

Content Marketing and Corporate Social Responsibility on Social Media: Case Study of SEAAL's LinkedIn Account

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Abstract

The present study explored how SEAAL-a firm operating in the water and sanitation sector in Algeria-included content marketing in its CSR practices, through LinkedIn. It primarily aimed at understanding how SEAAL used LinkedIn as a channel for the dissemination of its CSR communication and assess the effectiveness of its content marketing strategies for stakeholder engagement and increased corporate transparency. This approach is combined with qualitative research instruments, namely semi-structured interviews with SEAAL's digital marketing and CSR directors, and the quantitative content analysis of LinkedIn posts from March to May of 2023. The sample of the study comprised two key informants from SEAAL and selected content related to CSR published on the company's LinkedIn page. Results pointed out that the content marketing initiatives of SEAAL decisively contributed to the betterment of CSR engagement, particularly with rich media formats-text, images, and videos-on LinkedIn. The study also uncovered that the positive brand image and stakeholder loyalty of SEAAL were further strengthened by its CSR communication. In addition, the analysis revealed that the company addressed the issues relating to environmental and social concerns and ethics, showing how its efforts aligned with its broader objectives concerning sustainability development and business growth. Ultimately, the research underlined the importance of content marketing for the advance of CSR communication in the digital era.

Keywords: Content Marketing, Corporate Social Responsibility (CSR), SEAAL, LinkedIn Communication, Sustainable Development.

ملخص :

تتناول الورقة كيفية دمج شركة سيال، التي تعمل في قطاع المياه والصرف الصحي في الجزائر، لتسويق المحتوى ضمن جهودها في المسؤولية الاجتماعية للشركات (CSR)، وخاصة على منصة لينكد إن. من خلال مقابلات مع مديري التسويق الرقمي والمسؤولية الاجتماعية في سيال وتحليل محتوى منشورات لينكد إن، تسلط الدراسة الضوء على كيفية تواصل الشركة بشكل فعال حول مبادراتها في المسؤولية الاجتماعية باستخدام منشورات ووسائط متعددة - نصوص، صور، وفيديوهات. تعزز هذه الاتصالات الاستراتيجية الشفافية المؤسسية وتظهر ممارسات المواطنة الجيدة للمؤسسات. تشير النتائج إلى أن تسويق المحتوى يعزز التفاعل مع المسؤولية الاجتماعية، مما يساهم في ترويج صورة إيجابية للعلامة التجارية وولاء أصحاب المصلحة لشركة سيال. في الختام، تشير الدراسة إلى أن التزام سيال بالقضايا البيئية والاجتماعية والأخلاقية يدعم أهدافها في التنمية المستدامة والنمو المستمر للأعمال. الكلمات المفتاحية : تسويق المحتوى، المسؤولية الاجتماعية للمؤسسة (CSR)، مؤسسة سيال، التواصل عبر لينكد إن، التنمية المستدامة..

1. Introduction

In the light of a digitizing world, CSR has evolved from an ancillary activity to a strategic priority in organizations. The rise of social media platforms has transformed corporate communication; specifically, LinkedIn has emerged as the most significant game-changer, through which corporate citizenship is showcased and stakeholders are engaged with the company. These provide unrivaled opportunities to communicate corporate values and CSR activities openly, relevantly, and transparently, conditions needed for the establishment of trust and sustainability.

Even with such advantages, making the best use of LinkedIn for CSR communication seems to be challenging. Obvious questions pop up, such as how organizations can create compelling content for stakeholders and align responsible principles of communication. A very interesting case can be considered with SEAAL, an Algerian company operating in the water and sanitation industries. Its LinkedIn account opens a window into how digital content marketing strategies are used to implement environmental, social, and economic objectives.

Statement of the Problem

SEAAL's approach to CSR communication raises critical questions with regards to its strategies on the design of content, presentation, and distribution. For example, does LinkedIn content engage the audiences and help create awareness? To what extent does SEAAL's messaging resonate with responsible communication and contribute to trust-building and stakeholder participation in CSR initiatives? These challenges underscore the need to evaluate SEAAL's practices and explore how social media can enhance corporate responsibility in the digital age.

Objectives of the Study

This study aims to analyze and evaluate SEAAL's use of LinkedIn for CSR content marketing, focusing on four primary objectives:

- To examine SEAAL's content marketing strategies for communicating environmental, social, and economic dimensions of CSR.
- The effectiveness of CSR communication in engaging stakeholders and enhancing perceptions of trust.
- Assess whether the messaging from the SEAAL company is aligned with the principles of responsible communication.
- Highlighting LinkedIn's potential to be used as a platform for advancing corporate social responsibility.

