



# External Communications guidance

## For members of the GRI Community

This guidance is provided to GRI Community members to support external communication activities related to your membership and to help ensure that your organization makes the most out of the profiling opportunities offered by our program.

Within this guide, we have included an overview of the assets at your disposal to initiate your communications about your affiliation with GRI, as well as recommendations for maximizing options available on GRI's channels. Please do not hesitate to reach out to [community@globalreporting.org](mailto:community@globalreporting.org) with any questions.

### Key communication assets

#### 1. The GRI Community Mark

All members receive this mark, representing the principal way to communicate to the world your belonging to our Community and your support to GRI's mission.



The mark is provided to you in PNG and EPS format for versatile use within different communication outlets, including your website, social media channels, sustainability report, and any other channel of your choice. You will receive your first mark upon joining the GRI Community. Every January, we will share the updated version that details the new membership year.

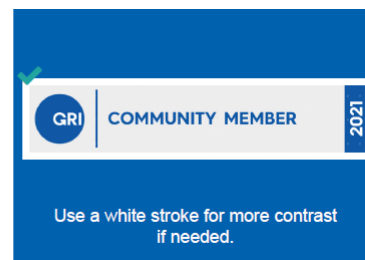
Please follow the guidance below about the correct use and placement of the GRI Community Mark within your materials:



Do not rotate



Do not stretch



## 2. Your organization's listing on GRI's website member directory

From 2021, members will find their organization listed within the Community Members section of our searchable partners' database on GRI's website. Your organization's logo, when provided, will be visible, alongside key information about your organization and reasons for joining the Community.

Share the below link with your colleagues and management demonstrating its place of prominence on GRI's website:

[Community Members Directory](#)

## 3. Quote from GRI Chair for your communications outreach

From GRI's Chair, the following quote is available for you to use within your communications – for example, social media posts, press release, or blog – highlighting the high regard and importance that GRI has for our Community members. Feel free to share with your communications team as required. Please submit to [community@globalreporting.org](mailto:community@globalreporting.org) for approval before publication.

***"GRI is grateful for [your company name] 's contribution to our mission through membership of the GRI Community. Our members are vital in helping us advance the knowledge and practice of the GRI Standards to improve the quality and application of sustainability reporting worldwide. This influential global network is committed to using corporate transparency to foster innovation and advance responsible business practices in support of a sustainable future".***

***Eric Hespenheide, Chairman of the Board, GRI***

## GRI's channels

### GRI Community LinkedIn Group

When you join this group, you will be directly connected with other GRI Community members from various constituencies and are free to share opinions and advice with your peers, as well as about your membership experience and news.

Don't miss out on the opportunity to let the Community know, for example, that you have published your latest sustainability report or research, how you have approached it or your reflections on lessons learned. Likewise, have you just renewed your membership, undertaken training, or participated in a GRI event? Let everybody know!

Please familiarise yourself with the rules of the group beforehand.

You can access the group through this link: <https://www.linkedin.com/groups/8494768/>

## GRI Community Updates

Every month, we share our newsletter for members, the GRI Community Update, direct to your inbox to update you about the latest news and trends from the sustainability reporting world, as well as important membership events. In addition:

- Your organization's logo featured on the occasion of your 5<sup>th</sup> and 10<sup>th</sup> anniversary.
- A brief testimonial from your organization featured on the occasion of your 15<sup>th</sup> anniversary.

## GRI's official LinkedIn account

On the occasion of members' 15<sup>th</sup> anniversary with us, we can feature a quote from you outlining how you've found membership of the GRI Community beneficial. At present, our [LinkedIn account](#) has 79,000+ followers. If you'd like to make use of this opportunity, please get in touch with [community@globalreporting.org](mailto:community@globalreporting.org) with a proposed quote.

## Sign-up to GRI News

To ensure that you stay up to date with all relevant information about GRI's different areas of activity, we recommend that you sign up for GRI news and updates through [this link](#). You can then select which updates you want to receive from GRI, in addition to the member-only monthly update.

## Communicating about your GRI Community membership

### Social media

GRI is active on [LinkedIn](#) and [Twitter](#). If you post something on your social media channels about your GRI Community membership, don't forget to tag us. Common hashtags that we use are:

#GRICommunity

#GRIStandards

#sustainabilityreporting

### General recommendations

We strongly recommend that you maximize communication opportunities to discuss your support for GRI and your commitment to sustainability reporting on various channels and using different story angles. For example, you could issue a press release and post on your social media account on some of the occasions suggested below:

- **Communicating about your published GRI-referenced report**  
Whenever your organization (or a client) publishes a new sustainability report, it is a big event, representing the result of several months of hard work involving many of your

resources. Celebrating the publication of your report on social media and through a press release is a great way to acknowledge the collective effort, highlight key aspects of the report – and provide transparency for your stakeholders.

- **Communicating about your organization joining the GRI Community for the first time**

Our prestigious program has been running since 2003, being renowned among organizations committed to corporate transparency. When you join the program, either as a new or returning member, please take the opportunity to let the world know about it. You are supporting the pioneering organization for sustainability reporting with a global reputation. The GRI Standards are the most widely adopted sustainability reporting standards worldwide. Being part of the GRI Community means that you are affiliated with GRI and directly support our mission and work to develop and update the GRI Standards and influence the global debate on corporate transparency. It is an excellent opportunity to talk about it and set out your role.

- **Communicating about your organization renewing its commitment to corporate transparency with the GRI Community**

Renewing your membership is an excellent opportunity to tell the world about your continued commitment to corporate transparency, the reasons you joined the Community, the benefits it brings to your organization, as well as acknowledging the value of the contribution that you have received from your peer members during the previous membership period.