

Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730
Final Revision

مراجعة نهائية



مراجعة

Final Exam: Social Media and Crises (DGM 730)

About Exam Design

- 20 Questions
- 60 mins
- Each question 3 mins

جدول الاختبارات النهائية - الفصل الدراسي
الأول 2026

DGM730

وسائل التواصل الاجتماعي والأزمات

Social Media and Crises

موعد الاختبار: الاثنين 2026/05/04

توقيت الاختبار: من الساعة 07:30 وحتى

08:30 مساءً بتوقيت مكة المكرمة

(السعودية)

مدة الاختبار: 60 دقيقة (ساعة)

Social Media and Crises

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Lecture 1

Social Media and Ethics



Lec. 1

Introduction

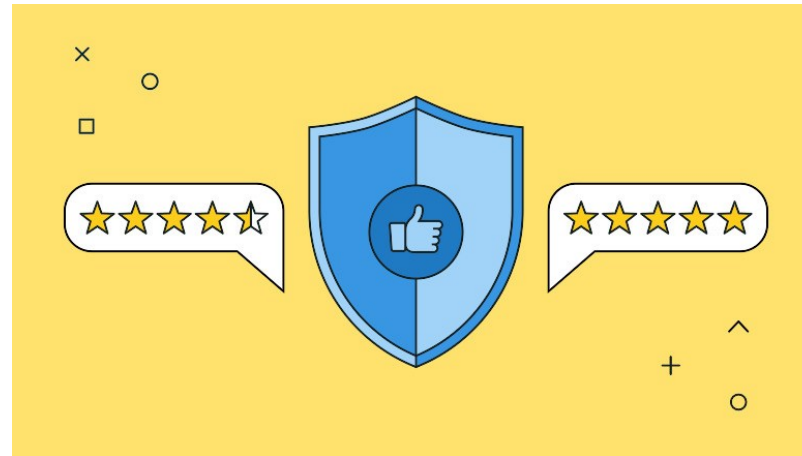
Lecture outline

Social Media and Ethics

- **Social Media Policy and adherence**
- **Understanding copyright and creative commons**
- **Disclosure and Transparency**
- **Social Media risks and rewards**
- **Conclusion**
- **Recommended References**

Lec. 1

Social Media Policy and adherence



Lec. 1

What is a company social media policy?

Social media has become a large part of our everyday lives. Consumers expect brands to have an active online presence and the ability to answer any questions they have fast.

But a poorly timed or worded social post could harm your brand reputation.

Although people may forgive your brand, the internet never forgets, so it's better to be safe than sorry! Implementing a social media policy will help protect your company and give employees the space to advocate for themselves while staying true to the brand and its values.

Lec. 1

What is a company social media policy?

A social media policy is part of a company's business code of conduct that tells employees how they should represent themselves and the brand on social media. It includes guidelines to protect the brand's security, privacy and legal interests.

Social media platforms provide avenues for brand promotion, but they also present opportunities to misrepresent your brand, which is why a good social media policy is so necessary.

To do so, this means keep it simple, clear, accessible, and continued to be updated. The goal is to emphasize some basic conduct so, there are no major issues in the future.

Lec. 1

Why do you need a social media policy for employees

Promote DEI (Diversity, Equity, & Inclusion)

Brand diversity in social media is more important than ever. Company alignment with personal values is 74% more important to consumers than it was in 2021, so brands need to show and tell audiences what the company values.

Amplifying diverse voices via social media is an actionable step brands can take to prioritize representation and attract top talent from marginalized communities. An inclusive social media policy will empower and encourage voices from all backgrounds to advocate for the brand.

Lec. 1**Why do you need a social media policy for employees****Minimize legal action against your brand**

Social media presents complicated considerations such as privacy law and copyright law. A well made social media policy will protect the company from potential lawsuits.

Consult with your legal counsel and outline a list of do's and don'ts for the company to follow. These rules of thumb will help ensure the organization and contractors are compliant with laws, reducing the risk of legal action against the company.

Lec. 1**Why do you need a social media policy for employees****Protect your brand from privacy and security risks**

There are many privacy and security risks involved with using social media.

The larger your team is, the larger those risks become. A good social media policy combined with security protocols will protect your accounts against hacking, phishing and fraud accounts.