Significance of the Study

This research closes the gap between CSR and digital communication, adding significant value for scholars and practitioners. It contributes to CSR communication literature, emphasizing the role of LinkedIn as a professional platform, and offers a framework for the effective design of content marketing strategies. The findings also have practical implications for organizations on using social media to build transparency, increase engagement, and create impacts in society. Further, the study coincides with global priorities like sustainability and corporate accountability, making it more relevant for broader social and environmental objectives.

Overview of Research Methodology

This is a qualitative research work that combines semi-structured interviews with the digital marketing and CSR directors of SEAAL and the content analysis of the firm's posts on LinkedIn. The methodology will allow for a deep understanding of SEAAL's practices in focusing on the themes, formats, and engagement metrics of CSR-related content. Data was collected from March to May 2023, offering a snapshot of SEAAL's communication strategies during this period.

By integrating these elements, the study seeks to develop a comprehensive view of how SEAAL navigates the complexities of CSR communication on LinkedIn, providing lessons for leveraging social media as a tool for responsible corporate engagement.

2. Literature Review

Navigating the realm of Content Marketing and Corporate Social Responsibility is quite challenging. Understanding the essence of content marketing, scoping its intrinsic value, and mastering the art of its effective execution can be a complex journey. Therefore, the following key concepts ought to be elucidated.

2.1 Content Marketing Definition

Back in 2005, marketing strategies shifted from one-way to two-way communication generating a new era in digital technology, commonly referred to as Web 2.0, making the ascension of content marketing (Patruti Baltes, 2015). It fostered a vigorous engagement between businesses and prospective customers ushering into bidirectional communication enabling the latter to actively participate by providing feedback and comments on the published content (Cosh, Burns, & Daniel, 2008). Demand Metric (2013) succinctly illustrated the primary factors driving the growing global adoption of content marketing within corporate marketing strategies.



Figure 1. Content Marketing Motives (Demand Metric, 2013)

According to Pulizzi (2013), the concept of content marketing has been part of the landscape for more than a hundred year and it can be defined as “a management process where a firm identify, analyse and satisfy customer demand to gain profit with the use of digital content through electronic channels” (Rowley, 2008, p. 5). The statement outlines a business approach where a firm concentrates on understanding and meeting customer needs to generate profits. It emphasizes the use of digital content and electronic channels as integral components of this process. This approach aligns with customer-centric strategies aimed at enhancing customer satisfaction as well as the financial success

of the business.

Accordingly, Copyblogger (2023) articulated that content marketing involves creating and sharing valuable free content with the aim of captivating both existing and prospective customers, ultimately building trust with the audience. It also believes that content should be freely accessible to motivate the audience to engage with, consume, and distribute it. Copyblogger further states that the shared content should be relevant to the company's industry and category to educate the audience and aid them in developing a sense of familiarity, affinity, and trust towards the company, paving the way for potential future business transactions.

Similarly, Mandloys Digital Agency (2013) denoted content marketing as the conception of content that is relevant, compelling, entertaining and valuable to sustain or change customers' behaviour. The agency added that it is an essential marketing activity that helps maintain customers, acquire new ones and supports companies to shape a resilient brand. This agency posits that content marketing's primary objective is to enlighten consumers by delivering valuable information. Consequently, this informative content promotes brand loyalty, potentially leading to future purchases. It also emphasized that this relatively recent marketing approach typically eschews direct sales tactics, opting instead to motivate the audience to make a purchase from the company at their own pace.

The figure below illustrates the four elements of a content marketing strategy.



Figure 2. Content Marketing Elements (Delhi Digital Guru, 2021)

Conclusively, the evolution of technology has significantly transformed the landscape of marketing. Content marketing has emerged as a rapidly growing strategy, enabled by technological advancements, allowing companies of all sizes to share compelling brand narratives across diverse media channels. The proliferation of content marketing is closely linked to the widespread use of social media platforms. Tim O'Reilly's concept (2005) of Web 2.0 highlighted the importance of content sharing across the web, fostering connections not only among individuals but also between people and organizations (Newman, Chang, Walters, & Wills, 2016). Amid this dynamic environment, companies are constantly adapting their strategies to leverage technology and engage

with their audiences in more meaningful ways (Royle & Laing, 2014). They also increasingly recognize the significance of Corporate Social Responsibility as a vivacious component of their engagement strategies.

