**Why Companies Should Craft Employee Activism Policies**

Companies with employees who are also social and political activists can find it difficult to balance the need to treat workers lawfully while also respecting diversity and avoiding "public cancellation," writes Reputation Architects' founder Jon Goldberg. "[T]he best way for companies to stay out of the public spotlight (and out of court) is to prepare for the risks that such activism entails, to establish and consistently apply well-thought-out policies and to use sound legal and reputation counsel to enforce those guidelines," Goldberg writes.

***Strategies & Tactics 5/1/21***

[*https://www.prsa.org/article/safeguarding-reputation-in-the-age-of-employee-activism*](https://www.prsa.org/article/safeguarding-reputation-in-the-age-of-employee-activism)

*Image credit:*

[*http://www.marywood.edu/contentAsset/image/f01231ba-54ca-4486-b401-0e1ac96d400a/image/filter/Resize/resize\_w/300*](http://www.marywood.edu/contentAsset/image/f01231ba-54ca-4486-b401-0e1ac96d400a/image/filter/Resize/resize_w/300)