, Unilever CEO.

Paul explores the value and power of trust for business, society and our planet...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dTgGHbw

Trust: the key that will unlock progress
unilever.com
389 Likes • 2 Comments

Unilever
3,057,414 followers
4 mons

Breakthrough recycling tech, gender diversity & empowering women entrepreneurs... We take a look back at some of the positive impacts we've made in 2017: http://ow.ly/kfHI30hojJO

12 ways we made a difference in 2017
unilever.com
623 Likes • 4 Comments

Unilever
3,057,397 followers
1 mon

Congratulations to Hindustan Unilever! They have topped the chart for "Most Desirable Sales & Marketing and FMCG Campus Recruiters" as per InsideIIM Recruitment Survey of 2017. Find out more...

INSIDEIIM RECRUITMENT SURVEY
2017
HUL RANKS 1st IN THE CATEGORY OF
"MOST DESIRABLE RECRUITERS 2017"
FMCG
SALES & MARKETING

HUL Pips Tech Giants To Stay No.1 Among Most Desirable Sales & Marketin...
insideiim.com
414 Likes • 5 Comments

Unilever
3,057,396 followers
20 d

We're proud to announce that our CEO, Paul Polman, has been honoured by the Cannes Lions International Festival of Creativity. Paul has been awarded the Cannes LionHeart Award in recognition for his commitment to building sustainability into the heart of Unilever's operations.

Follow us here: https://lnkd.in/dX8FzzN
https://lnkd.in/df_r8Hi

Cannes Lions 2018
canneslions.com
1,427 Likes • 46 Comments

Unilever
3,057,396 followers
8 d

Eight years ago, we created the Unilever Sustainable Living Plan to deliver more social and environmental benefits in more parts of the world. Now we've asked our community to help us shape the next stage of this journey in our biggest ever listening exercise on the future of sustainable business...

Follow us here: https://lnkd.in/dX8FzzN

https://bit.ly/2pGA95W

I'm excited to help Unilever dream big. Our future lies in creating an ecosystem for change – a network of people embracing our power to ask: can we do more?
Afra Abdeen
UNILEVER.COM/sustainable-living

Sustainable growth: value + values
unilever.com
138 Likes • 1 Comment

Unilever
3,057,396 followers
4 d

While we're well into 2018, it always pays to see where you've been to know where you're going. We're proud to highlight just some of the amazing work our teams around the world accomplished in 2017. Discover 12 of the ways we made a difference last year...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dbGYQs8

12 ways we made a difference in 2017
unilever.com
545 Likes • 3 Comments

69

Environment domain

Unilever
3,057,396 followers
1 mon

Of the millions of tonnes of PET plastic produced worldwide every year, just a small fraction is recycled. But we could be on the brink of change. Sanjeev Das, Unilever's Global Packaging Director for Dressings, tells us more...

How breakthrough technology could significantly reduce plastic waste
unilever.com

585 Likes • 8 Comments

Unilever
3,057,396 followers
1 mon

Innovations in green technology are essential if we are to achieve our goals of creating a better business and a better world. In this blog, Logistics Sustainability Leader, Angelo Lotierzo, shares the many benefits of integrating sustainable tech into your business...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/druqDqQ
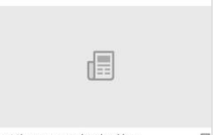
Why Green Technology is Good for Business
Angelo Lotierzo on LinkedIn

173 Likes • 2 Comments

Unilever
3,057,412 followers
2 mons

Sourcing sustainable ingredients for our products is a priority we take seriously. Meet three people who are helping to make a difference in protecting the environment by ethically sourcing palm oil. Read more about their commitment to this cause here...

Meet three experts involved in a milestone palm oil project
unilever.com

745 Likes • 2 Comments

Unilever
3,057,396 followers
27 d

Cape Town could soon be the world's first major city to run out of water. As a resident of the city and Chair of Unilever's Water Board, Kees Kruythoff is passionate about tackling water scarcity in Cape Town and indeed every community that suffers around the world. Hear from the man himself on why this issue is one that everybody should take personally...

Follow us here: https://lnkd.in/dX8FzzN

http://ow.ly/TF9V30jAOMH

Why businesses need to take meaningful steps to tackle the water crisis
Kees Kruythoff on LinkedIn

1,209 Likes • 23 Comments

Unilever
3,057,397 followers
1 mon

As 8 million tonnes of plastic enter the ocean each year, the big question now is how to reconcile undeniable functionality with a system that can work long term, avoiding loss of material value and environmental consequences. Unilever CEO, Paul Polman and Dame Ellen MacArthur look at what role businesses play in fixing the problem...

Follow us: https://lnkd.in/dX8FzzN

Four things businesses can do to fix the plastics problem
unilever.com

204 Likes • 2 Comments

Unilever
3,057,397 followers
3 mons

When a team from Chile hit their target of zero waste to landfill, they set a new challenge – creating the country's most sustainable detergent. Here's how they did it...

We made Chile's most sustainable detergent and it's fuelling growth
unilever.com

583 Likes • 5 Comments

Unilever
3,057,397 followers
1 mon

Unilever has partnered with a pioneering British business to trial new technology which cuts carbon emissions from refrigerated trucks to zero. Now we're hoping to scale it up...

Could we switch to a carbon-free clean-cold fleet?
unilever.com

522 Likes • 9 Comments

Unilever
3,057,396 followers
1 mon

Want to know how we're planning to make our refrigerated transportation fleet more sustainable? We recently partnered with the Dearman Engine Company to trial their technology that produces clean power and cold air with zero emissions. Discover the potential of this pioneering tech here...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dSZHWnv

Could we switch to a carbon-free clean-cold fleet?
unilever.com

158 Likes • 3 Comments

Unilever

PET (Polyethylene Terephthalate) is widely used to produce plastic packaging, yet worldwide only around 20% of this material makes its way to recycling plants. We want to change that, which is why we're happy to announce that Unilever is partnering with Ioniqa and Indorama Ventures to pioneer sustainable food packaging technology. Read more here...

https://lnkd.in/dkzcPhr

Unilever to pioneer breakthrough food packaging technology together with Ion...
unilever.com

485 Likes • 12 Comments

Unilever
3,057,413 followers
3 mons

More and more companies are committing to net-zero greenhouse gas emissions by 2050, but what progress have they made? The B Team explores the challenges and trends in business action on climate in its net-zero progress report.