2.2 Corporate Social Responsibility

In modern society, the interaction between corporations and the community, also referred to as Corporate Social Responsibility, has become a widely recognized concept. It represents a medium through which an organization conveys and nurtures its corporate culture and social awareness (Rupp et al, 2006; Calderon, 2011).

Pertaining to Corporate Social Responsibility, a fundamental concern revolves around determining the precise role of businesses, a matter closely aligned with their sphere of influence (Reinhardt et al., 2008; BORZA, 2011). Throughout the years, CSR has surged in prominence within business and public discussions, transforming into a strategic concern that transcends departmental boundaries and reshapes a company's operational approach (Sharma et al., 2009). Business organizations have recently recognized the importance of embracing CSR, acknowledging that their societal role extends beyond profit generation to include ethical engagement with stakeholders (Abd Rahim et al., 2011).

Corporate Social Responsibility is a managerial principle in which businesses incorporate social and environmental considerations into their operational practices and engagements with stakeholders (Carroll, 1999). It is commonly seen as the method by which a company seeks equilibrium among economic, environmental, and social priorities while simultaneously addressing the needs and expectations of both shareholders and stakeholders (Waddock, and Graves; 1997). Therefore, effective implementation of CSR would yield numerous competitive advantages (Figure 3), including improved access to capital and markets, boosted sales and profits, reduced operational costs, heightened productivity and quality, a more efficient human resource base, an enhanced brand image and reputation, increased customer loyalty, and improved decision-making and risk management processes.

Benefits Of Corporate Social Responsibility

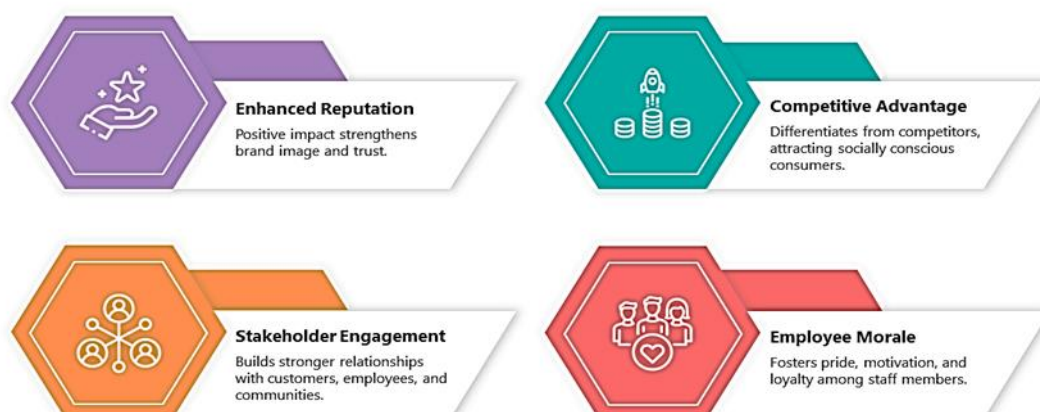


Figure 3. Corporate Social Responsibility Benefits

In a nutshell, corporate social responsibility entails the implementation of strategies within corporate governance aimed at elevating ethical and socially beneficial company operations.

3. Methodology

The methodology utilized in this research is a mix of exploratory (interview) and descriptive (content analysis). The main objective of this qualitative study is to provide a more comprehensive insight into the impact of content marketing and corporate social responsibility on SEAAL's LinkedIn Account.

3.1 Case Company

In this case study, we delve into SEAAL's LinkedIn account to understand how they use content marketing and corporate social responsibility to connect with their audience and make a positive impact. It presents how the company utilizes social media, not solely for marketing purposes, but as a platform to drive positive change and forge meaningful connections.

SEAAL stands for "Société des Eaux et de l'Assainissement d'Alger," which is the Algerian Water and Sanitation Company (Table 1). It is responsible for providing water supply and sanitation services in the Algiers province and some surrounding areas in Algeria. Its primary mission is to ensure the provision of clean and safe drinking water to residents while also managing wastewater and sanitation services in its service area. SEAAL holds a key role in ensuring access to essential water and sanitation services for the population it serves.

Table 1. SEAAL Information Sheet

Page name	SEAAL
Followers' numbers	75094
Logo	
Rate of publication	Almost every day

Source: Table produced by the researchers.

SEAAL, like many companies, has recognized the potential of social media, specifically LinkedIn, as a platform to engage with their stakeholders. They have initiated a venture to leverage content marketing and CSR to not only promote their brand but also contribute to the greater good.

