

The purpose of this paper is to answer the following question: What factors are most important to consider when creating a corporate stance on social justice movements? Studies have found that consumers are increasingly keeping an eye on what statements companies put out on hot-button socio-political issues. In addition, the rise of cancel culture and increasing ability of social media to disseminate backlash for certain corporate activism efforts has produced public relations crises for some companies and their leadership. At the same time, companies that have engaged in corporate activism have seen minimal impact financially to this point. The impacts of corporate activism on a company have so far produced mixed results, so how these impacts are weighed within corporations becomes a particularly peculiar question, especially with more and more companies engaging in such practices. Research for this paper includes defining key terms such as corporate activism and cancel culture. In addition, research includes the evaluation of case studies and statistics about corporate activism and its impacts on companies, as well as an interview with a public relations professional who has experience with corporate activism from multiple perspectives. Finally, research will attempt to identify and understand key themes in business thought processes regarding corporate activism. After evaluating the facts and making a series of inferences based on these facts, the expected conclusion is that companies should take into account cancel culture and consumer beliefs when creating social justice messaging, but that the company should ultimately come up with a statement that matches the company's values and practices.