**How to communicate about CSR to foster employee CSR engagement?**

**An experimental study**

Employee CSR engagement is important for the successful implementation of CSR within the organization. This paper investigates CSR communication toward employees as a determinant of employee CSR engagement. It explores how organizations can improve employee CSR engagement by designing the content of CSR messages. It also explores the impact of the source of CSR messages and possible interaction effects. This study makes use of a 2x2x2 between-subject experimental survey design. Data were collected in the Flemish construction industry between December 2021 and April 2022. A total of 480 employees filled out the questionnaire after reading a fictitious scenario. In the fictitious scenario, both the CSR message content (information specificity and/or social topic awareness) and source (CEO or CSR expert) were manipulated. Results indicate a significant positive effect of information specificity on employee CSR engagement. Additionally, we found an interaction effect of social topic awareness and CSR expert source on employee CSR engagement. Finally, an interaction effect was found of employee’ environmental beliefs and information specificity on employee extra-role CSR-specific behavior, a specific form of employee CSR engagement. Our results contribute to the existing literature on CSR communication, specifically internal CSR communication. This study extends previous empirical work on CSR communication, by focusing on two specific aspects: content and source.

**Keywords:** Corporate social responsibility, CSR communication, employee engagement, CSR message content, CSR communication source