3.2 Participants

The subjects of this investigation were two individuals from the same SEAAL agency located in Algiers. The first participant works as a digital marketing director, and the second one is a director of the social responsibility department.

Regarding the LinkedIn page, it was chosen for content analysis based on several key considerations. First and foremost, it is renowned as a professional social networking platform, with a primary emphasis on professional connections and work-related content rather than entertainment. This is attuned to the defined research objectives, which center on examining corporate engagement and communication within a professional context. Additionally, the company in question demonstrates a high level of activity on its LinkedIn page, consistently posting updates and content. This active online presence piqued our interest and made it an ideal choice for our sample analysis, as it provides a rich source of data for our study.

3.3 Instruments & Procedures

Collecting empirical data entails two primary methodological ranges; qualitative and quantitative research strategy. Qualitative research stresses words and visual representations, while quantitative research emphasizes numerical data (Denscombe, 2009). According to Bryman and Bell (2011), qualitative methods involve holistic descriptions to comprehend phenomena within their social contexts. This approach is particularly relevant to our research, as it seeks to gain a deeper understanding of the concept of content marketing and CSR. Conversely, quantitative methods are typically preferred when the objective is to generalize and explain a phenomenon (Bryman & Bell, 2011).

The present inquiry adopted the qualitative method with semi-structured interviews and content analysis to strengthen the credibility of the outcomes of the content marketing and CSR and generate a richer dataset for analysis. The employed qualitative approach has an exploratory descriptive purpose to clarify the concept of content marketing and deepen research into its marketing strategy procedures.

This research utilized a non-random selection of participants, opting for a snowball sampling method to identify and select pertinent participants. Snowball sampling involves initiating contact with an initial participant who subsequently identifies additional participants, creating a chain of referrals (Saunders et al., 2014).

3.3.1 Interview

Interviews constitute a foundational qualitative research method that researchers deploy in open-ended conversations with participants to gather comprehensive opinions, experiences, and perspectives. Qualitative interviews are designed to delve into the meanings, emotions, and subjective elements within participants' experiences through recorded transcripts analysis, patterns identifications, and narratives. Elements such as interviews explored and provided initial insights into the SEAL are LinkedIn strategies and stakeholder engagement, uncovering new perspectives and emerging themes.

In semi-structured interviews, the interviewees are allowed to shape the interview's structure, with the interviewer actively listening and remaining open to follow-up questions (Alvehus, 2013). The ability of participants to influence both structure and content is pertinent to this research, aimed at improving the model and acquiring fresh visions for the marketing strategy. In this study, semi-structured interviews were conducted to obtain nuanced and comprehensive participant responses, all conducted face-to-face at their office locations. During these interviews, one interviewer documented responses while the other posed questions, alternating roles. To ensure accurate interpretation, all interviews were audio-recorded to eliminate transcription errors (Ahrne & Svensson, 2015). A total of two interviews were conducted, each with an average duration of 35 minutes.

3.3.2 Content Analysis

Content analysis, document analysis, and historical analysis tend to be more descriptive. They involve systematically categorizing and describing the content, historical trends, and documented strategies related to the LinkedIn page (Allen, & Reser, 1990).

Content analysis can be both qualitative and quantitative, although it frequently leans toward the qualitative side, particularly when associated with interviews (Hsieh, & Shannon, 2005). Qualitative content analysis entails systematically examining textual or visual content to identify themes, patterns, and qualitative insights rather than focusing solely on frequency counts and statistical patterns rather than focusing solely on frequency counts and statistical patterns.

Purposive sampling was employed by selecting publications that closely mirrored the dimensions of social responsibility within SEAAL's Company. This sampling method is characterized by the researchers' use of personal judgment to ensure the sample optimally achieves the study's objectives.

The time period during which the page's posts were analyzed spanned from March 2023 to May 2023. This duration was deemed sufficient to address the study's research questions, particularly given the absence of a specific publishing rule followed by the company. A comprehensive view of the company's page activities could be obtained within this selected timeframe, enabling meaningful acumens to be derived for the research

4. Results

This study examined SEAAL's LinkedIn communication strategy to evaluate how effectively the company integrates content marketing into its corporate social responsibility (CSR) initiatives. The results are presented in two parts: qualitative findings, which explore the thematic and strategic elements of SEAAL's CSR communication, and quantitative findings, which focus on numerical and statistical insights derived from the company's LinkedIn activities. Together, these findings provide a comprehensive understanding of SEAAL's strengths, limitations, and opportunities in leveraging digital platforms for CSR communication.

