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BRIDGING THE DIGITAL DIVIDE: A CASE STUDY ON METRONETWORK ONLINE LIMITED ACADEMIC COPERATE SOCIAL RESPONSIBILITY PARTNERSHIP WITH THE UNIVERSITY OF PORT HARCOURT

*Sunday Eze Ikeokwu Ph.D Student

Department of Public Relations and Advertising Faculty of Communication and Media Studies, University of Port Harcourt, Choba, River-State, Nigeria.

*Corresponding Author: Sunday Eze Ikeokwu

Department of Public Relations and Advertising Faculty of Communication and Media Studies, University of Port Harcourt, Choba, River-State, Nigeria.

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AUTHORS BIO

Mr. Ikeokwu is an accomplished scholar, professional, and a leader whose extensive contributions to scholarship on media, public relations, democracy, national development, and philanthropy make him an exceptional leader. In contributions to scholarship and knowledge**,** Mr. Ikeokwu has significantly advanced communication and media studies through extensive research, publications, and strategic communication practices. His research is distinguished by rigorous methodology and deep insights that reflect the diversity of media, gender, ethnicity and sexuality, and shaping contemporary media practices.Additionally, he has enhanced academic infrastructure and assisting in organizing capacity-building workshops on media content creation across various universities.

PREFACE

This book examined the corporate social responsibility engagement and practice strategies of Metro Network Online Limited in collaboration with the faculty of communication and media studies of university of portharcourt. The study was anchored on the siminars, workshops and human capital building needed. The practical resource vituals was designed and adopted for a picture story telling of the book. The theoretical section of the book explored all the ingredients in the practice of coporate social responsibility. Pictures used was obtained from different workshops and seminars organised by Metronetwork Online Limited, and were analyzed and presented in the book. It was found that the corporate social responsibility strategies employed by Metronetwork Online Limited, includes analysising the strength and weakness of the students in the use of modern media technology and the pracrical aspect of media , media mapping, the use and adption of modern communication and media equipments and gargets and development of clear and simple message in journalism. The study also showed that, the students are lacking behind and are not up to date with the practical knwoledge of communication, media and journalism. Hence, Metronetwork Online Limited in consultalation with the dean and management of the faculty adopted a favorable model in organizing a workshop that provide students with technical skills in producing content for media platforms such as radio, televisions, online streaming service and social media with cutting edge technological gears and equipment, hands-on training with practical experience in using modern media production tools and software for creating media contents across various platforms, equiped the students with the skills needed to navigate the dynamic of mordern media industry which includes; video editing, sound design/ recording, music production, scriptwriting, multimedia story telling and content optimization for different media, specifically tailored for new and traditional media platforms. Finally, to cultivate in the students, an understanding of the industry standards in media content production. In its overall performance, the organization built-up a good corporate reputation, promoted goodwill between the organization and the faculty. The study concluded that, a good and transparent corporate social responsibility strategy is effective in building corporate reputation, goodwill, enhance operational performance and cordial relationship between organisations and its stakeholder, in particular Metronetwork Online Limited and the esteem faculty of communication and media studies UNIPORT.

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CHAPTER ONE INTRODUCTION

In an era where digital literacy defines professional success, Metronetwork Online Limited has redefined its Corporate Social Responsibility (CSR) by moving beyond traditional philanthropy toward sustainable human capital development. As a leading online and media firm in Port Harcourt, the company recognized that the rapid evolution of media technology requires a workforce that is not just theoretically sound but practically proficient. In 2025, Metronetwork launched a flagship CSR initiative targeting the next generation of media professionals. The students of the faculty of communication and media studies at the University of Port Harcourt (UNIPORT).The company's role in the local economy and its philosophy on community development and communication is to advance digital

communication study and bring knowledge down to grassroot.

COMPANY`S OVERVIEW

This an organized group of people with a particular purpose , such as a profit orientated business outfit like Metronetwork Online Limited, which was incorporated in 2008 under the companies and allied matters Act 1990 and it is limited by shares. Metro Network news and Metro Network studio are among the subsidiares of Metronetwork Online Limited, Port Harcourt. Metronet work news is an online publication that publishes e- texts books, news, video and audio contents While Metronetwork studio provides services such as sound recording,beats making, mixing, mastering, photo coverage, jingle production voice over/voice recording, social media management,video promotion , marketing and training . For a business to grow, prosper, enjoy scalability and long- term development prospects, it must involve in CSR rather than frequently limited by its dependence on community-based financial support networks as argued by Garba, A. S. (2012).

a. **VISION:** The vision of Metronetworknews is to have an impartial website that makes African a total man of dignity in good governance, education, sports, entertainment and in areas that impede his progress such as insecurity, crime and corruption. It pursues it´s vision through feaatures approach, creative interview, in-depth reporting that inspires confidence in African's search for excellence, sacredness of facts and fairness to all manner of persons irrespective of religion, creed and ethnic affinity, as business scalability and long-term development prospects are frequently limited by this dependence on community-based financial support networks (Akintimehin, O. O., Eniola, A. A., Alabi, 2019).

b. **CONTENT** Its contents are based on mostly soft news of human interest stories with sprinkles of hard news. Basically, it looks at issues from the soft news perspective. Furthermore, its content of publication is based strictly on sincerity, honesty, best global professional and ethics standard

c. **TARGET AUDIENCE:** Its target audience are the youths that are more on digital platforms than any other class of people. It reports stories that will attract interest of it´s targeted readers through cross sectional reporting of events that happen in Nigeria especially and west Africa at large .Since inception, its peculiarity and standard of practice has enjoyed the patronage of many readers and customers.

d. **STRATEGY**

1) It solicits for advertisement and other sponsorship from organizations and institutions
2) It keeps its part of agreement with organizations to place adverts at the right time and

positions agreed with its clients.

3) It respects briefs giving to it by its clients for advertisement and other forms of sponsorship

4) It ensures that adverts and messages are placed with utmost care with expertise.

5) It respects ethics of advertising, public relations and respect of its clients in our operations.

e. POLICIES

1. It does not publish things that deprave the minds of youths and children.

2. It employs good English in writing its stories.

3. It avoids invasion of privacy.

4. It reports hold the government accountable to the people.

5. It publishes facts, whereby there is error, it promptly make a rejoinder.

6. It protects minors and the innocent from negative publicity within the bounds of Nigerian law.

7. It publishes informative report in a responsive presentation.

8. It reports information about events that help to stabilize Nigerian polity and avoid blasphemous words against any religion.

9. It does not deliberately defame individuals and disparage ethnic groups.

10. It looks at news that will encourage new generation to have positive things to emulate.

11. It reports issues of bad news in a constructive way and take angles, analysis that could enable readers learn lessons from the content.

12. It does not make mystery of individuals.

13. It views issues from scientific and systematic approaches.

14. It is fair to all manner of people.

15. It condemns acts and attitude that are bad and go ahead to fight against it.

16. It goes about journalism by exhibiting social responsibility, sacredness of facts, news verification and crusading for just causes.

17. Its interest shall be about Africa in general and Nigeria in particular.

18. It sets standards based on international best practices.

ORGANOGRAM

Structure: The company is organised basically in departments from the CEO who is also the chairman/chief editor downwards to the managing director/publisher, board of editors to

line managers, operational manager, human resources and chief accountant. The editorial department is headed by the editor with assistant editors and reporters across the six geographical zones of the country. The editorial board supervises the editorial policies and framework operations. It consist of academic and well experienced and retired journalists.The commercial department is headed by the commercial manager with commercial officers in charge of different geographical zones and the free lancers who does the local marketing and also solicit for advertisement and other forms of sponsorship.The administrative department is superintended by the publisher and chief executive officer (CEO), assisted by the chief operations officer (COO) and the managing editor. There are units such as accounts unit headed by the chief accountant, the Personnel unit in charge of logistics, correspondence, inventory and warehousing. A public relations unit is also attached.The organization have two hundred and ten employees engaged including freelancers all over the country. *Metronetwork Online Limited, as a communication firm is well structured to systematically manage its media relations strategy to arnchor on building and maintaing a very good relationship with sister media and communication outlets with the sole aim of achiving a specific structual and organizional goal. The structure is well spread out all over the six geo- graphic zones of Nigeria to collect and disseminate information and news and at same point, systematically and strategically manage how the organization is portrayed in other media firms to enhance it´s brand, repution to influence public perception as they penetrate into the new communication market or media landscape,bearing in mind the competative nature of the industry.*

Operational head office and Headquarters subsidiaries relationship.

As a communication firm interested in operating a reputable radio and television stations as stipulated in the companys business plan.The organogram and operational outlets of Metronetwork Online Limited, its registered head office (HO) is at lagos and its headquarters–subsidiary (HQS) at Portharcourt with a good head operational office head quarters subsidaries relationships. However, multinational corporations (MNCs) coordinate and control their geographically dispersed value-adding subunits, is central to the field of international management (IM). That is why the organisation´s engagement of public relations is important in the head quarter and to make sure that subsidiary relationship with the operational head office is of global standard of ethics.