REDUCING EMISSIONS DOESN'T MEAN REDUCING **BUSINESS VALUE**
THE B TEAM

Progress Towards Net-Zero by 2050: Challenges, Trends & Teamwork - The B...
bteam.org

420 Likes • 2 Comments

Unilever
3,057,412 followers
2 mons

We have been identified as a global leader – by CDP, the non-profit environmental disclosure platform – for our actions and strategies to manage carbon and climate change across our supply chain. Find out more here...

Unilever recognised as a leader in tackling supply chain emissions
unilever.com

1,167 Likes • 12 Comments

Unilever
3,057,413 followers
3 mons

From take-make-dispose, to circular by design: four things businesses can do to fix the plastics problem...

Four things businesses can do to fix the plastics problem

453 Likes • 6 Comments

Unilever
3,057,413 followers
3 mons

'Real' play, sustainable palm oil, and action on plastics and packaging. Here are five big announcements we made this week. #WEF18

Five big announcements we made at Davos this week
unilever.com

269 Likes • 1 Comment

Unilever
3,057,413 followers
3 mons

One year after Unilever made a commitment to ensure 100% of its plastic packaging was fully reusable, recyclable or compostable by 2025, we are urging more to step forward to accelerate progress towards the circular economy and address plastic leakage into the world's waterways and oceans.

BY 2025, ALL OF OUR PLASTIC PACKAGING WILL BE REUSABLE, RECYCLABLE OR COMPOSTABLE
THE GLOBAL GOALS

Unilever calls for accelerated industry action on packaging waste
unilever.com

764 Likes • 22 Comments

Unilever
3,057,413 followers
3 mons

We're co-funding projects to help our farmers work more sustainably. Find out how saving water has helped create sweeter tomatoes for Knorr in Greece.

The water-saving secret to sweeter tomatoes
unilever.com

772 Likes • 11 Comments

Unilever
3,057,396 followers
19 d

PET (Polyethylene Terephthalate) is widely used to produce plastic packaging, yet worldwide only around 20% of this material makes its   ...see more

Unilever to pioneer breakthrough food packaging technology together with Ion...
unilever.com

1,225 Likes • 17 Comments

71

Societal domain

Unilever
3,060,640 followers
3 mons

400+ brands. Real opportunity. Real responsibility. At Unilever the possibilities are endless, we give you the support and experience you need to become a manager in just three years. Make a real positive impact and discover what you could achieve as a graduate with Unilever...

What Could You Achieve?
youtube.com

605 Likes • 14 Comments

Unilever
3,060,639 followers
2 mons

In 2015, when Fair & Lovely invited women to apply for scholarships, 600,000 responded. Due to high costs, only 600 could receive support. Anjalli created a mobile platform to host courses from the world's best digital education providers. Over 750,000 women have visited the site so far, setting up FAL up to become one of Unilever's largest contributors to women's empowerment by 2020.

Anjalli: Training and education opportunities for women
youtube.com

357 Likes • 3 Comments

Unilever
3,060,638 followers
15 d

Our Sustainable Living Plan plays an important role in everything we do, providing a blueprint to improve the lives of the communities that support our business. Everything from health, hygiene, diet and business advice are factors we look to improve. Discover the impact we're having on the farmers bringing tea to your cup...

05:55

1,321 Likes • 15 Comments

Unilever
3,060,638 followers
1 mon

Our CHRO, Leena Nair, shares her thoughts around purpose:

What is your purpose? Mine is to "ignite the human spark in everyone to build a better business and a better world."

The Power of Purpose
youtube.com

502 Likes • 10 Comments

Unilever
3,060,639 followers
2 mons

On #InternationalWomensDay we're celebrating our #Gamechangers for Gender Equality. Balanced recruitment, paternity leave, maternal wellbeing protectors and pioneering women across field and factories. Find out how Unilever's #Gamechangers are making a difference to gender equality...

#Unstereotype

685 Likes • 7 Comments

Unilever
3,060,638 followers
17 d

Prateek Sayal knows the negative impact toxic masculinity can have on young men, whether it's being told to act a certain way or being pressured into certain career paths. Thanks to his #UniquelyUnilever work, he's part of the solution, helping more men live their lives authentically and ward off damaging stereotypes.

Follow us here: https://lnkd.in/dX8FzzN

MY FAVOURITE BRAND

553 Likes • 14 Comments

Unilever
3,060,640 followers
3 mons

The cocoa beans used in Magnum chocolate help raise the farmers' incomes, meaning more women have the freedom to live the way they want, and more children have access to education. As Alhaji Mustapha Amenya, farmer on a Rainforest Alliance Certified™ farm, puts it; "I've realised the value of education and the need to send my children to school. Their attention should be on books, not on the farm with me." Getting to see that impact in day-to-day work is yet another marker of a #UniquelyUnilever career.

930 Likes • 5 Comments

Unilever
3,057,413 followers
15 d

It's a New Year - does that mean a new job for you? Take a look at what a role at Unilever could look like and find out more about the opportunities available...
http://ow.ly/6yFa30hkb2M

Careers
unilever.com

845 Likes • 13 Comments

Unilever
3,060,638 followers
15 d

As part of AXE's efforts to raise awareness around the effects of toxic masculinity, the brand partnered with Promundo, a global NGO promoting gender justice. Together they studied 3,000 men across the UK, US and Mexico, resulting in the publication of a joint piece of research known as 'The Man Box', demonstrating how unrealistic masculine ideals have a devastating impact on guys' mental health...

Follow us here: https://lnkd.in/dX8FzzN

BRANDS MAKING A DIFFERENCE
THE MAN BOX

939 Likes • 3 Comments

Unilever
3,057,397 followers
1 mon

Whether you're an experienced Supply Chain professional or a Marketing graduate, there are opportunities for you to define your purpose here at Unilever. Take a look...