4.1 Qualitative Findings

The qualitative findings from SEAAL's CSR communication strategy reveal a well-structured and intentional approach, underscoring the company's focus on transparency and stakeholder engagement through LinkedIn activities. Interviews with key personnel highlighted the company's deliberate efforts to engage with its audience and communicate its CSR initiatives effectively. This focus on transparency and engagement aligns with previous studies, such as those by Zeffass, Verčič, and Wiesenber (2016), who argue that social media platforms, including LinkedIn, offer a vivacious space for companies to foster open dialogues with stakeholders and enhance their public image.

SEAAL's use of diverse content formats—including text, images, and videos—was found to be instrumental in communicating the company's environmental, social, and ethical commitments. This finding supports Kim and Ferguson's (2018) assertion that a variety of content types increase audience engagement and effectively communicate corporate social responsibility (CSR). Moreover, a recurring theme in the interviews was SEAAL's integration of Algerian cultural values into its communication. This is exemplified by posts celebrating national events like Ramadan and Women's Day, which help strengthen the company's relationship with its local community and highlight its cultural sensitivity. Calderon (2011) found that CSR initiatives that are culturally tailored tend to resonate more deeply with local audiences, reinforcing the significance of SEAAL's efforts to integrate cultural values into its communication.

The focus on risk assessment and workplace safety emerged as another key element of SEAAL's CSR communication, underscoring its commitment to ethical governance. The directors emphasized that CSR activities are planned with a strategic focus on fostering community trust and enhancing corporate transparency. This aligns with Carroll's (1999) conceptualization of CSR, where companies are encouraged to integrate ethical practices into their operations to build long-term relationships with their stakeholders.

In addition to these areas, SEAAL's proactive environmental and social initiatives, such as afforestation campaigns and neighborhood outreach programs, further reflect its commitment to social responsibility. These initiatives, as highlighted in the interviews, reflect a corporate

commitment to sustainability and social good. This approach aligns with Waddock and Graves' (1997) findings, which suggest that such CSR initiatives can improve a company's financial performance while contributing to broader societal goals.

However, the findings also reveal some areas where SEAAL's CSR communication could be strengthened. Notably, the promotion of significant corporate achievements, such as ISO certifications, was found to be underrepresented in the company's LinkedIn activities. This gap suggests that SEAAL may not be fully capitalizing on opportunities to showcase its milestones and reinforce its corporate reputation. As noted by Rowley (2008), maximizing visibility of CSR achievements through digital marketing channels is crucial for companies aiming to enhance their public image and strengthen stakeholder trust.

4.2 Quantitative Findings

Quantitative analysis of SEAAL's LinkedIn posts from March to May 2023 revealed important trends in content distribution and audience engagement. CSR-related content was categorized into five dimensions: *environmental*, *social*, *economic*, *ethical*, and *cultural*. The findings showed that **47%** of posts focused on cultural themes, such as celebrating national and religious events. Social initiatives comprised **20%** of posts, followed by environmental and ethical content, each accounting for **13%**, and economic topics at **7%**. The figure below illustrates the percentage of Corporate Social Responsibility dimensions appearing on SEAAL's LinkedIn page.

