**How Brands Can Get Social Activism Right**

Just 8% of brands are "going too far" with the way they address political and societal issues while 69% are getting it "about right," according to consumers surveyed by StrawberryFrog and Dynata. Chip Walker, head of strategy and a partner at StrawberryFrog, explains two key components of effective social activism by brands: making sure there's a clear link to the business and that messaging is not simply partisan but aligns with brand values.

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[*https://corp.smartbrief.com/original/2022/11/why-brands-need-to-stop-being-afraid-of-social-activism?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm\_content=F267D7BE-B147-4303-9BA7-9C367ACD73D9&utm\_source=brief*](https://corp.smartbrief.com/original/2022/11/why-brands-need-to-stop-being-afraid-of-social-activism?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm_content=F267D7BE-B147-4303-9BA7-9C367ACD73D9&utm_source=brief)

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