

Constituent Report for The Hershey Company

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The Hershey Company was founded by Milton S. Hershey in 1894. Milton was inspired by watching German made chocolate while on a trip to Chicago. The Hershey Company came after Hershey had established the Lancaster Caramel Company, which has since been engulfed into Hershey Company, becoming one of its many different ventures. Shortly after establishing the company we all know and love today, Milton married and established the Milton Hershey School which serves as a boarding school for underprivileged children located in Derry Twp. Pennsylvania, the town which would become named after Milton himself (The Hershey Company, 2018, Milton S. Hershey). Milton died in 1945, but before his death he made sure to transfer the majority of his riches to the trust which had been built for the school to ensure it would be running for years after his death. Today the school is home to more than 2,000 children and is staffed by a close group of employees (The Hershey Company, 2018, Milton S. Hershey).

It is apparent Milton S. Hershey had the hope of building a legacy so other than just making chocolate he created his own town within central Pennsylvania is now home to not only the Milton Hershey School, but the Hotel Hershey, Hersheypark and the Hershey Sports Arena. All of these structures have helped to keep the Hershey legacy alive today, but one of the most notable parts of Milton's legacy are The M.S. Hershey Foundation which was used to help fund educational and cultural activities within what is now known as Hershey PA, as well as The Penn State Milton S. Hershey Medical Center (The Hershey Company, 2018, Milton S. Hershey). Today Hershey medical center offers cutting edge treatments for all people as well as most notably pediatric cancer patients who have treatment funded by The Four Diamonds fund.

The first tab of The Hershey Company's website is labeled This is Hershey. Within this link, viewers are able to find information on the company's leadership, its founder, global

locations, Hershey women, their vision for the future and their “Passion for Goodness” campaign. This tab is important to the publics such as journalist looking to contact a Hershey executive, potential employees looking into locations for careers available and how they as an employee would be secure by a future vision of the company. This tab serves as the basic information on the company and is a stepping stone to dive deeper into a website which offers a plethora of information.

Conscious Eaters

One main category found on the Hershey website is Products which categories just products. The first click on this section sends a viewer to a list of Hershey Brand products. Once clicked, an image of the product comes up for recognizability and while scrolling nutrition facts are given about the product as well as a recipe if there is one be feasible for the public’s searching the section. As for what public this would be exactly, they would be parents looking to see what exactly is in the candy or snacks they are feeding their children or health conscious people looking to know what is in their food. The recipes are a positive addition to this section because by describing and providing the ingredients, a consumer would be more likely to go to the store and pick up the product on their next grocery run. The other tab within the Products category is Ingredients, this section is unique in the sense because it offers a Glossary of Ingredients as well as specific allergen information and dietary needs (The Hershey Company, 2018, Ingredients Overview). Another section under this tab shows where Hershey’s Core Ingredients come from with a short story about the ingredient listed. The main public which is targeted in this category would be those conscious of what food they eat or those curious about

what ingredients are in their favorite snacks. This offers education to the broad audience The Hershey Company serves.

One of the categories also located on the website which is closely related to the previously mentioned Products section is Food Philosophy. This tab offers more information on what is exactly inside Hershey products and explicitly shows their goals of simple ingredients and sharing what's inside (The Hershey Company, 2018, Shared Goodness). The Simple Ingredients section offers stories about where they harvest their almonds from, how their milk gets to the factory and the bold statement; "by 2020, all everyday Hershey's brand chocolate confection products will have simple ingredients (The Hershey Company, 2018, Simple Ingredients, para. 3)." Sharing What's Inside is a part of Hershey's goal of remaining transparent with its consumers and goes with the Frequently Asked Questions section also under their Food Philosophy section within the Hershey Company's website. Prominently at the top of these pages there is an offer to "share this page," smart on Hershey's branding as it offers the opportunity to its publics to share the Simple Ingredients on Facebook, Twitter or LinkedIn (The Hershey Company, 2018, Simple Ingredients). These are social media sites with a common theme in age when it comes to their users, and those who would be inclined to check out the ingredients on the web would be those using these social medias. The ideal public which would be using this subcategory would be parents looking to tell their kids where their food is coming from or people who are conscious of where every ingredient comes from which they are consuming and those who want to be more educated on this exact subject.