And since social media is a common resource for scammers and criminals, it's imperative your social media policy includes guidelines that protect both your employees and company. Whether it's defending against phishing scams or ransomware attacks, make sure that everyone in your organization is vigilant about online protection.

Lec. 1

Understanding copyright and creative commons

Copyright VS. Creative Commons



It's like the photographer is saying,
"This picture is mine. Mine, mine,
mine. And you can't have it.
Unless I say you can."



It's like the photographer is saying,
"This picture is mine. I'm the
creator. But you can use it. Just use
it in this way only and say where you
got it."

Lec. 1

Understanding copyright and creative commons

Copyright law gives creators certain kinds of control over their creative work. If people want to use copyrighted work, they often have to ask for permission from the creator.

Creative Commons works within copyright law. It allows creators to grant permission to everyone in the world to use their work in certain ways.



Copyright Symbol



Creative Commons Symbol

Lec. 1

Understanding copyright and creative commons**What is Copyright?**

Copyright grants authors the exclusive rights regarding the use and reproduction of their original work. With the Licensing of the Press Act 1662, the English Parliament addressed the unauthorized printing of books and pamphlets. This legal concept was then adapted by various countries.

Copyright is one of the group of laws under intellectual property which immediately applies to any novel work which facilitates authors' selling activities. However, when an employee gets paid for creating a certain material, the employer often gets the copyright. An infringement of copyright occurs when an owner's product is reproduced without permission. Copyright registration is not needed in most countries; however, many authors still opt to register for marketing purposes.

Rewards

- Join Social Communities
- Connect Instantly
- Self-Expression
- Collaborate With Others
- Real-Time Information

Risks

- Cyberbullying
- Identity Theft
- Overuse
- Posts are Permanent

- Join Social Communities
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Lec. 1

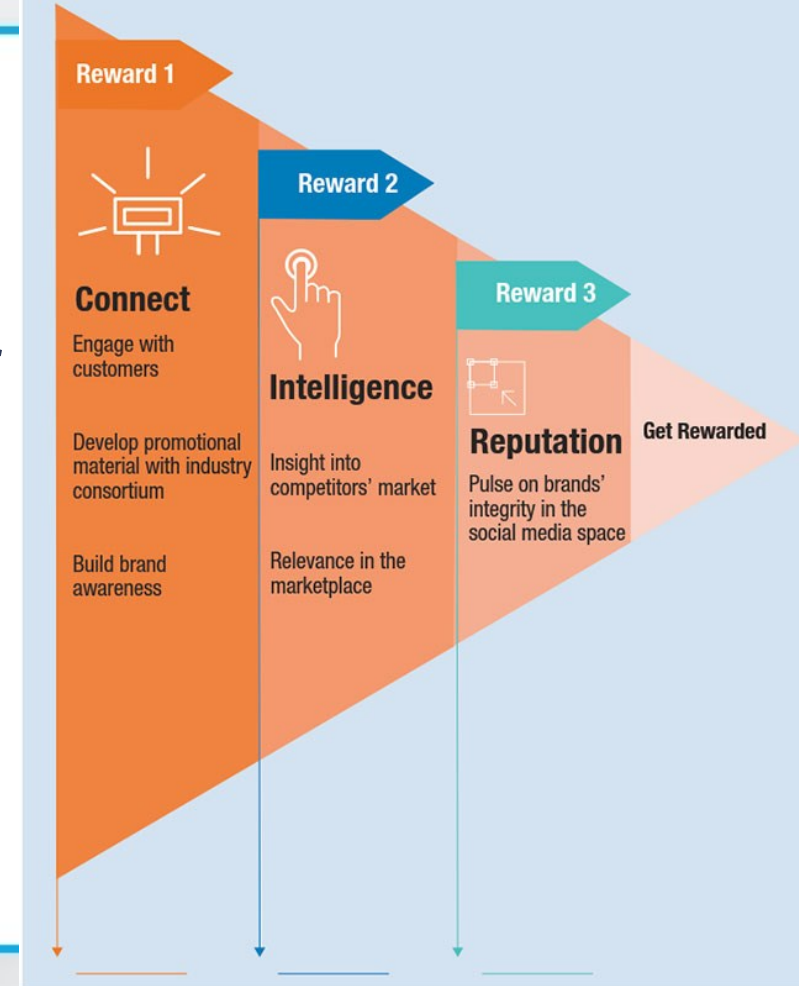
Social Media risks and rewards

Some of the most advanced social media topics and benefits include:

Connecting with customers—The ability to engage with customers is the most critical aspect of social media. Developing a brand and promoting it through various channels of social media can create further brand value and awareness.

