
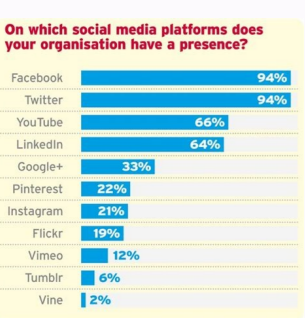



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## DIGITAL PLATFORM OVERVIEW

 **Facebook**  
Consumer uses:  
**Who I am**  
(IDENTITY)

 **Instagram**  
Consumer uses:  
**How I see the world**  
(EXPRESSION)

 **Twitter**  
Consumer uses:  
**What I'm doing now**  
(IN THE KNOW)

 **Mobile**  
Consumer uses:  
**What can I do / get now?**  
(ENHANCEMENT)

 **YouTube**  
Consumer uses:  
**What's entertaining/ educational**

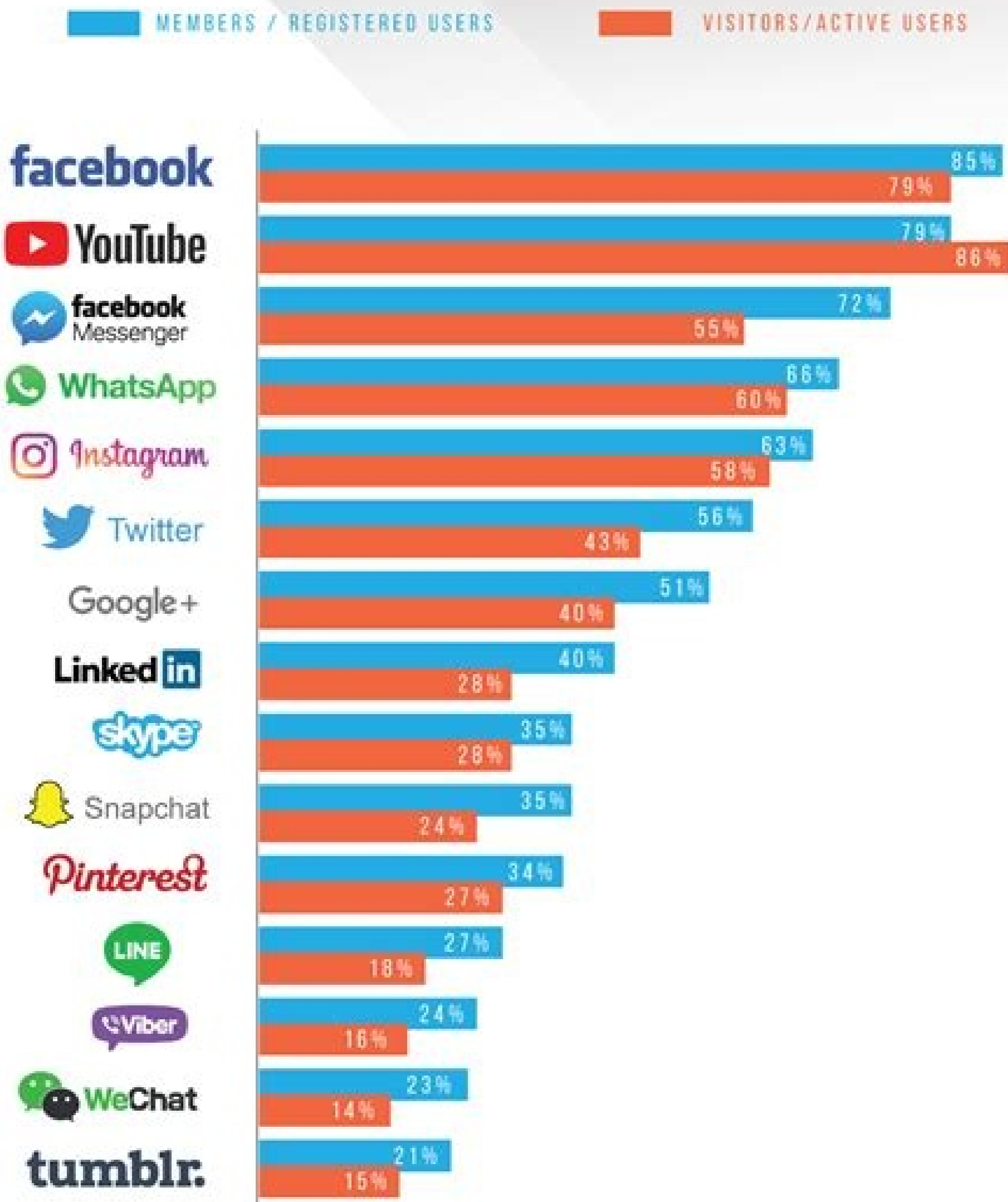
 **Pinterest**  
Consumer uses:  
**Who I want to be**  
(EXPRESSION/  
CREATIVITY)

 **Tumblr**  
Consumer uses:  
**Tell my story / share my passions**

 **Search**  
Consumer uses:  
**Finding information now**



# TOP 15 MOST POPULAR SOCIAL NETWORKS



Source: GlobalWebIndex — Flagship Report 2018

Survey Base: 98,011 Internet users aged 16-64 from outside China (Q3 2018)

DIGITAL INFORMATION WORLD

digitalinformationworld.com

Social media platform legal definition. Best definition of social media platform.