Follow us: https://lnkd.in/dX8FzzN

Unilever Careers
unilever.com

674 Likes • 20 Comments

Unilever

Following up on The Man Box research, AXE created a digital campaign called "Is It OK For Guys", exposing the pressures felt by guys to "be a man". Using extensive data-mining with Google, they revealed the real questions asked every day, resulting in the production of a short film to raise awareness of the issue. Recognising how deeply some men have been affected, the brand also partnered with NGO Ditch The Label to provide support and advice to those who really need it - a move that helped 685,000 young people in its first year alone!

Follow us here: https://lnkd.in/dX8FzzN

#UniquelyUnilever

BRANDS MAKING A DIFFERENCE

1,050 Likes • 12 Comments

Unilever
3,057,414 followers
4 mons

What can companies do to adapt to the ever-changing business environment? Unilever's Talent and Organisation Director for North Asia, Anne-Claire, shares five tips for implementing agile working: http://ow.ly/zRpP30hk8Uf

WORK BALANCE LIFE

What are the benefits of agile working for businesses? 5 Tips to embrace this new...
Anne-Claire Thevenin-Meneux on LinkedIn

395 Likes • 5 Comments

Unilever
3,057,414 followers
4 mons

We're kicking off the New Year by sharing some of our positive change blogs. First up is Claudia Nuñez Rosales, Supply Chain Director - Foods Mexico, who provides five tips for achieving gender balance in your workplace... http://ow.ly/Sf4Y30hkatO

5 Top tips for achieving gender balance in your workplace
Claudia Nuñez Rosales on LinkedIn

201 Likes • 4 Comments

Unilever
3,057,413 followers
4 mons

Next up to feature in our New Year positive change blogs is Paul Agbai, Assistant HR Business Partner at Unilever Ghana. Paul explores what key skills are needed to succeed in HR... http://ow.ly/D2x030hkaVt

Winning in HR, in the face of changing scenes
Paul Agbai on LinkedIn

185 Likes • 1 Comment

Unilever · 3,057,396 followers · 19 d
Samuel Van-Segbefia is a future leader with passion and purpose. Discover how his journey with Unilever has shaped an understanding of making a positive impact...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dzsyFM7

"More Simple, More Human, and making More Impact"- what Unilever made me.
Samuel Van-Segbefia on LinkedIn
360 Likes

Unilever · 3,057,412 followers
a better business and a better world. As part of that, we have committed to not investing in online platforms that create division through permitting unacceptable behaviour. Hear from Unilever Chief Marketing Officer, Keith Weed, as he calls on our industry to build trust as a collective...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dB7jXBd

Unilever will not invest in online platforms that create division
114 Likes • 30 Comments

Unilever · 3,057,396 followers · 7 d
Want to create a positive impact through charity but struggle to find time alongside work? Global Digital Assistant Brand Manager, Matthew Bailey, has three top tips to help you strike the perfect balance...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/d3dDDm6

How do you combine charitable goals with a full time career? 3 top tips.
100 Likes

Unilever · 3,057,412 followers · 2 mons
The latest data from the UK's Office for National Statistics shows that the gender split in Manufacturing is 76% male and 24% female; an inequality typically seen in the industry around the world. What can women do to #unstereotype typically male-heavy business areas? Unilever Factory Manager and Gender Equality Gamechanger, SRIVIDYA Govindarajan, shares her top tips...
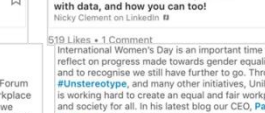
#Gamechangers

#Unstereotyping the workplace in Manufacturing: My story and 5 tips for...
SRIVIDYA Govindarajan on LinkedIn
305 Likes • 1 Comment

Unilever · 3,057,412 followers · 2 mons
Our goal is to #unstereotype the workplace and ensure that it's never a decision between having children or a successful career. One of our #gamechangers, Nicky Clement, Vice President Human Resources for Organisation & People Analytics, shares her insights into working part-time while still having a major impact on the business...

Gender balance: How I've helped drive it with data, and how you can too!
Nicky Clement on LinkedIn
519 Likes • 1 Comment

Unilever · 3,057,412 followers · 2 mons
Mahmoud Abdel-Naby, Plant Manager for the Dubai Personal Care factory, is a trailblazer for gender diversity in the Middle East. Not only is the factory one of the top performers globally, it's also leading the way for gender equality. To find out how Mahmoud's work helped to break down stereotypes and provide a platform for women in manufacturing, read on. #unstereotype

Driving gender equality in the Middle East - unstereotyping the workplace in the U...
Mahmoud Abdel-Naby on LinkedIn
554 Likes • 7 Comments

Unilever · 3,057,412 followers · 2 mons
In our mission to #Unstereotype the workplace, reducing the disproportionate responsibility for childcare placed on women is a top priority. One way to achieve this is by strengthening paternity support, and in this blog, Matthew Haddad, Assistant HR Business Partner and new dad, explains how your company can do so...

#Gamechangers

Sharing the Load: A new dad's case for the role of paternity leave in driving gen...
Matthew Haddad on LinkedIn
634 Likes • 8 Comments

Unilever · 3,057,396 followers · 22 d
Smashing gender stereotypes isn't just a priority for one day of the year - it's a round-the-clock fight for what's right in our workplace, and the wider world. Meet three of our brilliant gamechanging employees, each of whom has fought for gender equality in their own unique way...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dbPsne3

Everyday actions our employees are taking to smash gender stereotypes
unilever.com
359 Likes • 5 Comments

Unilever · 3,057,412 followers
Recent research from the World Economic Forum says the current gender gap in pay and workplace opportunities will take 217 years to close if we continue at our current rate. What can be done to #PushForProgress on gender equality and #Unstereotype the workplace? Unilever IT Director and Gender Equality Gamechanger, Reema Jain, shares her top tips.