Marketing intelligence—Social media marketing gives the organization the ability to monitor the brand and listen to what the public is saying in the social media space.

Figure 1—Organizational Benefits of Social Media



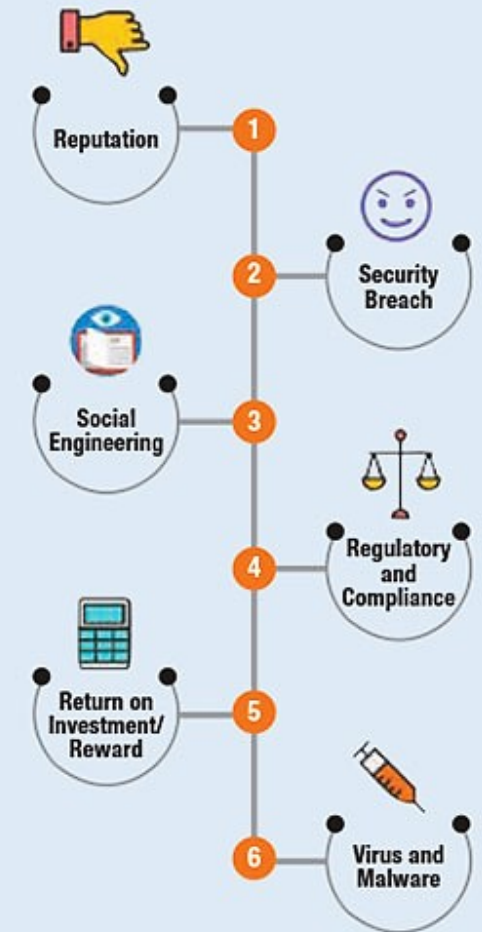
Source: M. Khan. Reprinted with permission.

Lec. 1

Social Media risks and rewards

Reputational risk—Damage to an organization's reputation stemming from a social media mishap can bring the organization to its knees, whether it is the chief executive officer (CEO) stating something controversial on his/her Twitter account or an organization-bashing employee video that goes viral. According to a leading publisher, "A reputational crisis can wipe tens of millions of pounds from a company's value, and this risk has increased because the rise of online and social media means crises are now less predictable and can happen faster."

Figure 2—Risk Factors for Social Media



Source: M. Khan. Reprinted with permission.

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Lecture 2

Understanding Types of Crises



Lec. 2

Introduction

Lecture outline

Understanding Types of Crises

- Conventional crises which now play-out differently
- What is a Crisis?
- Types of crises
- Crisis created by use of social media by customers, citizens or employees
- 'Own goals' triggered by organizations misuse of social media
- The importance of speed of response
- Conclusion
- Recommended References

Lec. 2

Conventional crises which now play-out differently



Lec. 2**Conventional crises which now play-out differently**

Crisis situations are sudden and unexpected events that hold with them a reputational threat for organizations. Communication has changed remarkably since the rapid growth of internet.

Internet has brought a completely new way of communicating especially after the expansion and growing popularity of social media platforms. These platforms offer for their users a chance to be more interactive, publish and consume content more freely.

Lec. 2

Conventional crises which now play-out differently

Whenever an organization is faced with a crisis, it is facing a major threat towards its operations. During a crisis an organization needs to find out the best way to communicate with the public to manage the situation. Nowadays this includes operating in social media platforms. Today's social media tools are bringing rapid change to organizational communication and public relations. These technologies have shifted the emphasis of internet services from being consumption-based towards becoming interactive and collaborative, creating new opportunities for interaction between organizations and publics.

Lec. 2

What is a Crisis?



Lec. 2

What is a Crisis?