As you can see, there are no right or wrong answers. A great place to start when looking for ESG companies with the Morgan Stanley Capital International (MSCI) Ratings Corporate Research Tool. Do I want to invest in individual companies, exchange traded funds (ETFs) or mutual funds? Some questions you may ask include: What are the first three social changes, the love to see happen within the next decade? Photo courtesy: Zhihao / Getty Images When you think you are socially responsible, everyday life habits such as recycling or volunteering can be among the first things that come to mind. 1919 Socially Responsible Balanced Fund (SSIA): A fund that focuses on undervalued securities with long-term potential, all meet SRI investment standards. Cio embracing and living certain values, these corporations are the ones that will produce a more happy workforce, enjoy a better relationship with the communities and pioneer the kinds of social change that many people already hope for see. Let's take a look at there that SRI involves and how to start if it seems like an investment strategy you are interested in pursuing. Just type in the company which you are looking for and you will be able to see their degree based on numerous liability criteria social policy. Socially responsible investment, or SRI, pretty much what it seems. The Fund actively excludes companies It is significantly linked to fossil fuels and focuses on them with fair labor practices and a track record for respect and champion of human rights. The main premise that by investing in companies that share your social values, you can make a social impact and profit at the same time. The idea to look for companies that promote same values that you would like to see grow in the world, thus allowing you to align your money and your Where moral meets monetary gains the idea of investing in companies whose visions aligned with yours is great on paper, but is it a profitable strategy? Or within the next 25 years? If I had the power to change one of the following problems, which one would I choose? More from Askmoney.com But it also makes sense that companies that adopt such values will ultimately appreciate more success for more subtle reasons. Of course, the funds you will find above are far from a complete list, so be sure to do your research to find the investment that is best for you. According to studies, there is no need to choose between ethics and profit. A 2021 study by the Morgan Stanley Institute for Sustainable Investment revealed that sustainable funds and ESG investments outperformed their peers during the 2020 Covid-19-powered 2020 volatility. What could be invested SRI? Photo courtesy: Kate.sept2004 / Getty Images If you like to take a broader approach, investing in ESG funds or trade funds (ETFs) is a solid approach. These options allow you to invest in a variety of pre-screen companies that are all focused on the same goals. Some popular examples include: Vanguard FTSE Social Index Fund Admiral (VFTAX). While VFTAX is not specifically screen for things like corporate quality or environmental impact (beyond fossil fuel use), it makes a point to exclude companies with ties to certain industries, including alcohol tobacco, adult entertainment, gambling, nuclear power and / or fossil fuels. Where to start looking for opportunities SRI investing in individual companies is a great strategy for those willing to do the research. You don't have to choose between growing your money and standing close to your values. The idea? In fact, investments can be in the same part of the your socially responsible to-do list — if it happens to you at all. So, is it possible to align these things? Per Per People, plus means investing in companies that promote sex or inclusiveness racial workplace, while for others it may mean investing in industries that are developing cleaner forms of energy. For other investors, there may be more a matter than no Investing, such as tobacco companies, gun manufacturers or companies known for leaving behind a large environmental footprint. Photo courtesy: Aldo Pavan / Getty Images As mentioned above, the definition of the responsibility social may vary from person to person. One of the benefits of the investment of the SRI that there is a large amount They have room for interpretation when they decide what that means to you as an individual investor. The trick sit down and figure out what causes mean more for you. iShares: A ISHARRESSA offers a number of ETF options which you can explore using your unique set of filters. After narrowing your focus, be sure to do your due diligence to research which companies or funds seem to be the best investments based on their fundamentals and/or performance. (i.e. climate change, social justice, health, the promotion of fair trade of workers, workers' rights, etc.) Am I looking for a shorter or longer term investment? Often, companies may engage in one or more of the following practices or have some of the following values: A dedicated to recycling or refueling effectively reintegrate the natural resources produced or use the clean / sustainable energy A known to embrace and celebrate the diversity in the products of workplace commerce or Otherwise promote the lending habits of Human Rights Fair or offer the habits of Housing Affordable CEO of CEOs that Champion Fair Pay, the rights of the worker, or other socially responsible values you can see, there are a wide range of options when it comes to defining what sri means to you as an individual. A popular form of investment that falls under the umbrella SRI is ESG, which represents environmental, social and governance governance SRI was once considered a somewhat radical investment strategy, an idea that has only grown in popularity in the last decade. AAA Photo courtesy of: AzmanJaka/Getty Images So, what kind of companies fit into SRI? But these days, Socially Responsible Investment (SRI) is generating great interest from investors. Whether you're looking for a fund that supports certain industries or just one that's involved in unpleasant disputes, iShares makes it easy to find the right investment. In particular, the study found that funds that focused on environmental, social and governance (ESG) factors, both equities and bonds, outperformed the year better than non-ESG portfolios. Photo courtesy: EschCollection/Getty Images At one level, the continued growth of socially responsible companies makes sense simply because investors want to see companies with strong ethical values succeed. Companies involved in disputes related to corruption, environmental problems or human rights violations are also excluded from the list.

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