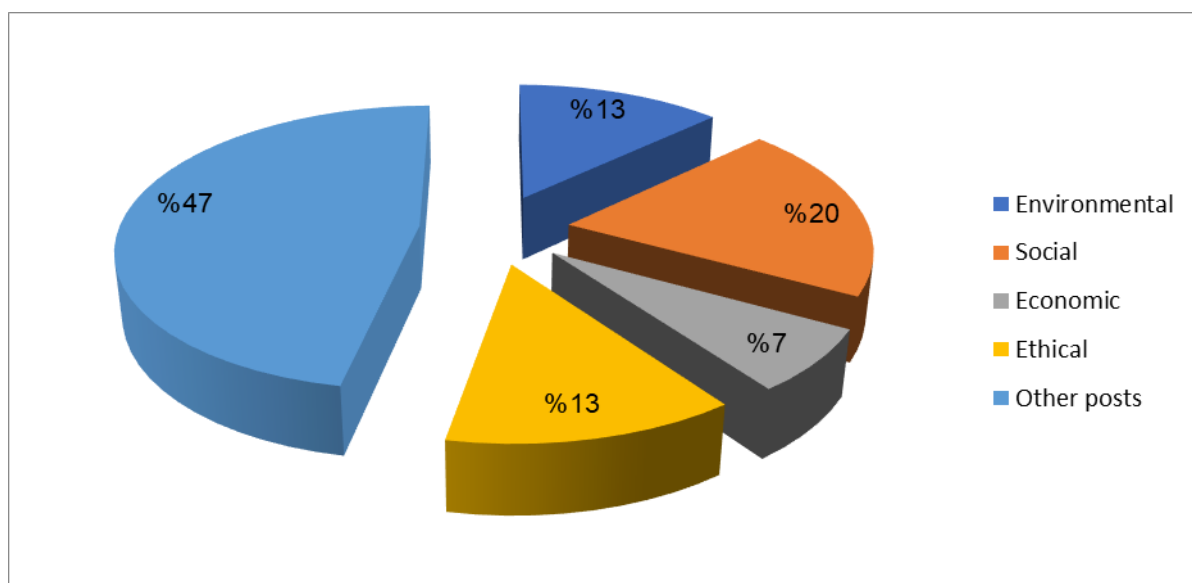


Figure 4. SEAAL's LinkedIn Page CSR Dimensions Percentage

The analysis of environmental content revealed that **37% of posts** highlighted resource exploitation and afforestation campaigns, showcasing SEAAL's commitment to sustainability. Another **25%** of posts focused on the company's location and its alignment with environmental concerns. Although these activities reflect a commendable dedication to environmental responsibility, the quantitative findings suggest that SEAAL could further diversify its environmental messaging by emphasizing broader ecological achievements, such as partnerships with national and international entities on sustainability initiatives.

Table 2. Environmental Indicators Rate

Environmental dimension indicators	Frequency	Percentage
Conducting afforestation operations	2	25%
Supporting environmental protection programs	2	25%
animal protection	-	-
Focus on resource exploitation	3	37%
Presenting the company in a way reflecting its concern for the environment	1	12%
Total	8	100%

Source: Table produced by the researchers.

Social dimension posts accounted for **23%** of LinkedIn content and featured health awareness campaigns and recognition of national and religious events. Additional social initiatives, such as community service and charitable work, comprised **18%** of the analyzed content. This balanced approach highlights SEAAL's efforts to connect with its stakeholders on a human level, emphasizing community welfare. However, there is room to amplify visibility for volunteer work and other impactful social initiatives to further strengthen stakeholder relationships.

Table 3. Social Indicators Rate

Social Dimension indicators	Frequency	Percentage
Respect community values	3	18%
Health awareness campaigns	4	23%
Charitable works and aid	3	18%
Considering religious and national events and occasions	4	23%
Attention to human resources	3	18%
Total	17	100%

Source: Table produced by the researchers.

Economic content accounted for **7%** of SEAAL's LinkedIn posts. Most of these posts (60%) emphasized collaboration with external organizations, while **20%** focused on entrepreneurial support and national achievements. These findings highlight SEAAL's contributions to the economic sphere, including partnerships to support development projects. However, this dimension remains underrepresented compared to others, suggesting a need to enhance coverage of economic initiatives through detailed posts about business milestones, innovative partnerships, or success stories related to entrepreneurship.

Table 4. Economic Indicators Rate

Economic dimension indicators	Frequency	Percentage
Fair competition	-	-
Collaboration with other companies	6	60%
Supporting development and contracting projects	2	20%
The organization's achievements at the national and international levels	2	20%
Total	10	100%

Source: Table produced by the researchers.

The ethical dimension accounted for **13%** of SEAAL's LinkedIn posts, with transparency dominating at **50%**, followed by acknowledgment of errors (**33%**) and adherence to international business ethics (**17%**). These findings reflect SEAAL's commitment to ethical governance and responsible communication. Transparency initiatives, such as disclosing challenges and celebrating milestones, play a key role in building stakeholder trust. However, increasing the variety of ethical content, such as featuring governance practices or ethical decision-making frameworks, could further strengthen SEAAL's reputation.

Table 5. Ethical Indicators Rate

Indicators of Ethical dimension	Frequency	Percentage
Transparency	3	50%
Commitment to international laws of business ethics	1	17%
Apologize for mistakes	2	33%
Total	6	100%

Source: Table produced by the researchers.

The total interaction rate on SEAAL's LinkedIn posts averaged **55%**, with visually rich content, such as images and videos, consistently outperforming text-only posts. Environmental and social content, particularly afforestation campaigns and community events, generated the highest engagement rates, indicating stakeholder interest in initiatives with direct societal and environmental impact. Posts on ethical and economic dimensions, while fewer, demonstrated moderate engagement, suggesting potential for greater impact through more diversified content.