{ Crises have existed as long as civilization itself }

Crises are defined as sudden and unexpected events that will have a negative impact or a clear threat to organizations operations, image and core values.

Even though they are rather rare, when these occur, in the worst-case scenario these can lead to a major disturbance in operations.

Crisis Management is a process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. The study of crisis management originated with large-scale industrial and environmental disasters in the 1980s. It is the most important process in public relations.

Lec. 2 What is a Crisis?

Crisis management is literally managing the ongoing situation. Crisis situations can be divided into three stages which are pre-crisis stage, crisis and the post-crisis stage. For any crisis management the first and most important step is to save lives.

One of the challenges faces leaders is time—time to assess the situation, time to react, and time to repair.

Now, the age of the instant crisis has arrived. Companies, nonprofit organizations (NGOs), governments, and high-profile individuals often seem unable to cope. The ingredients include speed, pervasiveness, and huge numbers.

Example: Verizon adds a \$2 charge, and one-hour later 100,000 signatures appear on a X (formerly Twitter) petition (29 Dec. 2011).

Lec. 2

Types of Crises



Lec. 2 **Types of crises**

1) Natural Crisis:

- Disturbances in the environment and nature lead to natural crisis.
- Such events are generally beyond the control of human beings.
- Tornadoes, Earthquakes, Hurricanes, Landslides, Tsunamis, Flood, Drought all result in natural disaster.

2) Technological crisis:

- Technological crisis arises as a result of failure in technology. Problems in the overall systems lead to technological crisis.
- Breakdown of machine, corrupted software and so on give rise to technological crisis.

Lec. 2 Types of crises

3) Confrontation Crisis:

- Confrontation crises arise when employees fight amongst themselves. Individuals do not agree to each other and eventually depend on nonproductive acts like boycotts, strikes for indefinite periods and so on.
- In such a type of crisis, employees disobey superiors; give them ultimatums and force them to accept their demands.
- Internal disputes, ineffective communication and lack of coordination give rise to confrontation crisis.

4) Crisis of Malevolence:

- Organizations face crisis of malevolence when some notorious employees take the help of criminal activities and extreme steps to fulfill their demands.
- Acts like kidnapping company's officials, false rumors all lead to crisis of malevolence.

Lec. 2

Types of crises**9) Sudden Crisis:**

- As the name suggests, such situations arise all of a sudden and on an extremely short notice.
- Managers do not get warning signals and such a situation is in most cases beyond anyone's control.

10) Smoldering Crisis:

- Neglecting minor issues in the beginning lead to smoldering crisis later.
- Managers often can foresee crisis, but they should not ignore the same and wait for someone else to take action.
- Warn the employees immediately to avoid such a situation.

Lec. 2

Crisis created by use of social media



Lec. 2**Crisis created by use of social media**

The power of online media means that today's crises emerge at lightning speed, and spread further and faster than ever before. Social media also imposes higher standards of transparency. Incidents which could previously be kept under wraps are now much more likely to become public knowledge (sometimes even before the organization itself is fully aware of them).

To put it simply, a crisis fueled by social media is not something you want to face unprepared. Social media poses internal and external risks, both of which could have a potentially devastating effect on your organization's reputation and bottom line.

Lec. 2

Misuse of social media

Social Media Misuse means social media use that is unauthorized, that threatens, humiliates, harasses, or intimidates school-related individuals, disrupts the educational process, and/or violates local, state, or federal law.

Some misuses that are associated with the social media are:

- Defamation

- False and unreliable information

- Cyberbullying

- Loss of Privacy

- Fraud

Lec. 2

Misuse of social media**Social Media Etiquette**

Take a break before you post: If you are angry about something don't jump straight on social media and tell the whole world about it. Take some time to cool down and consider if it's even worth posting.

Consider the rules of the platform: Before posting anything understand the rules of the social media platform and ensure your posts conform to the accepted guidelines.

Keep it professional: Don't make disparaging comments that could bring a person or an entity into disrepute. You can still be conversational and personal with your posts but make sure they are appropriate.

Show respect: If you treat other users of social media with respect you will be treated with respect in return. Social media is a communication tool to allow you to share discussions with people all over the world.