As the organisations operates and promote their brand nationally through corporate social

responsibility, they need to be sensitive to geo-political, ethnic , religion and economical differences among ethinic groups and regions. In fact, wide variations in culture can also exist between regions within individual states in a nation. Because Metronetwok Online Limited is aware of these factors , differences and circumstance .Therefore, engages on its corporate social social responsibility according to the customs, culture , beliefs and needs of each of the region.
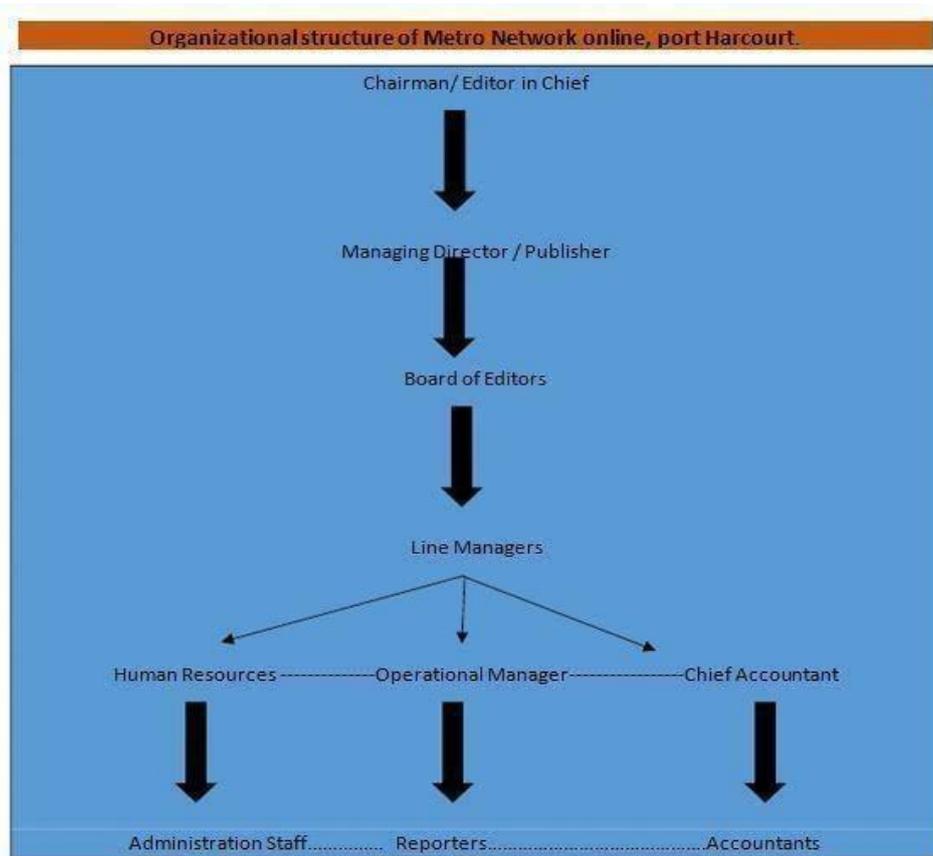
Figure 1: Organogram of Metro Network Online, Port Harcourt.

PROFILE AND STRATEGIC PLANNING ORGANIZATION

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a. **VISION:** The vision of Metronetwork Online Limited is to have an impartial organanisation with a professional news outlet that makes African a total man of dignity in good governance, education , sports , entertainment and in areas that impede his progress such as insecurity, crime and corruption . It pursues it´s vision through feaatures approach, creative interview, in-depth reporting that inspires confidence in African's search for excellence, sacredness of facts and fairness to all manner of persons irrespective of religion, creed and ethnic affinity.

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Public awareness and understanding of organizations activities by sending information to the media and by inviting the media to see operations firsthand. Media relations is not necessarily the best method of obtaining public recognition, however. Patterson (2017) argues that today, the main challenge of public relations isn't getting noticed, 'it's getting believed and trusted'. A common historical argument for using media to communicate has been that editorial (anything written by a journalist) has more credibility with audiences than direct communication (such as advertising), because it is seen as coming from an independent third party. However, Hallahan (2014) argued that this may be one of the many popular 'myths' surrounding media influence. Many experienced public relations practitioners consider media relations to be less ethical and less effective and trusted than other public relations methods (Grunig & Grunig, 2016). Direct and personalized communication that enables organizations to gather feedback and create dialogue with employees, communities, governments, shareholders, members, customers, trading partners and other stakeholders is increasingly gaining ground (Bartlett, 2018).The media remains, however, too powerful and important for any business to ignore. Corporate Social Responsibility refers to the practices and policies

undertaken by corporations to have a positive influence on the world. CSR goes beyond mere compliance with regulatory requirements, encompassing voluntary actions that demonstrate a commitment to ethical behavior, sustainable development, and community welfare. This principle has gained traction globally, as businesses recognize their role in contributing to societal well-being, environmental sustainability, economic and human capital development.

Corporate Social Responsibility Communications Modules: The organisation akcnowledges the essence and impact of indispensability of good communication in organizational structures and therefore, strategically positions communication and coporate social responsibility as a precondition for organizational growth and profitability. The common denominator however, is to focus on the dire need for students to completely grasp the factors and technology that precipitate effective communication system in formal and informal structures. This is bearing in mind the fact that Metronetwork Online Limited must constantly engage with its stakeholders and publics.The mode the organisation interface the activities , engagement and workshops will be predominantly effective, interactive and participatory. theory insights will be from literature and cases that underpin theoretical assumptions that will be practically demostrated in the workshop section.

OVERVIEW OF SOCIAL CORPORATE RESPONSIBILITY COMMUNICATIONS

Understanding the power of effective and efficient communication as a two ways engagement, Metronetwork management and department of public relations mapped out a smart strategic communication model for its corporate communication ,the use of new media technology for impacting corportae social responsibility The resource person , experts and trainers relates with the traines and the rececipants accordinglly and in a formal settings,in this case study, students of faculty of communication and media studies uniport with the followings , in structure :

i) Organisation and the workshop phenomenon

ii) Students and his *practical or training* hours

iii) Organisation's and faculty dynamics corporation and social responsibility In corporate communication and the new media technology:

i) The networks

ii) Web page interactivity

iii) Impact factor

Communicating corporate social responsibility (CSR) progress effectively can be challenging, especially when trying to strike the right balance between transparency, authenticity, and engagement. Here are key strategies to improve the communication of your sustainability achievements (Katie Le · Launched,2025).

However, the communication medium or channel must be a reliable and authentic medium and the communication content must be seen to be real, formal, accurate, specific, transparent and encourages two ways commucatiion including qeustions and answers session.For those of us who are already in the job, we have to re-tool, re-kit and re-skill so that we can go in tandem with contemporary equipment. You have to be dynamic. Dynamism is the keyword. The same thing with our lecturers in the universities. For the past 5 to 6 years, I have been sponsoring lecturers who work under me to conferences, attachment to media houses such as Premium Times and Daily Trust, where they have gone fully digital and also small media houses that are digital.(Prof. Pate, 2025), in his address at the 2025, digital media workshop training at university of Portharcourt.
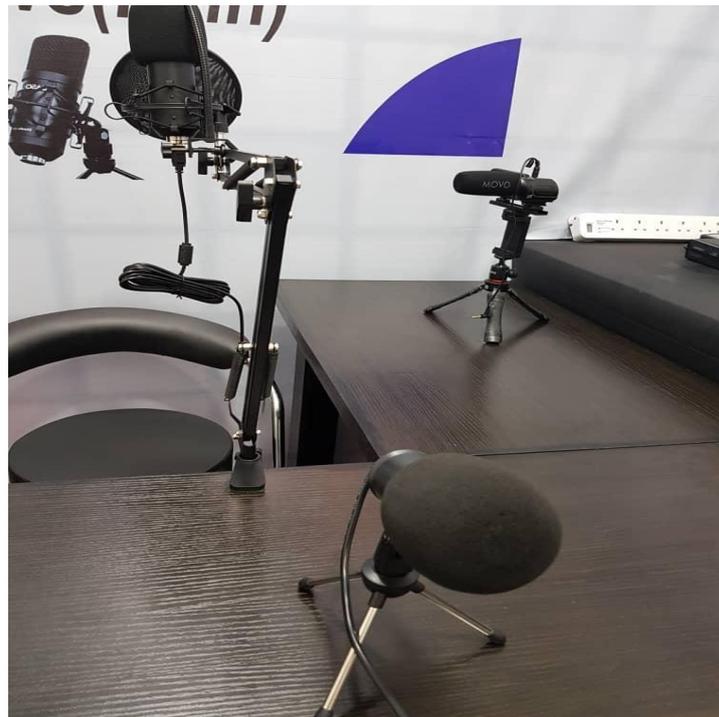
Figure 2: **Metronetwork Studio.**

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate social responsibility refers to the practices and policies undertaken by corporations to have a positive influence on the world. CSR goes beyond mere compliance with regulatory

requirements, encompassing voluntary actions that demonstrate a commitment to ethical behavior, sustainable development, and community welfare. This principle has gained traction globally, as businesses recognize their role in contributing to societal well-being, environmental sustainability, and economic development.Public relations is also about showing commitment to community welfare, and this can largely be archive through media relations.