Developing the next generation of female tech talent – My experience and 5 tips f...
Reema Jain on LinkedIn
529 Likes • 9 Comments

Unilever · 3,057,412 followers · 2 mons
International Women's Day is an important time to reflect on progress made towards gender equality, and to recognise we still have further to go. Through #Unstereotype, and many other initiatives, Unilever is working hard to create an equal and fair workplace and society for all. In his latest blog our CEO, Paul Polman, leads the charge by urging us to refocus our energy and accelerate change. Read on to hear his perspective, and inspire yourself to emulate our #Gamechangers for gender equality now...

#IWD2018

An equal world? Time to redouble our efforts
Paul Polman on LinkedIn
598 Likes • 3 Comments

Unilever · 3,057,412 followers · 2 mons
Diversity is a key ingredient to success. On International Women's Day, Aline Santos Farhat, EVP Global Marketing and Global Head of Diversity and Inclusion at Unilever, looks at how brewing the perfect environment will allow us to #unstereotype the workplace and produce real equality #gamechangers...

SCALING UP DIVERSITY AND MAKING TEA

Scaling up diversity and making tea – why I believe gender equality comes down t...
Aline Santos Farhat on LinkedIn
238 Likes • 3 Comments

Unilever · 3,057,412 followers · 2 mons
How can you #unstereotype yourself and join the equality #gamechangers? Leena Nair, CHRO at Unilever, provides some insightful tips on #UnstereotypeOurselves, as well as outlining how individuals at Unilever have been making a real difference...

#IWD2018 #InternationalWomensDay

Want to end gender bias? Here's how to become a Game Changer – starting today
Leena Nair on LinkedIn
239 Likes • 3 Comments

Unilever · 3,057,412 followers · 1 mon
Alyse Nelson of Vital Voices explains why the world needs leaders who demonstrate empathy, a powerful quality that's more associated with women than men...

Wanted: leaders with 'female' qualities
unilever.com
455 Likes • 7 Comments

Unilever · 3,057,412 followers · 1 mon
With International Women's Day only a week old, we're still keen to shine a light on #gender stereotypes and continue our journey to #unstereotype the workplace. Jane Wurwand, Founder of Dermalogica, believes the fastest route to gender equality is through #entrepreneurship. Find out the how and why here...

The fastest route to gender equality is entrepreneurship
unilever.co.uk
184 Likes • 1 Comment

Unilever · 3,057,396 followers · 1 mon
"Very creative and purpose driven." Our CEO, Paul Polman, introduces the latest #Knorr video adverts that generate free donations to three charities...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/d2kYkQu

Knorr video adverts to generate free donations to three charities | UK Fundra...
fundraising.co.uk
217 Likes • 3 Comments

Unilever · 3,057,396 followers · 16 d
How three of our school programmes – in China, Nigeria and South Africa – are delivering societal benefit to those taking part while, at the same time, driving business growth...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dmkJ-YV

How do you deliver business growth AND societal benefit?
unilever.com
489 Likes • 6 Comments

Unilever · 3,057,413 followers · 3 mons
How can businesses get back up and running quickly and effectively after a disaster? Register for our free webinar on 7 February in partnership with Humanitarian Leadership Academy.
(Time: 9.00 London; 11.00 Nairobi; 15.00 Dhaka; 16.00 Jakarta; 17:00 Manila)
#BCPwebinar
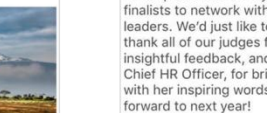
Webinar: Get your business ready for disasters.
zoom.us
324 Likes

Unilever · 3,057,413 followers · 3 mons
Don't forget to sign up to our upcoming webinar: How can businesses get back up and running quickly and effectively after a disaster? Register now to take part on 7 February, in partnership with Humanitarian Leadership Academy.
(Time: 9.00 London; 11.00 Nairobi; 15.00 Dhaka; 16.00 Jakarta; 17:00 Manila)
#BCPwebinar

Webinar: Get your business ready for disasters.
zoom.us
153 Likes

Unilever · 3,057,412 followers · 2 mons
We have become the first consumer goods company to publicly disclose the palm oil suppliers and mills we source from. This marks a major m ...see more
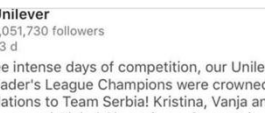
We take a radical step on palm oil supply chain transparency
1,090 Likes • 16 Comments

Unilever · 3,057,412 followers · 2 mons
More than 1.9 billion adults – 39% of the global population – are overweight and 13% are obese. By 2020, we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.

35% · 61% · -12% · 91%

Improving health & well-being
unilever.com
1,485 Likes • 13 Comments

Unilever · 3,057,396 followers · 28 d
A recent report confirmed that when women sit at the top table of business, their companies do better. We're always looking to champion talented women throughout our organisation, or someone you know could easily become our next game-changer for gender equality. Get inspired by reading on... #UniquelyUnilever

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/ddsfuTx

Wanted: leaders with 'female' qualities
unilever.com
526 Likes • 11 Comments

Unilever · 3,057,396 followers · 28 d
People with disabilities have a large focus in the #UN Sustainable Development Goals, as seen by #Goals 4, 8, 10, 11, 17. Creating a fully inclusive society is paramount for social and economic success says our CEO, Paul Polman. Find out why here and follow our channel for more global updates: http://ow.ly/z6gv30jABzt

Without collective action none of us will make it to the top
Paul Polman on LinkedIn
1,574 Likes • 13 Comments

Unilever · 3,051,730 followers · 18 d
Last week saw the culmination of our Future Leaders League competition with the Global Finals in London, which presented a truly valuable opportunity for our finalists to network with some of Unilever's top leaders. We'd just like to take this opportunity to thank all of our judges for their support and insightful feedback, and of course to Leena Nair, Chief HR Officer, for bringing the event to a close with her inspiring words. We're already looking forward to next year!