One other section of this website which is directed toward those conscious of ingredients and what they are consuming is the tab labeled Shared Goodness. Within this section Hershey

hopes to increase their transparent and responsibility toward the planet as well as how they want to be viewed as a company. The subcategories within are Shared Futures, Shared Business,” Shared Planet, Shared Communities, CSR Report Archive and The Heartwarming project. All of these subcategories have the same goal of responsibly sourcing ingredients and sharing them with the primary audience viewing the website. Those who would be interested in this information would be publics such as parents or health conscious environmentally responsible consumers. This section also includes all of their Corporate Social Responsibility reports (The Hershey Company, 2018, CSR Report Archive). These can be used to see Hershey’s history of source responsibility and how their process has changed to hopefully better themselves as a company.

Investors

As a fortune 500 company, The Hershey Company is publicly traded. Investors seem to be one of Hershey’s most prominent and important publics. On their website the investor tab is separated into multiple other tabs, which would help someone who has either invested in the company already or is looking to invest. The first tab labeled Company & Stock Profile. On this section of the site, the current trading value of the Hershey stock (HSY) is prominently displayed and while continuing to scroll down investors can see how the stock price has changed over the last year, but investors can also pick any year and day when the stock has been traded and see what the price of the stock was and how much it had recently changed in value. Located at the bottom of the page are quick stats on the current trading standings including, price, high, low, volume and actual price. Back at the top of this section under investors, the public is able to view the stocks history, dividends, direct stock purchases as well as the company profile. There are

multiple other tabs within the investor section which provide information to the public. The tabs include contact information for who to contact as an investor and for who to contact if looking to invest and find data on previous trading prices. As well as these contacting tabs, there are multiple sections where documentation is provided.

The two sections within Investors which provide backup company paperwork are under Management & Charters, Corporate Governance and Events Reports & Releases. Within these tabs, there is information ranging from the calendar of events to the company's by-laws. The information within these tabs would be useful in deciding to become an investor because of the vast knowledge within them and would be helpful for current investors because they can make sure they wish to keep their money connected to Hershey and how the company's documentation is staying updated as well as evolving with the times. Arguably the most important tab under Investors would be Shareholder Information with investors as an important public, it is vital for Hershey to have this section because having investors is a major life line for the success of the company. Within this section, shareholders can vote, find advocacy expenditures, common stock with current quarterly dividends and SEC 16 filings (The Hershey Company, 2018, Shareholder Information). Also at the bottom of the page people are able to sign up to receive financial alerts which would include information such as the calendar and annual reports.

From this section of the Hershey Company's website, it is apparent they wish to be transparent with their investors as well as people who are looking to invest so they are able to keep a positive standing among these different groups. The website is extremely easy to use as a consumer and the amount of information creates a sense of security for more than just investors,

it is Hershey's way of saying there is nothing to hide, so they wish to make as much information available as possible to the consumer, just in the investor section alone.

Prospective Employees

Another prominent link on the Hershey Company's website is the Careers tab. The top of the career section offers a search bar for prospective employees to enter either a job title they are looking for, or the location with which they wish to work. This offers as a unique opportunity because someone who is looking to apply for a job would often be looking at multiple different places to apply, so by having this Hershey creates an ease for its prospective employees because they can find out quickly and easily if there is a job or location for them available. While continuing to scroll down the main career tab, prospective employees can see quick stats about current opening in the finance, global operations, "Hershey's Chocolate World" and human resources departments (The Hershey Company, 2018, Careers at Hershey). People can then hit "move to next", where more opportunities are shown for information services, internships, marketing, sales and finally strategy. Each of these boxes are laid out so once they are clicked, the person is rerouted to what positions are open and the application as well as contact information for the office looking to fill the job. Once the person looking to apply clicks on one job, they will then be suggested other positions they may be interested in or qualified for. This section of the site was again very easy to use and provides in depth information on career options and the variety of locations where these careers are offered.

There are multiple other links which hold information for those looking to have a career with Hershey, but the next one most evident is Culture & Diversity. Prominently located at the top of the page is "We have a unique and vibrant culture and strengthen it with every hire we

make (The Hershey Company, 2018, Hershey Careers).” Following this quote, there is somewhat of a mission statement showing the company’s goal for diversity. While continuing to scroll down, there is a short video titled “Working Women at Hershey,” after watching this short interview style video, prospective female employees can leave knowing there are women in positions of power which was described as refreshing by multiple women featured throughout the video. Women is just one of the targeted groups within this section of the website, while continuing to scroll down, Hershey illustrates its multiple different Business Resource Groups or BRGs.