Philanthropic Efforts: Metronetwork Online Limited, Port Harcourt supports initiatives in education, and digital learning inclusion. For example, through its CSR activities, the company has sponsored different kinds of workshops and training for students of the faculty of communication university of Port harcourt and have also given schloarships to post graudate students of the same faculity. These events, actvities and community work ,portray the brand as socially responsible and in tune with community needs (Ibrahim & Olorunsola, 2021).The term corperate social responsibility(CRS) has been defined by interest groups, organizations, scholars and academicians in several different ways .There is no universally accepted definition of corporate social responsibility in the literature (O' Riordan & Fairbrass, 2008). One definition that provides us a way to think about corporate social responsibility was provided by the World Business Council of Sustainable Development (1998).They define corporate social responsibility as "continuing commitment by business to contribute to economic development while improving the quality of life of the work force and their families as well as the community and society at large (World Business Council, 1998). The four types of Corporate Social Responsibility (CSR) Metronetwork Online Limted engages in are philanthropy, environment conservation , diversity, labor practices , and volunteerism .:The largest companies in the world are aligned with philanthropic efforts. Microsoft works closely with the Bill and Melinda Gates Foundation (NGO) to bring technology to communities around the world. The company understands that its success requires not just only continued innovation, but also of building a future generation capable of understanding, using and improving technology.

Environmental Conservation: Environmental concerns regularly make the headlines, whether a long -term problem like global climate change or a more local issue such as a toxic chemical spill. Companies that align themselves in these efforts help minimize environmental problems by taking steps such as reducing their overall carbon footprint.

Company`s Labour: In the use of business language and classical economics, the word

labor (American English or Labour (British English) is one of the highest critical factor of production. Organizations such as Metronetwork Online Limited see it as sacorosant because it´s staff whom are stakeholder are part of this labour and labour union .The assessment of it´s media reations straegy will be incomplete without assessing the relationship between the it´s employees as her major stakeholders. The organisation´s well-structured organogramm identifies and classified labour into skilled, unskilled, semi skilled and professionals and this is clearly stated in it´s organ-ogramm structure.

Company Diversity and Labor Practices: Business leaders realize that diversity in the work Place is beneficial when everyone is getting along and working as a team. However, the labor policies must apply to all employees, even those at the highest levels of the firm`s management.

Supporting Volunteer Efforts: Local communities and the less previlage in the society always need charities and help. Therefore, business leaders know that being involved in the community in a productive way is also good for the organization´s image and brand . It also give employees the motivation to contribute in the community work , e.g, a local school plant trees or work with the city council on addressing homelessness in the area. Business leaders have the opportunity to choose where to spend volunteer efforts to best help the local her community. At Metro Network Online Limited Port Harcourt, we attest, believe in honesty and sincerity in business transaction and keep faithfully to our own part of the bargain, social and community work . We welcome and introduce new ideas to better the lots of our clientsand are commited to our repution building, brand building and cordial relationship with our stakeholders. We provide responsible news and other contents to serve public interest in order to restore the dignity to man and professionalism to the industry.

Using Effective Media Relations for Corporate Social Responsibility (CSR): The media are central points on which community interpersonal and inter organizational hang their relationship . Because of the sensitive, vital and significant role the media plays in the modern society, it is impossible to successfully perform public relations functions or duties without the media. In this respect, public relations professionals and practitioners must, as a matter of priority and strategy, maintain a cordial relationship with them (the media) and use their services to facilitate the flowof information to the greater generality of the people.A strong open door policies or regulations should be established where press men and women including those at our foreign embassies and high commissions could come in and ask

questions to clarify issues concerning our nation's activities and her national interest. This nice international public relations (IPR) tool will ensure in the long run that information about Nigeria is not distorted in the global media.It is the duty and obiligation of the Nigerian embassies and high commissions to give all the necessary assistance to any medium or media outlet that is out there to correct any distorted or misconceived information about Nigeria, her people, their tradition and culture.

Understanding Corporate Social Responsibility and Why it Matters: In recent years, the importance of CSR has surged. According to the World Business Council for Sustainable Development, companies engaging in CSR practices often enjoy significant benefits: As these firms demonstrate, a deep and abiding commitment to corporate social responsibility can pay dividends. By learning from these initiatives and taking a values-driven approach to business, you can help your organization thrive and grow, even as it confronts global challenges.Corporate social responsibility is critical for businesses today. It enables organizations to contribute to society while also achieving operational goals. By prioritizing social responsibility, you can build trust with your stakeholders and leave a positive impact.

Enhanced Brand Reputation: Companies recognized for their CSR efforts tend to build more robust reputations.

Customer Loyalty: A **2021 survey by Cone Communications** revealed that 78% of consumers feel it's crucial for companies to work toward social justice.

Financial Performance: Data from McKinsey indicates that firms with established CSR principles can outperform their competitors by generating higher acceptability and profitability.

CHAPTER TWO

STATEMENT OF THE PROBLEM (THE GAP)

Despite the robust theoretical curriculum offered at higher institutions, a practicality gap often exists between classroom learning and the demands of the modern digital economy. Many students graduate with a deep understanding of communication theories but lack hands-on experience with modern content creation tools, SEO-driven writing, and high-tech media equipment. Therefore, the management and public relations department (PR) of Metronetwork Online Limted identified this as a critical barrier to employability for UNIPORT graduates entering the competitive Nigerian media landscape.

In recent years, the field of media content production has undergone significant

transformation with the advent of digital technologies. There is an increasing convergence of new and traditional media platforms. This has necessitated a shift in how content is produced and distributed across various media channels, leading to a growing demand for professionals who are proficient in both the latest digital technologies and the foundational principles of traditional media content production. To address these challenges and equip students with the necessary skills, we are proposing periodic workshops, which will commence with a two-day training workshop in the first instance in collaboration with the faculty, providing the specific required training for the students.

AIMS AND OBJECTIVES

Generally, this study aimed to study how to,

1) Leverage on our expertise to deliver specialised content that would complement the faculty's existing curriculum.

2) Provide students with technical skills in producing content for media platforms such as radio, televisions,online streaming service and social media with cutting edge technological gears and equipment.

3) Provide hands-on training, practical experience in using modern media production tools and software for creating media content across various platforms.

4) Explore how new media technologies (such as social media, streaming platforms and digital content creation tools) are reshaping traditional media formats(television, radio, print).

5) Equip students with the skills needed to navigate the dynamic media industry which includes; video editing, sound design/ recording, music production, scriptwriting, multimedia story telling and content optimization for different media, specifically tailored for new and raditional media platforms.

6) Cultivate an understanding of industry standards in media content production.

7) Enable the students gain on-hands practical experiences of media production so that they can become entrepreneurs tomorrow and after their studies, and

8) Aqeueint the students with an array of current technological devices necessary to engage in media production.

Figure 3: Metronetwork technical leads demonstrating advanced digital content creation tools to100-level to 400-level students at UNIPORT.

As shown in Figure 1,the workshop emphasized practical engagement over theoretical lectures. To be practically equip in the modern media business, you should be tech literate fan, not just as a one-time user, but as a project for strategic human capital investment and development. As at the year 2026, the most effective corporate social responsibilty case studies high- light how firms or companies bridge the gap between academic theory and industral practice. This is a structured way to begin and build your knowledge. The workshop offered the students a wide range of cutting- edge technologies in music and sound recording, video coverage , movie production , movie directory and editing, jingle production and voice over, news reporting, social media management, advertisement, online content creation, photography, drone aerial coverage and more.

Figure 4: Workshop Section.

Source: Metronetwork Online Limited and University of portharcourt, 2025 Workshop section

BENEFITS OF CSR TO STUDENTS

It will enhanced practical skills in communication production for students, enabled the students to meet the demands of a rapidly evolving media landscape by equipping them with practical skills.In addition, It provided the students with practical skills in content creation and communication production, which would be beneficial for their future careers, either while they are in school or after graduation.The workshop was structured into modules covering the following key areas such as;

1) Practical sessions on camera techniques and cinematography.
2) Adobe Premier Pro/Aurora/ Davinci video editing and post production.
3) Cubase Digital music composition (DMC).
4) Live Sound reinforcement.
5) Sound design and audio editing in Cubase
6) Online digital platform and content distribution.
7) Films and movies production.
8) Films and movies directory
9) Films and movies editing, movies surround sound, engineering and fine tuning.

