Social communication as a driver of socially important change

Effective social communication is important for the state, business, and people

"The social function is important, and not just for immediate agents, NPOs, and the state. It is important for companies because consumers vote for this social mission and social function with the rouble. For the young generation – Generation Z – the existence of ideas and values that resonate in their hearts and souls is a very important factor in their choice", Effie Awards Russia General Director Ekaterina Son said.

"In the past, we knew how to come up with catchy images, but now we have to come up with and build catchy manners of behaviour so that people quickly grab a hold of it and do something […] How to make a good example infectious is a challenge for everyone", Art Directors Club Russia Director Alexander Alexeev said.

"At present, it is very difficult to get through to individuals, to all of us, and to the Russian public […] I really want to get the citizens of Russia and not only business involved in social responsibility and social communication", Pavlenko said.

The role of social communications is expanding in the digital age

"Today's students will find themselves in a situation where high technologies are forcing people out of work. People will have a lot of free time. They are already discussing a 4-day work week and shortening the work day. People are getting more free time, and a person can simply fall out of social processes in the absence of a culture of social communication", FEFU President Nikita Anisimov.

"The world is becoming increasingly smaller and closer. Whereas in the past we were separated by insane distances and it was impossible to see how people live in other countries, now distances don't mean anything. Now we all have our social media, we can see how people live in other regions, cities and countries, and communication is taking place in a new information space", Assistant to the Deputy Prime Minister of the Russian Federation and Presidential Plenipotentiary Envoy to the Far Eastern Federal District Anna Akparova said.

A project's popularity is an indicator of its importance

"When a project goes beyond what the organizers have done and starts living its own real life, this actually symbolizes the quality of the project. And this means that it was truly conceived and implemented so that it can exist on its own. This is what successful social communication is", Executive Secretary of the Silver Archer National Board of Trustees Yakov Minevich said.

"We realized that it is very important for business and for NPOs to understand how to visualize their own activities. We have a photo contest and captions for which the image is posted on social media because we currently believe this is the best stamp of how we can communicate in principle regardless of how the media or someone else apart from us looks at it", Donors' Forum Association Executive Director Alexandra Boldyreva said.

The formation of a person's social culture should start from childhood

"Real social communication occurs when children are still in school. A lot of things are introduced to a person at this age. If we fail to pay proper attention to the culture of human formation and how people construct their social communication at an early age, it then becomes difficult to catch and fix problems" Anisimov said.

Social communication increases society's self-esteem

"We still treat ourselves as a third world country in the 21st century. We don't love and respect ourselves very much. We look at everything from the outside without noticing our ambassadors", Vice President for Human Resources and Corporate Social Responsibility at Russian Copper Company Anna Shabarova said.

It's essential to build social communication based on moral and ethical norms

"These days it is important to talk about our social communication proceeding from the principle of goodwill, mutual respect, and responsibility for our words and the energy that we bring to the communication space", Akparova said.