Their BRGs include Abilities First, African American, Asian, GenH, Latino, Prism, Veterans, and Women. Each of these groups have their own characteristically Hershey logo, containing the notable “Hershey kiss” with its flag altered to fit each of the specific BRGs (The Hershey Company, 2018, Hershey Careers). By creating these unique logos, the Hershey Company is showing its care for each of these individual groups, which is important when attempting to get more and more employees for a company which is continuing to grow. The final section at the bottom of the diversity and culture section shows four specific and celebrated statistics which would be good for someone looking to apply to a diverse company to know. These awards, illustrated in graphics with bright colors include the following; 33 on the list of *Top 50 Companies* for diversity and inclusion policies and practices according to “DiversityInc”, the National Organization of Disability’s 2017 Leading Disability Employer Seal for exemplary employment practices, 9 according to “DiversityInc” in employment of Veterans and 6 for executive women as well as a leading organization for LGBT employees and according to the Human Rights Campaign as one of the “Best Places to Work for LGBT Equality” (The Hershey

Company, 2018, Hershey Careers). These accolades being placed at the bottom of the page leaves a prospective employee with a lasting impression on the Hershey Company before they decide to apply or while they are doing research on workplaces which they wish to apply to.

The other three sections within the Careers tab are Benefits, Locations, and Innovations. The Benefits section illustrates a comprehensive breakdown of what someone would gain as an employee of the Hershey Company including; pay and recognition, benefits and well-being, belonging and career development (The Hershey Company, 2018, Careers at Hershey). This section emphasizes how Hershey believes their employees deserve to be treated and how they attempt to show their care for someone as an employee. The Locations tab simply lists the manufacturing network of Hershey, listing the national and international locations of where offices are located. This is important to have among the Careers section because it illustrates how a prospective employee would be able to relocate if they wanted to, or if they had to. The final section of careers is Innovation, within this section Hershey illustrates how they are moving forward and what they are doing to keep themselves relevant in the consuming world. Some examples are given in this section as short blurbs are “3-D Printing”, “Snacking” and “The Hershey’s Candy Experience.” These categories are important to mention because a prospective employee is more willing to apply to a business if they are able to see there is a future for the company and they are making strides toward the future.

The Traditional Media

Another category located on The Hershey Company's main page is “News Center.” The first and most important sub category or tab within this section is “News Releases,” within this section journalists or curious people are able to stay most up to date with new products,

promotions or milestones Hershey is hitting. There are releases within this section which go back multiple years, so if journalists are looking to dive deep into what The Hershey Company as a brand has released, they would be able to do it within this section, easily. This section continues Hershey wishes to remain as transparent as possible when it comes to dealing with its publics. Also within the News Center of The Hershey Company's website is the category Media Resources. Within this section, there are multiple different graphics which have been made by the company as well as fact sheets which can be used if someone were to be doing a write up on the company's policies ranging from the "Feeding America Backpack Program" to how they are using mobile technology with the hopes of expanding projects no the Ivory Coast. The thought out media resources in this section would be useful if a reporter was looking on reporting what Hershey has done it its history and what it is currently doing today, the graphics they have provided downloads for could be used as promotion or for simple dissemination of information to those who wish to know more.

The other two categories under the News Center are Blog and Retail Innovations. The Blog section of the Hershey Company's named "The Plume" with the tagline "Spreading goodness in all the right directions," website is used for stories ranging from employee accolades to how they are moving to a more digital system as well as the power of personal connection. This blog section can be used for publics such as parents with short articles about raising kids with meaningful connections to tech magazines whom are wishing to see how Hershey is responsibly moving forward. The Plume has 189 stories available for anyone to read as well as a drop down with multiple topic choices to make it easier for pairing through the information available. These short articles have been placed on the website because they align with a theme

which has been evident while looking through Hershey's website and they wish to be family oriented and transparent with their consumers as well as media outlets. The final subcategory within the News Center is Retail Innovation. This section contains information which would be used by retailers of Hershey made products. There are two specific reports within which are available for download, one deals with how there are multiple meanings behind the word "search" and the other describes a fictional grocery store would function without rules, showing the direction grocers should be heading. The public this helps would be those who may be struggling to sell Hershey products within their store, or how they can grow in sales of Hershey products, making it extremely useful. The News Center is a helpful are of the site because it offers supporting documents for journalists, families, parents, retailers as well as those who wish to be more informed about Hershey's new products.