CSR STRATEGIES: The strategies employed are as follows:

a. The workshop was organised, adopting the classroom approach.
b. The utilised resource persons were drawned from lecturers in the faculty and industry experts to coach the participants, ensuring a mix of academic and industry perspectives for students.
c. There were a practical exercise/ technical session where participants interfaced among themselves.
d. A question and answer section between resource persons and participants or students were created.
e. Present certificates of participation were presented to the attendees(staffs and students).
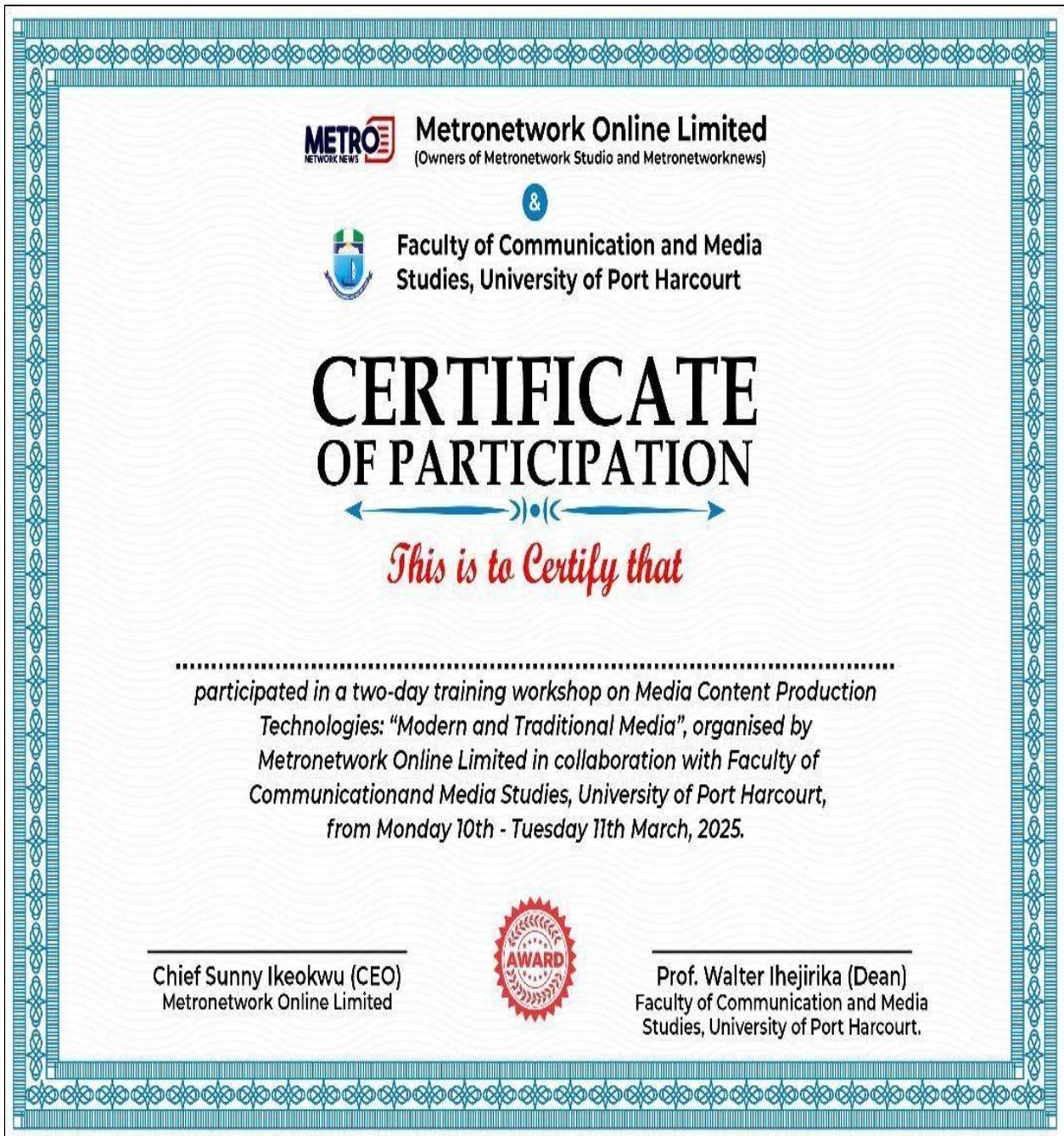
Fiqure 5: Perticipantion Certicate

Generally, business is about making profit, but recently business is more than just making a profit, even climate change, economic inequality, social injustice and other global challenges that impact communities world wide have compelled firms and companies to be social coporate responsible, purpose-driven and contribute to enable the greater good through coporate social resposibility to its community. In a recent study by Deloitte, he argued 93 percent of business leaders said they believe companies aren't just employers, but stewards of society. In addition, 95 percent reported they plan to take a stronger stance on large-scale issues in the coming years and devote significant resources to social responsible initiatives. With more chief executive officers turning their focus to the long term, it's important to

consider what you can do in your career to make an impact. Therefore, Metronetwork Online Limited Nigeria requires analyzing its shift from standard media relations to integrated corporate responsibility. As of 2025, the company is increasingly evaluated based on its ability to leverage digital connectivity for social corporate good. To build a comprehensive case study, follow this structured approach, the rate of digital literacy will be reduced to minimal Corporate social responsibility (CSR) is a business model in which for-profit companies seek ways to create social and environmental benefits while pursuing organizational goals, such as revenue growth and maximizing shareholder value.Today's organizations are implementing extensive corporate social responsibility programs, with many companies dedicating C-level executive roles and entire departments to social and environmental initiatives.

These executives are commonly referred to as chief officers of corporate social responsibility or chief sustainability officers (CSO). There are many types of corporate social responsibility, that is the reason CSR might look different to different organization, but the end goal is always the same: Do *well* by doing *good*. Companies that embrace corporate social responsibility aim to maintain profitability while supporting a larger purpose. Rather than simply focusing on generating profit, or the bottom line, socially responsible companies are concerned with the triple bottom line, which considers the impact that business decisions have on profit, people, and the planet. It's no coincidence that some of today's most profitable organizations are also socially responsible. Here are six successful examples of corporate social responsibility you can use to drive social change at your organization. This case study assessed the Coporate social resposibility strategies of Metro Network Online, Limited, aimed at identifying the CRS strategies of Metro Network Online, limited by determining the extent to which adopted CRS Strategies affects Metro Network Online community, stakeholders and establishing the effectiveness of the CRS strategies in building, naturing corporate reputation and brand of Metro Network Online Limited. To achieve this, the organisation anchored on massive and systematic coporate social responsibility with the faculty of communication and media studies university of Portharcourt. The basic tenets of the systematic CSR evelution can be drawn upon social goodwill, partnership and mutual coporation which is effective in achieving favorable and cordial relationship with host community and stakeholders.

Why CSR With Uniport Students Matters

In recent years, the field of media content production has undergone significant transformations with the advent of digital technologies. There is an increasing convergence of

new and traditional media platforms. This has necessitated a shift in how content is produced and distributed across various media channels, leading to a growing demand for professionals who are proficient in both the latest digital technologies and the foundational principles of traditional media content production. To address these changes, close the gap and equip students with the necessary skills, Metronetwork Online Limited through its public relations department propose the introduction of a workshop titled, **"Media Content Production Technologies: New and Traditional Media"**, with the partnership of faculty of communications and media studies at the university of Port Harcourt. By offering this course, the organisation meet its demand by equiping the students with comprehensive skills that are essential for successful careers in media production and content creation with cutting edge media technologies.The Rationale purpose of the course was to provide students with comprehensive knowledge, practical and technical skills in producing content for media platforms such as radio, television, online streaming services, and social media, with cutting edge technological gears and equipment. These events portray the brand as socially responsible and in tune with community needs as advocated by Ibrahim and co, (Ibrahim & Olorunsola, 2021).

WORKSHOP /COURSE OBJECTIVES

The objectives of this course or workshop training are for the participants to understand and have knowledge of the followings:

1. Understand Media Convergence: Explore how new media technologies (such as social media, streaming platforms, and digital content creation tools) are reshaping traditional media formats (television, radio, print).

2. Provide Hands-on Training: Provide practical experience in using modern media production tools and software for creating media content across various platforms through practical assignments and projects that simulate real-world production scenarios.

3. Train for Critical Analysis: Develop analytical skills to evaluate the impact of digital technologies on audience engagement, content consumption patterns, and media ethics.

4. Equip for Industry-Relevant Skills: Equip students with the skills needed to navigate the dynamic media industry which includes; video editing, sound design, scriptwriting, multimedia storytelling and content optimization for different media, specifically tailored for new and traditional media platforms.