Follow us here: https://lnkd.in/dX8FzzN
3,066 Likes • 18 Comments

Unilever · 3,051,730 followers · 23 d
After three intense days of competition, our Unilever Future Leader's League Champions were crowned - congratulations to Team Serbia! Kristina, Vanja and Milja were named Global Champions after wowing the judges in a truly tough field of competitors. Well done to all of the finalists for making this FLL competition one to remember. #UnileverFLL2018

Follow us here: https://lnkd.in/dX8FzzN
14,120 Likes • 129 Comments

Unilever · 3,051,734 followers · 25 d
It's the day our 25 finalists have been waiting for - it's time to crown our Future Leaders' League winner! Before the judges cast their votes, the teams will pitch their #DirtIsGood case study solutions in the semi-finals! Make sure to catch all of the action live on the Facebook page here: https://lnkd.in/d6YmVDT
1,511 Likes • 15 Comments

Unilever · 3,051,734 followers · 26 d
The Unilever Future Leaders' League Global Final continues with a look at what it takes to become a winner. Global champion of FLL 2015, Priyanka Pani, and runner-up from last year, Martyna Kaczmarek, inspired our current contestants with an in-depth look at their respective journeys.

The participants also got a sneak peek of what the competition is going to be like and what they can look forward to after...

What better way to kick off #UnileverFLL2018!
1,107 Likes • 19 Comments

Unilever · 3,051,734 followers · 27 d
On Tuesday we welcomed our Future Leaders' Finalists to London! The 25 teams will be taking in the sights and sounds of the capital, before the competition begins later this week. Take a look at the album to spot your local team... #UnileverFLL2018

Follow us here: https://lnkd.in/dX8FzzN
9,817 Likes • 58 Comments

Unilever · 3,051,734 followers · 26 d
A truly international experience in a truly international city! Before the main Unilever Future Leaders' League competition starts, teams got to experience London the real way, on a London Bus Tour! #UnileverFLL2018

Follow us here: https://lnkd.in/dX8FzzN
2,864 Likes • 25 Comments

Unilever — 3,060,640 followers — 3 mons
Congratulations to the regional Future Leaders' League winners from #Indonesia! The lucky three will be making their way to London for the Global Final, taking their place alongside the 30 regional champions. To team Indonesia we say 'semoga beruntung!'
#FLL2018
1,432 Likes • 23 Comments

Unilever — 3,060,640 followers — 3 mons
बहुत-बहुत बधाई! Well done to the regional winners of Future Leaders' League in India! The team will now make their way to London for the Grand Final, taking their place among 30 regional teams. The very best of luck!
935 Likes • 6 Comments

Unilever — 3,060,640 followers — 3 mons
A huge well done to the Turkish regional winners of Future Leaders' League! The three-person team will now make their way to London for the Global Final, competing among 30 regional teams from across the world. We wish them 'İyi şanslar!'
1,266 Likes • 21 Comments

Unilever — 3,060,639 followers — 2 mons
Поздравляю! A big well done to Team Russia who are through to the Global Finals of the Future Leaders' Competition! After making it through the regional Final Round in Moscow, the team are now heading to London to compete among the 30 other global finalists. Good luck!
573 Likes • 1 Comment

Unilever — 3,060,639 followers — 2 mons
Congratulations to Team Pakistan! Muhammad, Syed and Usama successfully won their regional Future Leaders' League competition to make it to the Global Finals in London! There they'll compete among the 30 global finalists to try and secure the overall crown. Good luck guys...
#UnileverFLL2018
1,989 Likes • 30 Comments

Unilever — 3,060,639 followers — 2 mons
'Magaling' to Team Philippines! Kenneth, Chloe and Richmoune are successfully through to the Global Finals of our Future Leaders' League competition. They will now head to London to compete among 30 teams for the chance to be named Global Winners! Good luck team!
920 Likes • 7 Comments

Unilever — 3,060,638 followers — 2 mons
Congratulation to Team Kool-T – winners of the Unilever Africa Idea Trophy! Joanita, Paul and Samuel will be representing the voice of Africa at the Future Leaders' League finals in London. As part of 30 teams from around the world they will be competing to be named Global winners. Good luck team! #AIT2018 #UnileverFLL2018
Eniola Onimole, Mechell Chetty, Enver Groenewald, Witvoet Bruno, Yaw Nsarkoh.
1,974 Likes • 37 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Mexico! Out of 369 students from 44 different universities they were selected as the Mexican Future Leaders' League champions! They created a winning campaign in digital media to position AXE as the best styling brand in the Mexican market. They're now heading to London to take part in the Future Leaders' Finals. Buena suerte! #UnileverFLL2018
734 Likes • 14 Comments

Unilever — 3,060,638 followers — 1 mon
For #UnileverFLL2018 we received over 54,000 applications from 50 countries and 1,014 Universities. In the end, 25 teams consisting of 75 individual Global Finalists were selected to compete for the Global winners title in London.
FOR #UNILEVERFLL2018 WE RECEIVED 54.000 APPLICATIONS FROM 50 COUNTRIES AND 1,074 UNIVERSITIES!
666 Likes • 6 Comments

Unilever — 3,060,638 followers — 1 mon
Well done Team Malaysia! Their winning 360-degree marketing plan for our brand Lady's Choice sees them through to the Future Leaders' League finals in London. Best of luck! #UnileverFLL2018
389 Likes • 1 Comment

Unilever — 3,060,638 followers — 2 mons
25 global teams. An exciting marketing competition. The chance to make a real impact. The Unilever Future Leaders' League brings together students from all over the world who want to experience the challenges of tomorrow's leadership. Students get to work with real brands and have hands-on experience that will boost the skills they need to become a future leader. This year, the Global finals will take place in London from April 18th - 20th, and we'll be giving you an insight into the teams over the coming weeks...
#UnileverFLL2018
20 APRIL IDON
681 Likes • 18 Comments

Unilever — 3,060,638 followers — 1 mon
Well done to Team China! These three girls brought sustainability into action when they won their local Future Leaders' round with small actions to make big differences through Enactus. Wishing you all the best at the London Global Finals! #UnileverFLL2018 #Enactus
853 Likes • 6 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Bangladesh! For their regional Future Leaders' league competition they worked on three of our brands - TRESemmé, Knorr and Pureit - to create a strategic brand awareness campaign, putting together a winning video presentation and a TV ad that will make the products stand out from the competition. They're now heading to London for the Future Leaders' League finals. Good luck team Bangladesh! #UnileverFLL2018
2,614 Likes • 45 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Singapore! After top marks from the judges at their local Future Leaders' League competition, they're now on their way to London for the Future Leaders' League finals. Competing amongst 25 finalists teams, the lucky winner will be named on April 20th. Good luck team Singapore! #UnileverFLL2018
514 Likes • 7 Comments