5. Discussion

The findings provide significant insights into SEAAL's CSR communication strategy on LinkedIn, emphasizing both its strengths and areas for potential enhancement. This analysis aligns with existing research that underscores the critical role of effective CSR communication in fostering stakeholder trust, engagement, and alignment with corporate values (Capriotti & Moreno, 2007; Kim & Ferguson, 2018). SEAAL's strategic focus on leveraging Algerian cultural values to connect with local stakeholders demonstrates its ability to resonate with societal norms and traditions. Posts celebrating national and religious events not only highlight cultural alignment but also strengthen the relatability of SEAAL's CSR messages. This approach mirrors Gómez-Carrasco et al.'s (2021)

assertion that culturally resonant CSR communication fosters trust and creates deeper connections with local communities.

The emphasis on environmental initiatives, such as afforestation campaigns, further illustrates SEAL's proactive stance on sustainability. By aligning its communication with global CSR priorities, the company appeals to stakeholders' growing interest in environmental stewardship, a trend corroborated by Tare and Deshmukh (2023). Such initiatives also reflect the increasing relevance of green marketing in corporate communication strategies, reinforcing the need for organizations to prioritize sustainability in their CSR agendas.

However, qualitative findings disclose certain shortcomings in SEAL's strategy. The underrepresentation of key achievements, such as ISO certifications, could undermine stakeholders' perception of the company's commitment to CSR. Certifications serve as tangible evidence of adherence to international standards and are a missed opportunity for SEAL to strengthen its credibility. This gap echoes observations by Cho et al. (2016), who identified the challenges organizations face in presenting comprehensive CSR narratives on digital platforms. Additionally, SEAL's limited focus on ethical dimensions, including governance and transparency, highlights an opportunity to broaden its communication scope to address stakeholder concerns more explicitly. As Kim and Ferguson (2018) note, addressing ethical and governance aspects is pivotal for fostering stakeholder trust and managing reputational risks.

The quantitative findings underscore the importance of using diverse and engaging content formats to drive stakeholder interaction. SEAL's 55% interaction rate on LinkedIn posts highlights the effectiveness of multimedia content—particularly images and videos—in capturing audience attention. This aligns with Zerfass et al. (2016), who emphasize the role of visual and multimedia elements in enhancing the appeal of social media communication. Posts focusing on environmental initiatives achieved the highest engagement rates, indicating stakeholders' prioritization of sustainability-related content, as also highlighted by Gómez-Carrasco et al. (2021). However, the minimal representation of economic content (7%) reveals a need to diversify SEAL's CSR narrative. Detailed case studies, partnerships with other organizations, or highlighting the tangible economic impact of its initiatives could enrich its content strategy, as advocated by Alalwan et al. (2017), who stress the importance of diversified messaging in engaging broader audiences.

Moreover, SEAL's limited integration of advanced analytics tools represents a missed opportunity to optimize its LinkedIn performance. By adopting robust analytics platforms, SEAL could monitor audience reach, interaction patterns, and content performance in real time. Regular evaluations of such metrics would enable the company to identify trends, tailor its messaging, and align its communication strategies with stakeholder preferences. Zerfass et al. (2016) point out that a data-driven approach to social media communication is essential for maintaining relevance and achieving continuous improvement in digital CSR strategies.

Conclusively, while SEAL demonstrates a strong foundation in cultural and environmental engagement, addressing the identified gaps could significantly enhance its CSR communication effectiveness. Expanding its content scope to include underrepresented achievements and ethical dimensions, coupled with leveraging data-driven strategies, will enable SEAL to build a more holistic and impactful CSR narrative. This comprehensive approach not only aligns with global CSR best practices but also strengthens SEAL's role as a socially responsible corporate entity committed to sustainability, transparency, and community engagement.

6. Recommendations and Future Directions

To strengthen its responsible communication practices and enhance its corporate social responsibility (CSR) impact, SEAAL should focus on several key areas. First, the company should prioritize stakeholder engagement through interactive content on LinkedIn, such as polls, live Q&A sessions, and webinars. These approaches are supported by findings in digital marketing literature, which highlight the effectiveness of interactive media in fostering meaningful stakeholder participation and improving brand trust (Pulizzi, 2013; Rowley, 2008). Such initiatives will encourage two-way communication, making SEAAL's CSR initiatives more accessible and relatable to its audience.