5. Cultivate an understanding of ethical considerations and industry standards in media content production.

COURSE/WORKSHOP STRUCTURE

The workshop was structured into modules covering the following key areas:

1. Introduction to Media Technologies: Overview of digital media tools, software, and platforms.

2. Storytelling Techniques.

3. ProductionTechniques: Practical sessions on Camera Techniques and Cinematography.

4. Adobe Photoshop Graphic design.

5. Adobe Premier Pro/Aurora/Davinci Video Editing and Post-Production Suite.

6. Cubase Digital Music Composition (DMC).

7. Live Sound reinforcement.

8. Sound Design and Audio Editing in Cubase.

9. Online digital platforms and content distribution.

10. Strategies, Ethics and Legal Considerations in Media Content production.

11. Films and Movies Production

12. Films and Movies Directory

13. Films and Movies Editting, Movies Surround Sound Engineering and Fine Tuning.

Assessment: Assessment were based on a mix of individuals and groups projects, presentations, written, and practical assignments. This multifaceted approach ensures that students not only understand theoretical concepts but also gained practical proficiency in media content production technologies for new and traditional media.

Target Students: This course was beneficial for undergraduate and graduate students majoring in faculty of communication and media studies, as well as students from related fields who wished to enhance their understanding of media production technologies. It is also suitable for students interested in pursuing careers in electronic media production, broadcasting, digital content creation, and media entrepreneurship.

Methodology: The workshop employed a combination of lectures, life workshops, practical exercises, guest lectures from industry experts, and field visits to production facilities. Students had access to state-of-the-art equipment, infos and software that enhance their learning experience.

Implementation Plan and *Workshop Integration*: In recent years, the field of media content production has undergone significant transformations with the advent of digital technologies. There is an increasing convergence of new and traditional media platforms. This has necessitated a shift in how content is produced and distributed across various media channels,

leading to a growing demand for professionals who are proficient in both the latest digital technologies and the foundational principles of traditional media content production. By offering this course, our insititutions can meet this demand and equipe our students with comprehensive skills that are essential for successful careers in media production and content creation with cutting edge media technologies. *It* incorporated the course into the existing program structure, ensuring alignment with core objectives and learning outcomes.

Faculty expertise identifed faculty members with talents, creativity and expertise in both traditional and new media technologies and to develop, teach and mentor them . *Facilities and resources e*nsured access to state-of-the-art media labs, software licenses, and multimedia equipment to facilitate hands-on learning through out the duration of the three days workshop.The workshop was successfully implemented as studies shows that stakeholders, especially students and young professionals, are more likely to consume this content via vertical scrolling on smartphones rather than traditional landscape PDFs. Consider using platforms like Canva or Issuu to host an interactive version. These contents discuss will be anchored on leveraging visual storytelling to amplify contents initiatives and explain 2025 trends in modern media, content creation, editing, podcast, livestreams in digital communication inorder to bring the student to international and global modern tech communication and media practice know- how standard.

CHAPTER THREE

MOEDERN CORPORATE SOCIAL RESPONSIBILITY:

Metronetwork Online Limited Parntnership With Coca-Cola Nig PLC in CSR Engagament.

Figure 6: **Workshop Organised By Metronework Media House, a Subsidiary of Metronetwork Online Limited Nig in Partnership With Coca-Cola Nigeria PLC.**

Director, Public Affairs, Communications and Sustainability, Coca-Cola Nig.PLC

https://metronetworknews.com/photo-news-a-cross-section-of-students-at-metro-network-news- free-digital-training-workshop-in-uniport

Coca-Cola was first produced in Nigeria in 1951 by its bottling partner, Nigerian Bottling Company (NBC) at its small bottling facility in Iddo, Lagos and has since continued to refresh and make a difference in various communities across Nigeria. Today their footprints extend to 9 bottling operations (including CHI) across the federation, over 55 commercial territories, 22 depot locations and over 1,000 suppliers (90% of which are SMEs). The company have grown with Nigeria and is a major contributor to the Nigerian economy. Along with it´s bottling partners, they have remained a major tax contributor, deeply committed in investing in the country's local content development as well as a top employer, providing livelihood to over 15 million Nigerians across its value chain.This year 2026 marks it 74 years of doing business and engaing in corporate social responsibility in its host communitie across Nigeria. Coca-Cola, along with its bottling partners, NBC and CHI, will continue to create shared opportunities in the communities they serve. They pride themselves in the value they provide, impacting over 5,000 direct employees, partner with other

organisation, government, private sectors such as Mertonetwork Online Limited in CSR engagements. The company is committed to doing business sustainably across its host communities with their key sustainability pillars centered around capacity building, women, youth development, water, environmental sustainability and wellbeing. Their Mantra is to build loved brands, done sustainable for a better shared future, as qouted and reviewed in their website.

PUBLIC DISCLOSURES AS COMPONET OF CORPORATE SOCIAL RESPONSIBLITY

For sustainability to be an integral componet of corporate social responsibility and its correspondence, organisations reports about its CSR has to be significantly unavoidable in the business enviroment. Before practices shifted towards increasingly standardized CSR reports, firms published standalone documents that were different from what we see today e.g., Nike Corporate Responsibility Report 1998; Coca-Cola Annual Report 2004,(Umaru Kargbo, Biju Terrence,Timothy,2025). The research went on to argue that the early reports highlighted corporate practices on human rights, labor conditions, and environmental protection. CSR highlights were described in annual reports to increase transparency regarding their social and environmental effects. However, early CSR reports often lacked consistency and comparability, leading to concerns that such reports were little more than marketing and branding initiatives. In response, new reporting structures and regulations are rapidly emerging, such as the Global Reporting Initiative (GRI) and the Climate Change Disclosure Project (Carbon Disclosure Project), providing standardized frameworks for reporting on CSR and sustainability performance they argued.

Morden Corporate Social Responsibility: Purposeful Prosperity: Redefining Modern Corporate Social Responsibility is been purposeful and prosperity redefined .This Paradigmist Shifting from obligation to Intent is anchored on the modern business enviroment. Corporate Social Responsibility (CSR) has undergone a good basic transformation that is fundamental in CSR engagement. It is now a basic intent of organisional expression and no more a peripheral excerice as it use to be This stragetic change, shifts CSR away from administrative egagement towards a strategic commitment to creating lasting values through social responsibility. Metonetwork Online Limited in partnership with Coca-Cola PLC utlise this shift, evolution and in the sprit of intentional giving and capacity building addressed one of the important needs of faculty of communication and media studies of university of Portharcourt through workshops and human capacity building engagement with meaningful impact. And the meaninful impact was achived via the following targeted areas:

1. **Creating source of income:** Focusing on economic rlevance and knowledge building that contributes to long-term independence rather than temporary relief.

2. **Building Skills:** Finaacing schloarships, investing in talents and potentials equips individuals with selfsufficient tools for sustained success, making the impact of the durable and sustainable.

3. **Empowering Communities:** To reinforce the foundations of a group socially or structurelly fuctions like enabler that creates a progressive effect that benefits the collective whole.

In recent years, the importance of CSR has surged. According to the World Business Council for Sustainable Development, companies engaging in CSR practices often enjoy significant benefits: In 2021, Metronetworknews organised a one-day free digital training workshop for Journalism ,public relations and media studies students in partnership with Coca-Cola Nigeria and Faculty of Communication and Media Studies, UNIPORT, which was held at the Kay Williamson Hall, University of Port Harcourt, Choba, Rivers State. Speaking at the occasion, the chief executive officer (CEO), Metro Network Online Limited, said that businesses should not be committed to profit making only but to corporate social investment and responsibility (CSIR). He said that there was a need to help the government at this critical period of Nigeria's development, on the era of new media technology and digital communication through providing facilities and encouraging quality education in our public higher institutions. The chief executive officer (CEO) further said it was in this regard that his organization, a communication and media business outfit, felt it should assist in completing the wonderful training the academics are giving to students by exposing them to the practical aspects of modern communication technology. He went on to assured that he would be assisting not only the faculty of communication and media studies, University of Port Harcourt in high- tech digital communication development and training in areas of needs, that his organisation will also assit PG sudents of higher institutions in form of scholarships in undertaking communication studies. The CEO commended the authorities of University of Port Harcourt for their warm and kind reception. Also speaking, the Director, Public Affairs, Communications and Sustainability, Coca-Cola Nig. PLC, Mrs. Nwamaka Onyemelukwe, encouraged the students not only to take the training serious but their academic work so that they could be great in life. In his speech, the Head of Department, Linguistics and Communication Studies, Prof. Aniefiok Udoudo, commended the company for the scholarship and the training and appealed to corporate organizations and public spirited and good individuals to help the department as communication is an expensive

discipline. In his own speech , the Dean of the new faculty of Communication and Media Studies , Prof. Walter Ihejirika, commended Metronetwork Online Limited for being the first organization to identify with the new faculty. https://metronetworknews.com/dean-commends-metro-network-news-for-being-first organization-to-identify-with-new-faculty/.