Social Media

The primary social medias highlighted on The Hershey Company's website are; Facebook, Twitter, LinkedIn, Youtube and Instagram. The Facebook page, which has a primary audience of 25-34-year olds or higher (Statista, 2018) and about 25,000 likes, is updated daily. Hershey's page appears to share positive stories about the company as well as articles which can be found on The Plume. The majority of items shared from them are accompanied by some sort of image or short video. The Facebook page also includes shares of posts which have to do with those involved within the company such as CEO's or executives who have had stories written about them from reputable outlets such as "Entrepreneur" and "CNN." Facebook is an effective way for Hershey to reach older audiences whom do not have the other popular platforms. The following they have has would be primarily interested in similar items which would be found on

their blog and would also be enjoyed by the family and friends of the employees featured on the page as well.

Another popular social media platform Hershey is on is Twitter. Their Twitter feed is primarily used for sharing of featured stories as well as live tweeting events they are attended by board members. This content appears to be similar to what would be found on Facebook, however the demographic found on Twitter would be much different. The primary audience found on Twitter are people within the 18-29 range (Statista, 2018). At its current standing, Hershey has amassed 10,000 followers, and has also decided to create a separate Twitter for frequently asked questions as well as information on ingredients. The “Ask Hershey” feed appeared to be a good idea, but has been inactive since early 2017. The inactivity within this feed could be due to growing popularity of Twitter as an accessible platform, which Hershey simply could not keep up. The primary feed seems to be updated keeping the millennial segment of the population up to date as well as journalists if they are looking for quick and easy updated on what the company is rolling out.

The Hershey Company is also on Instagram. On this platform, they again share the same information can be found on Facebook to Instagram in order to reach a younger demographic which would be between 18-34 (Statista, 2018). Instagram has by far Hershey’s largest following with a total of 404,000 followers. Compared to the other platforms Hershey participates in, Instagram appears to be the most successful. With their goal being to build community on social media so there are positive statements about their products and leadership, Instagram has achieved it. Despite the same content being on Facebook, Twitter and now Instagram, the most interacted site is Instagram, there are more comments and likes suggesting it has been successful

with reaching the millennial demographic more efficiently than it had on Twitter. Another unique quality of Instagram is viewers of the Hershey page can see the various images they have been tagged in, in many cases these posts offer recipe ideas or highlight a specific product which would be useful to the public which would be viewing the material because it would be right at their fingertips, which is a characteristic commonly wanted by the millennial generation and is primarily reached through Instagram. The LinkedIn page for the Hershey Company again posts the same articles and photos which have been seen on all of the other social media platforms. What makes LinkedIn unique is someone can follow the page as well as see the available jobs. The targeted public for LinkedIn would be those in the job market and those who are looking to keep up with available jobs. At its current standing, the LinkedIn page has about 144,000 followers making it appear as a more successful social media compared to Facebook and Twitter who have far less followers, but LinkedIn still falls short of Instagram. The final social media link available on the main sight of the Hershey Company is Youtube. Youtube is by far the most non-followed social media of this company, with a low subscriber count of only 588. The video uploads appear sporadic and the length of the videos would allow them to be posted on other social medias, which they have done. The public for this platform really spreads all age ranges, but with the low views and subscriber count, it is likely they are reaching very few people through this platform. The positive to having a Youtube channel would be for the use of showing videos at meetings or company gatherings as well as a hub for all of their videos to be viewed by outside companies, but as previously stated, the vast majority of videos uploaded have been seen on multiple other more popular platforms.

In conclusion, The Hershey Company has successfully reached a multitude of publics. Their easy to use website makes information easily located and clear. It is apparent they have the goal of remaining transparent with their consumers by providing information on ingredients and sourcing. They offer news releases which date back for many years, showing this history of transparency. Their multiple different social media accounts have been somewhat successful in reaching their targeted age demographics, but it appears as though parts of these platforms have left room for improvement which would help to make them even more successful. The different publics for this company give them a range which goes from parents to consumers and to journalists and future employees. The relationship Hershey has built with these publics is evident in the different projects they are currently participating and the positive feedback on social media.

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