Lec. 2

The importance of speed of response



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Lecture 3

Analysis of Social Media Crisis



Lec. 3

Lecture outline

Analysis of Social Media Crisis

- **What is crisis management in social media?**
 - **How does social media affect a crisis?**
- **The categories of Social Media Crisis**
- **The levels of Social Media Crisis**
- **The life cycle of Social Media Crisis**
- **How to analyze a crisis?**
- **Principles of Crisis Response**

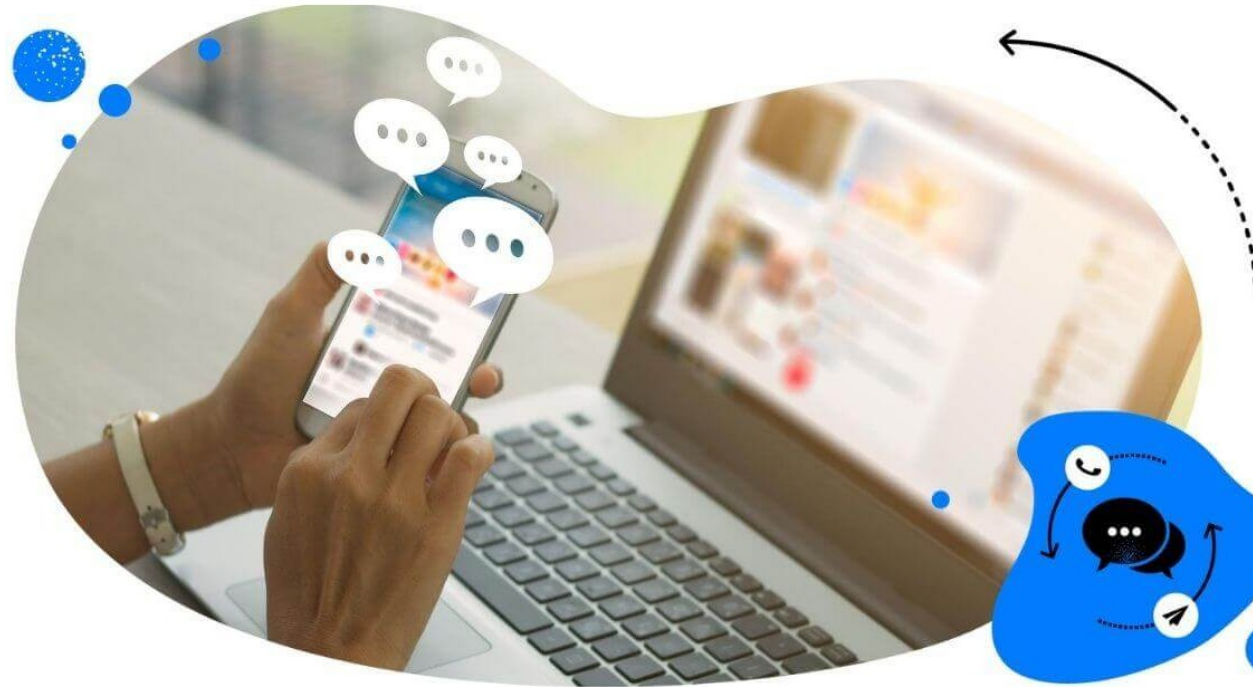
Lec. 3

How does social media affect a crisis?

Social media is a double-edged sword when it comes to handling a crisis, capable of resolving the situation or making things much, much worse, depending on how you use it. The vast number of people on social media means that a single wrong move can harm your brand's reputation in front of literally millions of vocal users.

Lec. 3

The categories of Social Media Crisis



Lec. 3

The categories of Social Media Crisis

Types of social media crises

Social media crises can even be classified into types:

Multi-channel crisis – extremely dangerous because it has the potential to go viral and generate a great deal of negative publicity very quickly.