He went on to say that the new faculty intends to partner a lot of corporate concerns to develop practical communication studies and that he was looking forward to such robust relationship with Metronetwork Online Limited. Earlier on in his speech, the Managing Editor, Mr. David.T. J. Amusa, said the objectives of the workshop was to provide a platform for non academic training for the students, inculcate digital skills from industrial instructors, acquaint the students with skills for intern training , create an opportunity to complement parental sponsorship and further corporate social responsibility of Metro Network Media House. In a vote of thanks, Prof. Sunny Mbazie, the facilitator of the event and a senior lecturer of the faculty expressed gratitude to every participant that made the event or occasion a success and urged the company and Coca- Cola PLC to always remember the faculty in every of their programmes that is relevant to the school. The event was well attended by the students and lecturers in the faculty of Linguistics.

Studies and Humanities, Faculty of Communications and Media Studies and students. In a vote of thanks, Prof. Sunny Mbazie, the facilitator of the event and head of t of public relations and Advertising department expressed gratitude to every participant that made the occasion a success and reminded Metronerwork Online Limited and Coca-Cola Nigeria PLC to always remember the faculties in every of their programmes that is relevant to the school. The training was undertaken by Mr. Tope Adeosun, the Managing Director (MD) , Strategic Hub Limited and Prof. Moses Asak, a senior lecturer, department of Linguistics and Humanity Studies, Uniport.

The Value of Being Socially Responsible: As these firms demonstrate, a deep and abiding commitment to corporate social responsibility can pay dividends. By learning from these initiatives and taking a values-driven approach to business, you can help your organization thrive and grow, even as it confronts global challenges.Corporate social responsibility is critical for businesses today. It enables organizations to contribute to society while also achieving operational goals. By prioritizing social responsibility, you can build trust with your stakeholders and leave a positive impact.This emotional and intellectual connection is largely due to strategic public relations activities (Ogunyombo & Oyedeji, 2021).

Aim and Gaol of the Workshop in Relation to this Study: As part of their coporate social

responsibility (CSR), to train the communication students of University of Port Harcourt on new media technology and how to use the advantage of social media to earn money while still a full time student from the comfort of their hostel. Secondly, how to create contents and reach it`s target audience, search engine optimization, or SEO, which is essential, makes it easier. enables increase their search engine exposure and draw in organic visitors and followers. Search egine exposure makes sure that their material is organized and easy to read, as well as by optimizing web pages for pertinent keywords (Baker, 2021). In 2025, Metro Network Online Limited, Port Harcourt through it`s subsidiaries, MetroN Metronetwork Studio / News, organised a two-day workshop tagged, "Media Content Production Technologies Trainimg, for students of the Faculty of Media and Communications Studies, UNIPOR. The two days workshop featured practical sessions on, sounds, camera handling, video editing, online digital platforms, media content production, artificial intelligence, jingle production, voice over, live sound reinforcement , Cubase digital music composition, sound design, mixing and editing.

Declaring the workshop opened, the Vice Chancellor of the federal University Kashere in Gombe state, Prof. Umaru Pate commended the faculty for collaborating with Metronetwork

Online Limited, to assist students acquire digital knowledge in media production. The VC also said thatpractise of journalism, advertising, public relations has undergone changes and needed both the practitioners and the teachers to acquire necessaryskills needed to embrace the changes.

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND AS ENABLER OF PUBLIC RELATIONS ON LEADERSHIP POSITION

The strategic deployment of coporate social responsibility through its public relations department has contributed immensely to Metronetwork Online Limited's rise as a leader in communication industry. By effectively using digital media, events, workshops and thought leadership, the company has gained trust, visibility, and a positive reputation within communication accademians and experts. The impact also includes the following points such as:

Enhanced Public Image and Trust: Public trust is critical in the media sector where communication, information and data protection are major concerns. Metronetwork Online Limited consistent communication, CSR engagement and transparency through digital and traditional PR channels have helped to build a strong reputation for reliability and innovation

(Adeyemi, 2021).

Industry Recognition and Awards: The company's robust coporate social responsibility through its public relations efforts have also led to several local and international recognitions. Metronetwork Online Limited has been featured by University of Portharcoutr and other insustutions for its conribution in enhacing digital , practical media and in the commucation industry.

Customer Loyalty and Brand Equity: Through engagement and orginizing workshops and siminairs on modern media technology, Metronetwork Online Limited has cultivated a loyal customer base among communication accademiand and experts. Consumers see the company as more than a service provider they see it as a knownledgr enabler, partner, and thought leader. This emotional and intellectual connection is largely due to strategic social and public relations activities (Ogunyombo & Oyedeji, 2021).In conclusion, Metronetwork Online Limited success in the media industry is not only based on its technological innovations but also on its effective and strategic use of corporate social responsibility through its public relations department. The company has adopted a comprehensive approach that includes digital media engagement, corporate events, workshops, siminairs and leadership thoughts initiatives, all of which reinforce its position as a leader in the media sector. By consistently communicating its values, innovations, and social impact, Metronetwork Online Limited has managed to build a brand that is both trusted and respected. For other media companies aspiring to leadership in a competitive media sector and communication industry, Metronetwork Online Limited offers a powerful model of how a strategic communication anchored on social corporate social responsibility can complement technological excellence to create a sustainable and admired brand.

Figure 7: VC, Dean, Staffs and Students of Faculty of Communication and Media Studies.

Metronetwork Online Limited supports initiatives in media ,education, human capacity building, and digital inclusion. For example, through its corporate social responsibility engagements and activities, the company has sponsored coding schlarships for communication and media studies gradute students and organise workshops. These events portray the brand as socially responsible and in tune with community needs (Ibrahim & Olorunsola, 2021).

Figure 8: VC & Dean Prof. Ihejirika addressing the students duruing the workshop

Vice Chancellor of federal University Kashere in Gombe state, Prof Umaru Pate,addressing

the students duruing the workshop session and his visit to university of Portharcourt ,Choba, PH.

https://metronetworknews.com/federal-university-kashere-vc-prof-pate-commends-uniport-faculty-firm-for-imparting-digital-knowledge-to-students/

Metronetwork Online Limited Nigeria, focusing on their two primary communication-based corporate social responsibility strategies allows you to analyze how media engagement directlysupports corporate reputationand stakeholder goodwill as of 2025. Based on recent assessments, these two strategies are proactive Media Relations Strategy Metronetwork used as structured media relations approach to build its corporate reputation and operational performance.with an interactive digital & Social Media Strategy to modernize its coporate social responsibility, the company has integrated two-way digital communication channels to foster a cordial relationship with the students ,accademic and nonaccademic staffs of faculity of communication, university of PortHarcourt. In an era where digital literacy defines professional success, Metronetwork Online Limited has redefined its Corporate Social Responsibility (CSR) by moving beyond traditional philanthropy toward sustainable human capital development. As a leading online and media firm in Port Harcourt, the company recognized that the rapid evolution of media technology requires a workforce that is not just theoretically sound but practically proficient. In 2025, Metronetwork launched a flagship corporate social responsibility initiative targeting the next generation of media professionals: the students of the faculty of communication and media studies at the University of Port Harcourt (Uniport). strategies allows them to analyze how media engagement directly supports corporate reputation and stakeholder goodwill as to corporate social responsibility engagement.

***THE* INTERACTIVE USE OF MEDIA RELATIONS IN CORPORATE SOCIAL RESPONSIBILITY EVENTS:** The strategic approach of using media relations in hyping and escalating corporate events, sponsorships, brand building, brand visibility and foster stakeholder engagement is not only strategic but commendable. These event allows for face-to-face interactions, facilitate networking among participants and provide platforms for the company to showcase its innovations and values. Siminars, workshop and traing programm are perodic conference that brings together, students, lectures, leaders of thoughts and experts in the communication and media technology space, government officials, entrepreneurs, and academic researchers. The event serves as a hub for discussing the future of digital communication, media technology and evolution of new media and journalism. Metronetwork Online Limited regularly organise and participates in Media High Tech

exhibitions, workshops and seminars both nationally and internationally. The company has been involved in forums such as the Africa Media High-Tech Summit and the Nigeria Electronic Fraud Forum (NeFF). According to (Uzochukwu & Ekpenyong, 2022). Been part of such events not only promotes brand visibility but also places the organisation among key players shaping industry policy and technological direction. The management and public relations department of Metronetwork Online Limited as part of their corporate social responsibility and with corporation of the media with existing and established relations monitor and conducts workshops in various regions and insututions of higher learning to educate students, accademic and non accademic staffs on sustainable practices of media engagement, focusing on the evolution of digital mass media and morden media-technology.