Unilever — 3,060,638 followers — 1 mon
Well done to Team Smart-Squad who will be representing the Middle Americas at the Future Leaders' League global finals in London. They will be competing against 24 teams to earn the chance to attend the One Young World Summit in the Hague, Netherlands. Good luck team!
#UnileverFLL2018
613 Likes • 5 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Serbia! Their business strategy to increase brand awareness through exploring new channels got them through to the Global Future Leaders' League competition. Wishing them all the best as they compete against the 24 finalists! #UnileverFLL2018
703 Likes • 11 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Ukraine! They are now part of the 25 Global Unilever Future Leaders' League finalists on their way to London. The team impressed the local round judges with their ideas on how to increase Lipton market share. Good luck guys!
#UnileverFLL2018
387 Likes • 4 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Canada! Thanks to their innovative work creating social change by normalising men's grooming, they are on their way to London to take part in the Future Leaders' League Global finals. Wishing them all the best in creating even more positive change!
#UnileverFLL2018
589 Likes • 10 Comments

Unilever — 3,060,638 followers — 1 mon
Well done to Team Iran! Their winning communication campaign in the local Future Leaders' League competition, sponsored by our Clear brand, was aimed at attracting both men and women by leveraging the World Cup 2018 football platform - developing local engagement and strengthening awareness. Wishing them all the best for the #UnileverFLL2018 Finals in London!
691 Likes • 16 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Japan! Their strategy to expand the market share of our Axe deodorant brand got them through to the Future Leaders' League finals in London. Good luck Team Japan!
#UnileverFLL2018
Follow us: https://lnkd.in/dX8FzzN
673 Likes • 5 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team NAME! The winning local Future Leaders' League team in the U.A.E wowed the judges by creating a 3-year business plan to launch a Simple e-commerce platform. The team will now head to London for the #UnileverFLL2018 finals in London, competing against 24 other teams to become global winners!
Follow us: https://lnkd.in/dX8FzzN
1,016 Likes • 13 Comments

Unilever — 3,060,638 followers — 1 mon
Congratulations to Team Nigeria! As part of the local Future Leaders' League competition they designed a strategy to gain market share from coffee by making Lipton tea the cooler beverage amongst millennials. They will be heading to London in April to compete to become global winners in the #UnileverFLL2018 finals. Good luck!
Follow us: https://lnkd.in/dX8FzzN
1,309 Likes • 37 Comments

Unilever — 3,060,638 followers — 1 mon
Well done to Team Sri Lanka! Their winning case study for driving penetration in our homecare brand Rin got them through to the Future Leaders' League finals in London, giving them the oppurtunity to become Global Winners. Watch this space as they compete against 24 other teams. Good luck team Sri Lanka! #UnileverFLL2018
Follow us: https://lnkd.in/dX8FzzN
1,291 Likes • 15 Comments

Unilever — 3,060,638 followers — 1 mon
Well done to Team Thailand! They will be heading to London as part of 25 teams from around the world to take part in the Future Leaders' League global finals. Wishing them all the best! #UnileverFLL2018
Follow us: https://lnkd.in/dX8FzzN
1,525 Likes • 6 Comments

Unilever — 3,060,638 followers — 1 mon
The countdown to the Future Leaders' League Global final is on! The final takes place in London between 18th and 20th April, with 25 teams competing to be crowned Global Winners. Which team will you be cheering for?
Follow us: https://lnkd.in/dX8FzzN
998 Likes • 11 Comments

Unilever — 3,060,638 followers — 1 mon
It's nearly here! The start of the Global Finals of the Unilever Future Leaders' League is just a few days away. Beginning on April 18th, 25 teams from across the globe will present their solutions to some of the issues that Dirt Is Good is facing as a brand. We'll be updating you as the competition progresses, so check back with us next week... #UnileverFLL2018
Follow us here: https://lnkd.in/dX8FzzN
761 Likes • 9 Comments

Unilever — 3,060,638 followers — 29 d
It's the moment everyone here has been waiting for. The judges have made their decisions on which of our brilliant teams' will receive the Unilever Future Leaders League 2018 Trophy. So, without further ado, we are delighted to tell you that Team Serbia are this year's winners! Congratulations to Kristina, Vanja and Milja, and of course all the finalists for making this FLL competition one to remember.
#UnileverFLL2018
1,930 Likes • 25 Comments

Customer domain

DENMARK
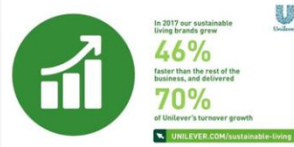
Unilever
3,060,638 followers
17 d

AXE Fact No.2! At our first ever Find Your Magic Pop-up Shop in Dublin, more than 1,000 guys tried new hairstyles with the help of our augmented reality Magic Mirror. Thanks to this #UniquelyUnilever application of innovative technologies, we were able to make 'Find Your Magic' into a tangible experience to help guys look, act and feel their best.