Second, SEAAL have to adopt advanced analytics tools to measure the impact of its content marketing strategies. Regular assessment of metrics like audience reach, engagement rates, and feedback is essential for refining communication strategies. Studies have shown that organizations leveraging data-driven content strategies achieve higher alignment with their CSR goals and improve stakeholder perception of transparency (Mandloys Digital Marketing, 2013). Monitoring these metrics will allow SEAAL to identify strengths, address gaps, and continually optimize its LinkedIn content.

Third, SEAAL should expand its focus on environmental and ethical campaigns by developing targeted content that highlights sustainability and corporate integrity. Case studies, progress reports, and employee testimonials can serve as compelling narratives to underscore these commitments. Research on CSR communication (Carroll, 1999; Reinhardt et al., 2008) suggests that emphasizing environmental and ethical dimensions positively influences stakeholder trust and enhances corporate reputation.

Fourth, emerging digital technologies such as virtual reality (VR) and augmented reality (AR) offer SEAAL an innovative avenue to communicate its CSR initiatives. For instance, virtual tours of facilities or immersive simulations of environmental projects enhance transparency and stakeholder understanding of SEAAL's contributions. Such technologies have been identified as powerful tools for promoting corporate accountability and fostering deeper engagement (Newman et al., 2016).

Finally, continuous professional development for SEAAL's content creation team is paramount. Training in storytelling, visual design, and evolving digital marketing trends ensures that the company's messaging remains impactful and aligned with the principles of responsible communication (Denscombe, 2009). Well-trained teams are better equipped to create content that resonates with stakeholders and supports organizational objectives.

7. Conclusion

This research examined how SEAAL utilizes LinkedIn as a channel for Corporate Social Responsibility communication in terms of embedding content marketing strategies for disseminating environmental, social, economic, and ethical initiatives. The results proved that SEAAL succeeded in using LinkedIn to engage its stakeholders and promoted its reputation as a socially responsible organization. By applying different types of multimedia content and implanting its communication practices within cultural and social values, it has been possible for SEAAL to vividly show respect for transparency, trust building, and sustainability goals.

Qualitative analysis of SEAAL's LinkedIn content highlighted the company's emphasis on cultural relevance, stakeholder engagement, and responsible communication practices. Posts celebrating national and religious events, along with initiatives stimulating water conservation and environmental awareness, were noted to be well-received by audiences, reflecting how SEAAL had

aligned with priorities in society. However, the study also noted areas in which communication at SEAAL could be improved. This only somewhat represents key achievements, like ISO certifications, and a low variety within the economic and ethical dimensions represents grounds for more comprehensive and balanced CSR messaging.

Quantitative findings supported these observations, showing tight-fitting significant stakeholder engagement metrics for visually rich content that emphasized environmental and social initiatives. Posts with multimedia elements did consistently better than text-only posts, a driver of the power of visual storytelling in digital communications. Though interaction rates for SEAAL demonstrate the effectiveness of engaging its stakeholders, limited representation of economic and ethical themes indicates untapped potential to strengthen these dimensions.

This study adds to the increasing literature of CSR communication and content marketing by providing a comprehensive case study about the LinkedIn strategy of SEAAL. The results highlight the importance of social media in corporate transparency, stakeholder relationships, and sustainable development. SEAAL inspires an exemplary model for enterprises that seriously consider the potential of digital platforms for responsible communication; it provides insights into how such campaigns on cultural, social, and environmental themes are effectively woven into CSR.

The outcomes further pointed out the need for SEAAL to address identified gaps and adopt a more data-driven optimization approach to its communication strategy. Advanced analytics tools, together with diversified content in all dimensions of CSR, would offer alignment with stakeholder expectations and global sustainability goals. Exploring innovative technologies, such as virtual and augmented reality, could therefore present an opportunity for immersive and impactful CSR narratives, enabling greater engagement and trust from the company's stakeholders.

In conclusion, the use of LinkedIn as a CSR communication platform by SEAAL shows the transformative potential that social media can have in fostering corporate responsibility in the digital era. Whether by overcoming existing weaknesses or further leveraging its strengths, further securing its position as a leader regarding sustainable corporate practices, contributing not only to its organizational objectives but also to broader societal and environmental goals. Possible future research could, therefore, be directed to investigate emerging technologies and cross-platform strategies in enhancing CSR communication, offering a wider perspective on the evolving relationship between digital communication and corporate responsibility.

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