Figure 9: **A Two -Day Workshop Organised By Metronework Media House, A Subsidiary Of Metronetwork Online Limited, PH in Partnership With Faculty of Media and Communications Studies, University of Poert Harcourt , Choba, Port Harcourt, Rivers State.**

HOD, Department of Journalism, Faculty of Communication,UNIPORT & Her Student

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Corporate social responsibility which identifies and posetively engages the host community is a key aspect of public realations.This activity is aimed at building mutual understanding and favourable relationships between an organisation and its stakeholders, (Cutlip, Center & Broom, 2015).

Figure 10: A Cross Section of the workshop.

A two days training workshop on media content production technologies: "Mordern and Traditional Media"

Earlier in his welcome address, the General Manager (GM) of Metronet work studio, Mr. David T .J. Amusa, welcomed the participants and assured them that the firm has all it would take to revolutionise the digital practise in teaching communication and media Studies . He said, I want to say that the internet offers a big industry to our youths in creating content , skit making and so on. This big industry helps to empower our youths in the midst of the economic crunch facing the nation. Metronet work studio is committed in helping the youths tap from this huge industry and better their life. Also, help them to attain technological competence and dexterity in their professional training particularly for those of them in communication.The firm has an array of current technological devices necessary to engage in media production and I am sure the students will benefit from them.

Achison. C.B., 20059 in his work argued that the acitvities of corporate social responsibility

as part of public relations is to give-back to the community part of the profit of the organisation . As part of our corporate social investment to complement the efforts of the government to have quality education, the organisation has established amenbership club for the students in the tertiary institutions which will provide training for club members at a cheaper price compared to non members. I am sure that students of University of Port Harcourt will take advantage of it in obtaining training at a cheap cost in media technology. "I thank the authorities in the faculty of Communicarion and Media Studies and it`s departments for their collaboration in making this workshop a reality", he added.

BASIC CSR COMMUNICATION TOOLS

Communication is an essential tool for starting and building a successful business as well as engagements such as coporate social responsibility and etc. This work reviews basic forms of communication, tools, technology, softt and hardwears available for your business engagemets and activities.

There are two types of communication in an organisation, namely:
1. External
2. Internal

Weather the communication is internat or external, the following tools, technology, soft and hardwears can be use:
1. Email
2. Telephones
3. SMS/Text Messaging
4. Cell and Data Plans
5. Video and Web Conferencing
6. Social Networking Sites
7. G-Suite and Microsoft 365/Office
8. Online Collaboration/Productivity Tools

Email: Although you may already have a personal email that you use, having a business email will be helpful in communicating with customers, vendors, and internal teammates. Checking email on a daily basis is essential. There are many email features available depending on the type of account you have. For example, for some accounts you can track email to ensure the recipient reads it. You can also postpone sending outgoing email, filter incoming email, and set-up automatic responses with different types of accounts. Platforms

for hosting email include Gmail, Outlook, and Yahoo. There are also others. For additional cost, these platforms will set up your own business email address. For example, you could host jsmith@yourbusiness.com on one of the email platforms by paying an extra fees.

Telephones: The cornerstone of your business communication, both external and internal, may be your telephone. There are many types of telephones, and only you can decide which type is right for you. Even the standard telephone (landline) that is installed in your office has many options. While you may have a telephone already, you should start with at least one line that is unique to your business. This line should have the capability to take messages in case it is not answered personally.

Internet Calling: (whatsApp) Voice and Others Internet calling is a way to make phone calls using the internet. There are several internet calling providers. Google Voice is the most popular and it is free. Google Voice provides voicemail, Short Message Service (SMS) and texting, and a local phone number. Users can send free text messages, customize their voicemail, read voicemail text transcript, and more. Users can make or receive calls or texts from their computer or from their mobile smartphone. Google's voicemail service is now available for free to all Gmail users. Other internet calling providers include Grasshopper, MightyCall, Nextiva, DingTone, Telzio, Freedompop, Line2, Voiceably, and OnSIP, to name a few. Each provides a service for a monthly fee with different features, capabilities, strengths, and weaknesses.

SMS Messaging and Texting: While not all mobile phones are smartphones capable of receiving videos and pictures, nearly all mobile phones can receive SMS (short message service) messages. These are texts of less than 160 characters that consist only of letters, numbers, and symbols. SMS messaging, and texting in general, is a powerful way to communicate. SMS messaging and texting provide one-to-one communication. As more and more people adopt mobile phones, there are more opportunities to connect directly and personally with mobile phone users who may be your customers.

Companies can use SMS messages as a way to remind customers of sales, product offerings, and other announcements. It is important to note that customers must opt-in to companies' SMS marketing campaigns and that it is illegal for companies to send SMS messages to customers who have not opted-in. Companies can often encourage customers to opt-in by offering them something in exchange. For example, a hot dog company could get customers to participate in their SMS marketing campaign by offering them five USD off their next meal for texting a

code to their specialized SMS campaign number. Larger companies might purchase the services of an online text message marketing company to manage these marketing campaigns and to provide them with a short phone number code for customers to use to opt-in to the campaign. Small businesses could also allow customers to sign up for text messages like they might sign up for a mailing/emailing list and send messages directly.

Video/Zoom Meeting and Web Conferencing: Video conferencing provides a way to have face-to- face meetings without the expense of travel. It provides a more personal way to communicate both externally with customers and partners and internally with team members or employees who may work outside the office.Video conferencing technologies transmit and receive images and voice in real-time so that you can have a "face-to-face meeting." Web conferencing adds another dimension it allows you to share documents and applications during your online meeting. Both options allow you the flexibility to have one-on-one meetings, or conferences with multiple attendees. Seeing facial expressions and nonverbal cues during crucial business discussions and negotiations can be invaluable for your business. Some common tools for video and web conferencing are listed below. These tools are offered at different levels and price points, although there are some you can access for free. Some examples of video and web conferencing tools includes the followings:

- Google+ Hangouts
- Skype
- Zoom
- Ring Central
- Webex
- Goto Meeting

All these solutions allow you to communicate as if you were face-to-face with customers, partners, and employees anywhere in the world. Time and money that would be spent on traveling can be used other ways for your business. You can share documents, make presentations, and conduct meetings on short notice. For example, without leaving your office, you can collaborate with employees who work from home or from other company locations.

Social Networking Sites: If you are a member of a social networking site or utilize social media, you know that these platforms are popular for businesses that use them for marketing. A social network is an online community comprised of individuals or organizations that are tied together by common interests. Internet-based social networking occurs through a variety

of website platforms that allow users with similar interests to share content and interact online. Some popular social networking sites include Facebook, Instagram, former Twitter (X), LinkedIn, Pinterest, YouTube, and many others.

By creating social networks that follow your business, or the interests of your business, you can build relationships with current and future customers. For example, there are online social networks for companies, celebrities, politicians, and interests such as travel, home decor, cooking, and exercise to name a few. By posting content to these groups you can provide information to a large number of followers quickly and inexpensively. Many companies pursue a social media strategy in their marketing efforts. Social media marketing is a relatively inexpensive way to reach specific customer segments that you believe will be interested in your product or service. To be successful it requires a steady effort and participation over time. One mistake companies make is jumping in and posting frequently initially, but then not maintaining the effort for very long. It's better to begin with a pace you know you can continue, whether it's once a month, once a week, or once a day. If you find you have more content to post, you can always do more. A note of caution on internet social networking: once you put something out there it's hard to take it back, so you have to be careful. Always be mindful of how a post will represent and reflect on your business. It's also a good idea to keep in mind that your personal social networks may also be visited by potential customers, partners, investors, and employees.

Online Collaboration Tools: The world is at our fingertips when it comes to being able to work online within our business, with partners, vendors and/or customers/consumers. From messaging to group chats, video conferencing, file sharing, document collaboration, elearning, and more, almost anything is possible right from your device. In addition to the tools and resources discussed above, below are some ideas and examples of tools that can be used depending on your goals and experties.

i. G Suite: Google offers a suite of products that enable online collaboration. Using Google Docs you can develop a document that can be edited by multiple people in different locations or all within the same conference room) in real-time, and at the same time. Other G Suite products work the same way, Google Sheets, Google Slides, and Google Drive for example. You can create and manage your documents in a filing system that can be owned by one person or shared among a team. Google Calendar has become a popular way for organizing your own schedule as well as scheduling meetings among members of different organizations or businesses, this tool is very unique for PR practitioners.

ii. Office 365/Office Online: Microsoft also offers a suite of products that enable online

collaboration. Office 365 includes Outlook, OneDrive, Word, Excel, PowerPoint, One Note, Skype, and other applications. The Office 365 suite is not free. Microsoft Online offers software in a cloud-based variety for free.

iii. Messaging Tools: Messaging tools allow for online chat and instant messaging between individuals or teams. Some also feature file sharing, file storage, video calling, searchable message-history, image viewing, and creating polls. Some of these tools integrate with Google Drive, Facebook, Dropbox and other softwares. A few examples are:

★ Slack

★ GroupMe

★ Google Hangouts

iv. Online and Shared Calendar Apps and Software: Online and shared calendar tools are wonderful for time-management and scheduling meetings with others.Some examples include but are not limited to:Google Calendar, Doodle, Outlook, Teamup, Asanav.Task Management Apps and Software: Task management applications allows users to manage their tasks from a smartphone, tablet, computer, or smartwatch. Many of them are free; additional collaboration features are available in paid versions. They are a great way to keep track of your progress and projects whether working on them individually or as a team. Some examples include: Trello, ClickUp, Todoist, Any.do, Quire. etc.