Follow us here: https://lnkd.in/dX8FzzN

BRAND FACTS
IN DUBLIN ALONE, OVER 1,000 HAIRSTYLES WERE TESTED USING OUR AUGMENTED REALITY MAGIC MIRROR.
#UNIQUELYUNILEVER

683 Likes • 2 Comments

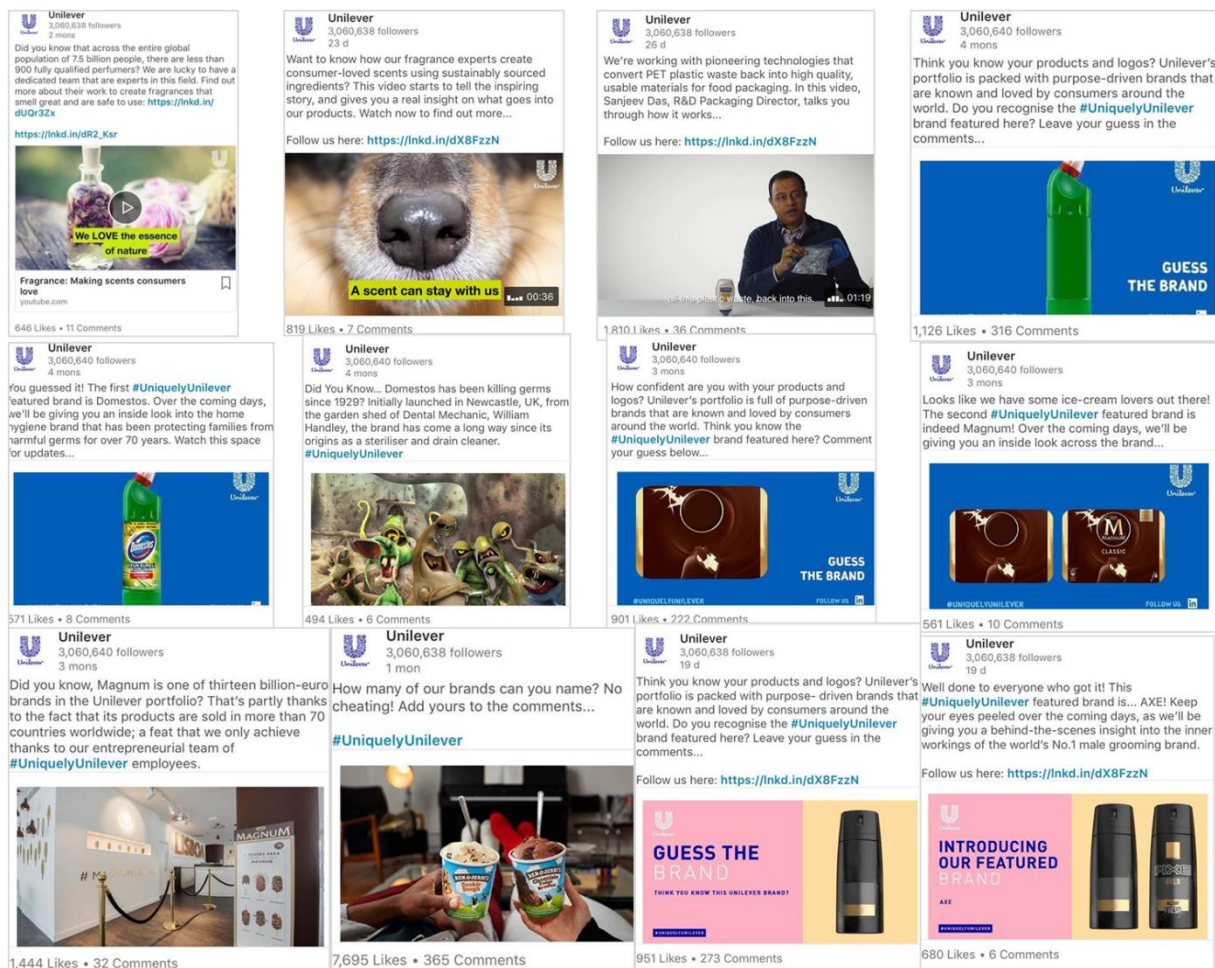Take a look at one of the latest insights from Leena Nair, CHRO at Unilever:

"At Unilever we want ALL our people to find their purpose in work, not just the executives. We have people packaging soap for us day in day out and we wanted them to see the effect of the work they do. So we took them to villages in India where children had been dying because of lack of hygiene. We showed them the work Lifebuoy is doing to encourage hand washing with soap to reduce preventable deaths. We showed the factory workers that with this soap that they package, we can ensure that people are not dying. That changed the way people saw what they do every day. I truly believe it's up to HR to work to bring meaning to everybody's job."

911 Likes • 38 Comments

Unilever
3,060,638 followers
16 d

Unilever is known for purpose-driven brands, and purpose is exactly what AXE brings to Renzo Gini's #UniquelyUnilever career. Up next, we take a closer look at some of the positive impacts the brand has been able to have for its consumers, and the employees behind the scenes.

Follow us here: https://lnkd.in/dX8FzzN

MY FAVOURITE BRAND
My favourite part of working for Axe is the fact that it means my work helps to fight against damaging male stereotypes by generating impact through innovative and edgy communication.
Renzo Gini, Marketing Brand Manager – AXE, Unilever Argentina.
#UNIQUELYUNILEVER

593 Likes • 5 Comments

Unilever
3,060,640 followers
3 mons

Hungry for another fact? Or just hungry for a Magnum? If it's the latter, you could be about to enjoy one of over two billion Magnum products that customers get their hands on each year. Plenty of work goes into making that happen, from Marketing all the way to Research & Development, so it's about time you meet one of the team. Keep an eye out for more soon...

610 Likes • 6 Comments

Unilever
3,060,639 followers
2 mons

More than 1.9 billion adults – 39% of the global population – are overweight and 13% are obese. By 2020, we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.

35%   61%   REDUCED SALT
-12%   91%

Improving health & well-being
unilever.com

1,485 Likes • 13 Comments

Unilever
3,057,396 followers
1 mon

There's a new member of the Hellman's US family - introducing Hellmann's REAL Ketchup Sweetened only with Honey! The new Ketchup is made with only six ingredients – tomato puree, honey instead of high fructose corn syrup, white wine vinegar, spices, onion powder and salt.

"Over time, food has continued to evolve and it's time for ketchup to evolve too." - Russel Lilly, Marketing Director of Hellmann's.