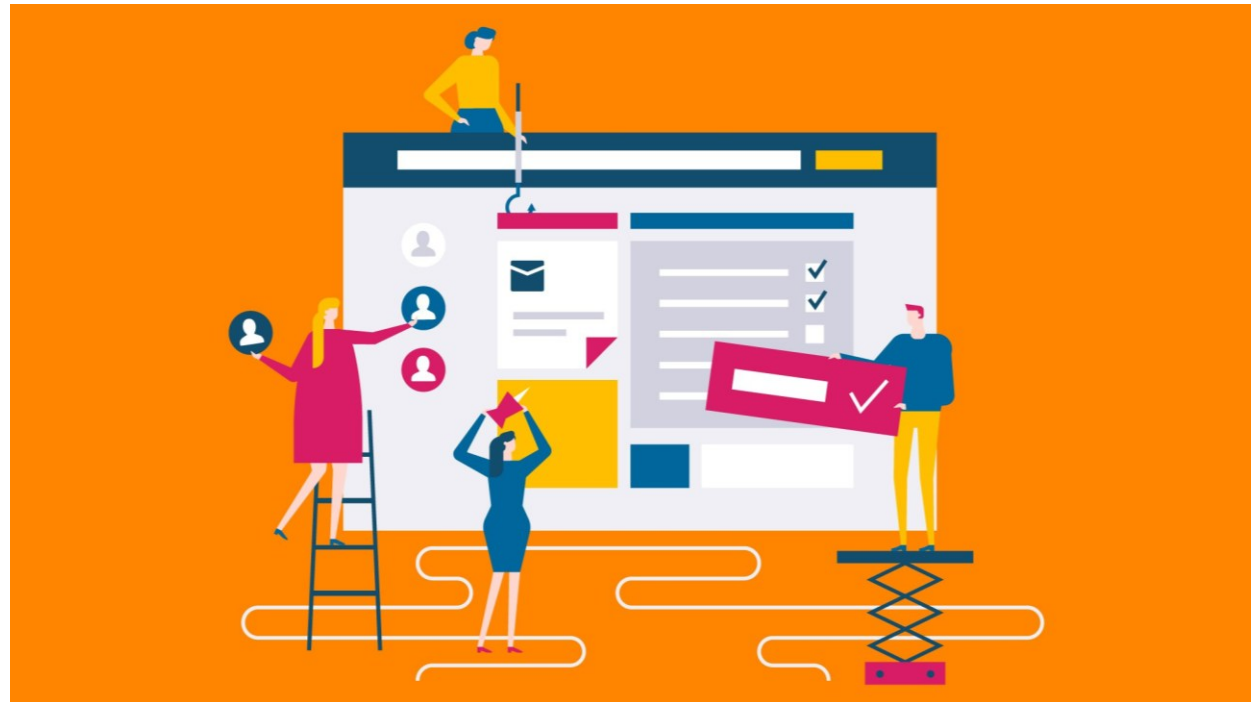
Emerging crisis – If you don't anticipate and deal with it as soon as possible, it can quickly escalate into a bigger scandal.

Industry crisis – occurs when a vendor or competitor is experiencing a social media crisis. For example, when many fashion brands are suddenly all attacked for non-transparent actions.

Fake news – in the age of social media, a post can go viral in just one click. The ability to detect rumors about your brand quickly is essential.

Lec. 3

The levels of Social Media Crisis



Lec. 3

The levels of Social Media Crisis

The three phases of a crisis

Pre-crisis phase: entails prevention and preparation for a potential crisis and the reduction of the risk of one occurring. This includes creating a crisis management plan, training and preparing a crisis response team and performing tests and drills.

Research showed that organizations generally handle crises better when they have a crisis management plan that is updated at least once a year, and a specific crisis management team that exercises it annually.

Lec. 3

The levels of Social Media Crisis

The three phases of a crisis

Crisis response phase: looks at the initial crisis response and then reputation repair. After encountering a crisis, it is important to be rapid and accurate.

Researchers suggest that a response should be in place within the first hour after it occurs. The reason is that they have a chance to articulate their side of the story and to stay on top of where the conversation is going.

When addressing the media regarding a crisis, an organization should very carefully select their spokesperson. Ideally, the spokesperson should present information clearly and avoid using technical terms. Further, the spokesperson should appear pleasant, maintain strong eye contact, and no exhibit no visual nervous habits.