Generally, in public relations programs such as corporate social reponsibility, it is just another approach of showing a convicing plan to the public that you're part of the community through public relations programs. It is much more than just advertising, it's a multi-faceted approach to getting more exposure for your dealership, and getting people to know, like and trust your brand and your business. Metronetwork Online Limited is committed in helping the students and youths in general tap from this huge industry and better their life. Also, help them to attain technological, digital competence and dexterity in their professional training particularly for those of them in communication and media studies and profession. Including assessment based on a mix of individual and group projects, presentations, written assignments, and practical test. This multifaceted approach ensures that students not only understand theoretical concepts but also gain practical proficiency in understanding equipments, handling equipments, using equipments and media content production technologies for new and traditional media.

Fiqure 11: Metronetwork Studio Flyer.

Sources: Metronetwork Studio Social Media Content

Figure 12: A Cross Section of the Training in Progress with one of the Trainers.

A cross section of the workshop

https://metronetworknews.com/federal-university-kashere-vc-prof-pate-commends-uniport-faculty-firm-for-imparting-digital-knowledge-to-students/

Fiqure 13: Active Section of the Workshop.

Hands-on session where students applied modern media techniques to real-world scenarios during the 2025 workshop at Uniport."

CHAPTER FOUR

KEY TAKE AWAYS FROM CORPORATE SOCIAL RESPONSIBILITY CASE STUDIES

1. **Integration is Key**: Companies that embed corporate social responsibilit into their core strategy (like Unilever, Patagonia) see greater success.

2. **Conflict Drives Change**: Public scandals can force companies to adopt stronger, more transparent coporate social responsibility policies.

3. **Consumer Preference**: Consumers increasingly favor brands with strong ethical and sustainable practices.

4. **Variety of Initiatives**: Coporate social responsibiliy covers environmental (carbon footprint, waste), social (labor, fair trade, DEI), and philanthropic

5. **Transpenrency**

6. **Accountability**

7. **Strategic Planning**

8. **Strategic Communication**

REPUTABLE CERTIFICATIONS AND RECOGNITIONS

To validate their Coporate Social Responsiblity efforts, organizations often pursue various kinds validations and certifications. Some that are noteworthy includes: B Corp Certification: This assesses a company's social and environmental performance, reflecting its engagement and commitment to coporate social responsibility. Dow Jones Sustainability Index: inclusion in this index signifies a company's superior sustainability performance, and Corporate Citizenship Awards: recognizing excellence in corporate social responsibility initiatives. All these accolades enhance a company's brand, acceptability, value, marketability, appeal to audience, business presence and acess to social conscious consumers.

FINDINGS

1. The corporate social responsibility strategies employed by Metronetwork Online Limited is anchored on the strength and weakness; consultation with stakeholders,collaboration with media experts media mapping and development of clear and simple message.

2. The corporate social responsibility strategies adopted by Metro Network Online, Port Harcourt have been favorable on its overall performance and has been satisfactory so far.

3. The corporate social responsibility strategies of Metronetwork Online Limited has been able to build a good corporate reputation, goodwill and its satisfactory so far.

4. The corporate social responsibility strategies of Metronetwork Online Limited has also promoted goodwill between Metronetwork Online Limited and the faculty of communication and media studies of university of Portharcourt.

5. Organization´s cordial relationship with the media is very important and the key to good reputaion building, brand building, management, engagement and practice of corporate social responsibility.

6. It was established that majority of the students in communication and media studies are backward and not up to update with the use of mordern communication technology and gardgets in PR practice.

7. The visiting VC applauded the university of PortHarcourt for the initiative of collaborating with private organisations with know-how on digital skills, adding that government lacks the money and equipment to engage in digital overhaul of faculty of Communication and Media Studies in the country, therefore,there is an urgent need for continuity.

8. The cost of digitisation is expensive not only for the institutions but for the industry and that the best way is for the universities to collaborate with private sectors who are willing to help out such as Metronetwork Online Limited.

CONCLUTION

Corporate social responsibility is no longer a mere after thought but a critical aspect of modern business strategy. Companies that embrace CSR not only contribute to the greater good but also enhance their brand reputation and profitability. As we've seen from the case studies of organizations like Metronetwork Online Limited, Unilever, Patagonia, Starbucks, and Ben & Jerry's, integrating socially responsible practices can yield significant benefits. However, the introduction of the media content production technologies: New Media and Traditional Media course will enable students meet the demands of a rapidly evolving media landscape. By equipping them with both theoretical knowledge and practical skills, Metronetwork Online Limited aimed to prepare them for successful careers in media content production.

The faculty management board and advisory committee support and approval for the innovative and timely added workshop to its curriculum is a welcome development , as it will help the students to be self employed after graduation. Based on the feedbacks, The management and public relations department of Metronetwork Online Limited strongly believe that the students gained alot from the training workshop. it is worthy to note that media relations strategies are essential for the good performance, improvement in reputaion building, brand loyality and brand trust enjoyed by Metro Network Online Limited as well as achieving it`s set goals and building a good and well structued corporate communication and media organization in line with global standard of ethics and practice.

Furthermore, the participants are of the view that corporate social responsibility plays a significant role in promoting goodwill, especially between Metro Network Online Limited and the faculty of communication and media studies university of Port Harcourt and its publics including building a good relationship with the media.The case study has a picture of the centrality of corporate social responsibility strategies of Metro Network Online, Limited. Based on this, public relations managers are urged to keep up their job, as regards to performing better in building the corporate reputation and image of their organization through a well aticulated,planned and executed corporate social responsibility of their organizations.This is important because the more satisfied its publics are the more the strategic it becommes in achieving the organization´s goal, branding, reputation building and

good image.

RECOMMENDATIONS

Based on the practical and theoritical findings of this study or work, the following recommendations were estabalished and layed down for futrure studies and policy- making in the following order:

Firstly, to use a proactive media relations strategy and a structured media relations approach in building corporate reputation and social operational performance. By focusing on their two primary communication-based corporate social responsibility, building upon the findings of this case study and as it addresses the limitations to this study, to construct the same study in a new context, area and (or) culture, to re-assess and expand the theory, framework and models for future research , the book recommends that scholars or researchers to access , interogate, explore, investigate, examine what this book, study or work offers as regards to ingredients of coporate social responsibility such as disclosure, communication strategy , goodwill, social justice, transparency, accountability and etc.

Secondly, the book recommended the insights into the evolving core of a transformative discipline, corporate social responsibility (CSR) capturing how knowledge, norms, and scientific focus have shifted over the last four decades. Through a transperent engagements of corporate social responsibility, the strategic communication creates goodwill between the organization and stateholders. According to sustainable journal , there is a journal publications within the field that has moved from the periphery of corporate discourse to the center of global sustainability conversations that established the sytematic sustainability. Therefore, this book recommends in the same line that mapping this trajectory, not only documents the expanding academic and professional engagement with corporate social reponsibility but also underscores its role as a catalyst for ethical innovation, stakeholder trust, and long-term value creation.

Thirdly, at a time when society demands greater accountability, transparency, and purposeful action from businesse organisations, they should offers a comprehensive view of how corporate social responsibility disclosure has evolved and where it must go to meet the rising expectations of diverse stakeholders for professionals and policy maker to note as it contributes to the field and knwolegde.

The fourth point, there should be onstant workshops and seminars in line with the faculty accademic curriculum that will active and stimulate the talents across our tertiary institutions

to reflect not only among students and academics, but also among sustainability professionals, policymakers, NGOs, and social entrepreneurs.

The fifth point, as the hunger and calls for businesses to address society's most pressing challenges grows advancing the sincererity of organisations quality and transparency of coporate social responsibility disclosures is now of global interest, this awreness will help organisation build stakeholders and brand value, it also contributes meaningfully to the public good and social stability.

The last and sixth point of the case study recommendation is for the fact that the practise of journalism, advertising, public relations has undergone changes and needed both the practitioners and the teachers to acquire necessary skills needed to embrace the changes. Therefore, Nigeria insututtions, including practitioners should move from the analogue practice to digital practice, embrace mordern communication and media technology inorder to lay the foundation for students to graduate with digital knowledge and not analogue knowledge of journalism, media and communication practice.

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