Find out more about this new tasty product...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dFJXRHA

249 Likes • 2 Comments

Globally, one million cups of tea are drunk every minute, making it the second most consumed beverage after water. With the drink's universal appeal the industry's opportunities are many, and in this blog we hear from a man who has seized plenty of them - Kurush Bharucha, Tea Expertise Director R&D at Unilever. Read on to discover his fascinating career...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/du2YYYT

My Unique Role at Unilever: Why it's my Cup of Tea
Kurush Bharucha on LinkedIn

249 Likes • 2 Comments

Unilever
3,057,396 followers
12 d

Globally, 1 million cups of tea are drunk every minute, making it the second most consumed beverage after water. With the drink's universal appeal the industry's opportunities are many, and in this blog we hear from a man who has seized plenty of them – Kurush Bharucha, Tea Expertise Director R&D at Unilever. Read on to discover his fascinating career...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/du2YYYT

My Unique Role at Unilever: Why it's my Cup of Tea
Kurush Bharucha on LinkedIn

202 Likes • 2 Comments

Unilever
3,057,396 followers
1 mon

How do you build purpose-driven brands that your colleagues and consumers can believe in? Unilever Brand Manager, Panisa Suwanarat, shares her five top tips to get you started.

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dXemAYb

How to build brands with purpose in a challenging market: 5 top tips
Panisa Suwanarat on LinkedIn

150 Likes

Earlier this year, we launched our first-ever global employee photography competition where we asked employees to show us, through their photos, what matters most to them.

Our overall winner was Sharon Kong: "Don't trash our future, choose to recycle today". See more photos from our employee photography competition by following the link...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dDMhMmU

Through our eyes: Winning images from our employee photography competition
unilever.com

570 Likes • 14 Comments

Unilever
3,057,412 followers
2 mons

Dove believe that beauty isn't one dimensional. It's not defined by your age, the shape or size of your body, the colour of your skin or your hair – it's feeling like the best version of yourself. Authentic. Unique. Real. Find out more about Dove...

Dove
unilever.com

914 Likes • 3 Comments

Unilever
3,057,396 followers
1 mon

Want to know how we stay at the cutting edge of innovation? Our Materials Innovation Factory in Liverpool will give you a great insight. Let us introduce you to the facility's line of state-of-the-art robots, each named after a famous singer according to its unique character. Read on to find out who's who...

#UniquelyUnilever

The famous singers working at one of our research labs
unilever.com

269 Likes • 2 Comments

Unilever
3,057,396 followers
1 mon

Delivering affordable, high-quality products to consumers in poorly served or remote locations presents a huge opportunity for social enterprises. We're sharing our expertise to help them create successful 'last-mile distribution' models...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dqcVbbW

Sharing our expertise in last-mile distribution
unilever.com

228 Likes • 1 Comment

Unilever
3,057,396 followers
6 d

Smell is the most powerful of our five senses, so when it comes to scented products, we put all the expertise we have into getting things just right. Find out what goes on in the life of a Fragrance Expert at Unilever, here...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dU5qskC

We made Chile's most sustainable detergent and it's fuelling growth
unilever.com

747 Likes • 10 Comments

Unilever
3,057,412 followers
1 mon

Did you know that our business was founded by innovative thinkers dating back to the 19th Century? Through early-year partnerships, brand innovation and industry ideas, they were able to grow into the purpose-led company that is now Unilever. Discover how our #UniquelyUnilever heritage is still shaping the way we do business through our interactive timeline...

Our history - Interactive timeline
unilever.com

812 Likes • 11 Comments

Unilever
3,057,397 followers
1 mon

Have you ever wondered what drives us? It's our Sustainable Living Plan. Our mission is to grow our business while decoupling our environmental footprint, providing a positive impact on the communities around us. Find out more about the USLP...

Unilever - Sustainable Living
unilever.com

423 Likes • 6 Comments

Unilever
3,057,396 followers
1 mon

Our mission is to be open, honest and build more trust with our customers. As part of our drive to be transparent, we're the first consumer goods company in the UK to disclose what goes into our signature scents. Now you can find out exactly how we create our fragrances and more...

A nose for business
unilever.com

350 Likes • 2 Comments

Unilever
3,057,396 followers
8 d

Delivering affordable, high-quality products to the billions of people who live in poorly served or remote locations presents a huge opportunity for innovative social enterprises. We're sharing our expertise to help them create successful 'last-mile distribution' models...

Follow us here: https://lnkd.in/dX8FzzN

https://lnkd.in/dqcVbbW

Sharing our expertise in last-mile distribution
unilever.com

307 Likes • 1 Comment

Unilever
3,057,396 followers
7 d

Our own research shows that over half of all consumers already buy or want to buy sustainably. This is why we developed our 'sustainable living' brands, which have a strong social or environmental purpose. We now have 26 sustainable living brands including Dove, Lipton, Hellmann's and Seventh Generation. Check out how they are contributing to our growth...

Follow us here: https://lnkd.in/dX8FzzN

https://bit.ly/2pGA95W

In 2017 our sustainable living brands grew
46%
faster than the rest of the business, and delivered
70%
of Unilever's turnover growth
UNILEVER.COM/sustainable-living

Sustainable growth: value + values
unilever.com

385 Likes • 7 Comments

Supplier domain

Unilever
3,060,638 followers
1 mon

Each year, the Global Future Leaders' League Finals have been sponsored by one of our world-class brands who develop a business case aimed at getting insights from bright Millennials. This year we are extremely proud to partner with 'Dirt Is Good' which is present in 78 countries. Students will have the opportunity to convert their ideas into solutions that will make a positive impact to the brand's current challenges. #UnileverFLL2018

Free the Kids - Dirt is Good
youtube.com

192 Likes • 1 Comment

Unilever
3,060,638 followers
1 mon

Each year, the Global Future Leaders' League Final is sponsored by one of our world-class brands - these have included Sunsilk, Lipton, TRESemmé, Cornetto and Lifebuoy. This year, we will be partnering with Dirt is Good to develop a challenging business case aimed at pushing these bright Millennials to find insightful solutions to many issues that DiG is facing as a brand. Let's see what the teams can come up with this year...

#UnileverFLL2018

WABASH MAXIMUM SECURITY PRISON
INDIANA - U.S.A.

02:31

834 Likes • 11 Comments

Unilever
3,057,412 followers
1 mon

As a HR professional, what are the challenges of working across multiple countries and how can you overcome them? Unilever Future Leader, Craig Nannestad, has some answers...

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