Lec. 3

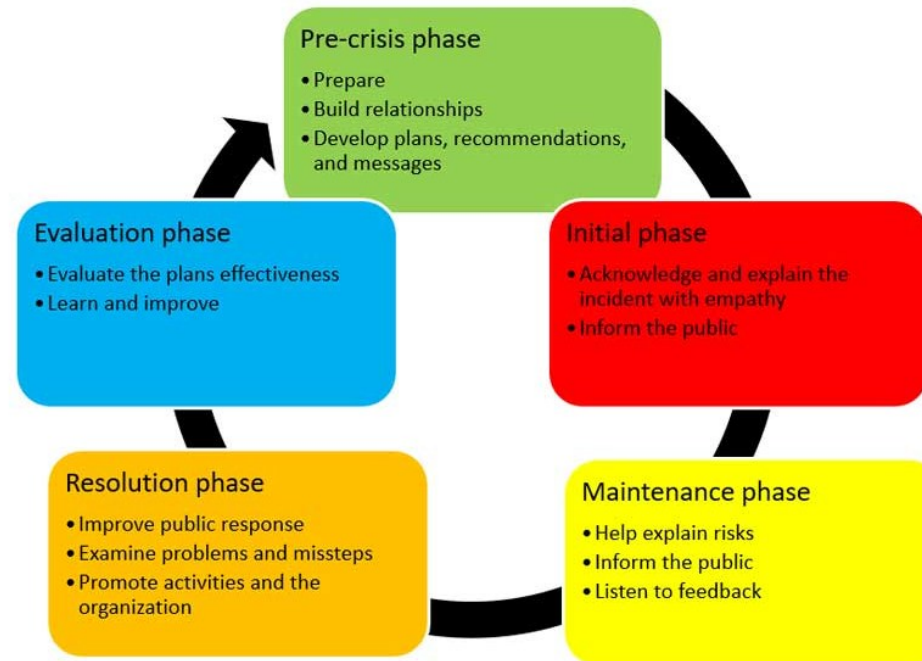
The levels of Social Media Crisis

The three phases of a crisis

The post-crisis phase where the company is going back to business as usual. Here a company should release any further updates in the aftermath of the event. Additionally, the company should analyze how the crisis transpired and attempt to learn from the experience—what did and did not work, and what could have been done differently and so on.

Lec. 3

The life cycle of Social Media Crisis



Lec. 3

The life cycle of Social Media Crisis**The Preparedness and Prevention Stage**

The organizations must at this stage create an emergency plan to confront the crisis, and form a crisis management team, who has previous experience in crisis management as possible.

This stage also includes discovering the weak points in the organization and developing a plan to confront them, and identifying the necessary methods and tools necessary to help confronting the crisis, training employees on how to face crises, benefit from the lessons of others, develop information about crises and expected problems, and evaluate their degree of severity.

Lec. 3

How to analyze a crisis?



Lec. 3**How to analyze a crisis?****Identify the root cause**

The first step is to find out what triggered the crisis, how it spread, and who was affected. You can use tools like social listening, sentiment analysis, and web analytics to monitor the online conversations, feedback, and traffic related to the crisis. You can also interview your team members, customers, and stakeholders to get their perspectives and insights. By identifying the root cause, you can understand what went wrong and how to prevent it from happening again.

Lec. 3

How to analyze a crisis?

Assess the impact

The second step is to measure the impact of the crisis on your brand, your audience, and your goals. You can use metrics like reach, engagement, sentiment, conversions, and retention to evaluate how the crisis affected your social media performance, your online reputation, and your business outcomes. You can also compare your results with your previous benchmarks, your competitors, and your industry standards to see how you fared in the crisis. By assessing the impact, you can quantify the damage and the opportunities for improvement.

Lec. 3

How to analyze a crisis?**Apologize and respond**

The third step is to apologize and respond to the crisis in a timely, transparent, and sincere manner. You can use your social media channels, your website, your blog, or your email to communicate with your audience and stakeholders. You can acknowledge the issue, express your regret, explain your actions, and offer a solution or a compensation. You can also answer the questions, address the concerns, and thank the feedback of your followers, customers, and partners. By apologizing and responding, you can show your accountability, empathy, and commitment.

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Lecture 4

**Crisis Communication & Management
(Approaches & Theories)**



Lec. 4

Lecture outline

Crisis Communication & crises management: (Approaches & Theories)

- **Crisis Communication and Crisis Management: Definitions**
 - Public Relations (PR)
 - Crisis Communication
 - Reputation
 - Crisis management
- **Social Media in Crisis Communication: opportunities and challenges**
- **PR Models:**
 - وكالة الصحف/ الدعاية
 - press agency/publicity,
 - المعلومات العامة
 - public information,
 - نموذج الاتجاهين الاتصال غير المتناظر / غير المتماثل
 - two-way asymmetrical,
 - نموذج الاتجاهين الاتصال المتناظر / المتماثل
 - and two-way symmetrical
- **Crisis Communication Theories**
 - Image Restoration Theory نظرية استعادة الصورة
 - Situational Crisis Communication Theory النظرية الموقفية لاتصال الأزمة
 - The Social-Mediated Crisis Communication (SMCC) model
 - The influencer impact on Social Media Crisis

نموذج إدارة اتصالات الأزمة عبر
وسائل التواصل الاجتماعي

Lec. 4

Crisis Communication and Crisis Management Definitions



Lec. 4

Crisis Communication

Definition of Crisis Communication

Crisis communication research mainly deals with the interrelationships between **crisis situations, communication strategies and crisis perceptions**. تتناول أبحاث الاتصال أثناء الأزمات بشكل أساسي العلاقات المتبادلة بين مواقف الأزمات واستراتيجيات الاتصال وتصورات الأزمات.

Crisis communication, when done **successfully**, can help **mitigate negative media coverage** and manage perceptions both **during and after the crisis**.

Crisis communication has been broadly **defined as** “the collection, processing, and dissemination of information required to address a crisis situation”. "جمع ومعالجة ونشر المعلومات اللازمة لمعالجة موقف الأزمة".

Also, **crisis communication defined as** “the ongoing process of creating shared meaning among and between groups, communities, individuals and agencies, within the ecological context of a crisis, for the purpose of preparing for and reducing, limiting and responding to threats and harm”

"العملية المستمرة لخلق معنى مشترك بين المجموعات والمجتمعات والأفراد والوكالات، ضمن السياق البيئي للأزمة، بغرض الاستعداد للتهديدات والأضرار وتقليلها والحد منها والاستجابة لها"

Lec. 4

PR Models

FOUR MODELS OF PUBLIC RELATIONS

01

PRESS AGENT/PUBLICITY

Categorized as one-way communication. Uses persuasion, half-truths, and manipulation to influence audiences to behave as the organization desires. Does not use formal research to guide communication tactics.

02

PUBLIC INFORMATION MODEL

Categorized as one-way communication. Uses press releases and other one-way communication techniques to distribute organizational information. The public relations practitioner is referred to as the in-house journalist. Does not use formal research to guide communication tactics.

03

TWO-WAY ASYMMETRICAL MODEL

Categorized as two-way communication. Referred to as "scientific persuasion." Uses persuasion to influence audiences to behave as the organization desires. Conducts formal research and incorporates audience feedback in communication tactics.

04

TWO-WAY SYMMETRICAL MODEL

Categorized as two-way communication. Uses communication to negotiate with the public. Seeks to resolve conflict and promote mutual benefits, understanding and respect between the organization and key publics/stakeholders. Conducts formal research and incorporates audience feedback in communication tactics. Open and honest communication is important.

Lec. 4

PR Models

Models developed to explain the behavior of PR practitioners in 1970s. **Asymmetrical communication** التواصل غير المتماثل is unbalanced in that the organization tries to change the public and **symmetrical communication** التواصل المتماثل/المتكافئ is balanced in that there are adjustments by the organization and its stakeholders.

There are **four models** of public relations which includes press agency/publicity, public information, two-way asymmetrical, and two-way symmetrical.

1) The press agency/publicity model وكالة الصحف/ الدعاية is characterized as a one-way asymmetrical model of communication, traveling from the organization to the public primarily through the mass media, used as a way of persuading and manipulating a desired audience to act as the organization wishes. (Pure Propaganda)

Lec. 4

Crisis Communication Theories



Lec. 4 Image Restoration Theory نظرية استعادة الصورة

William Benoit (1995; 1997) developed a **theory of image restoration** نظرية استعادة الصورة to understand how corporations recover from crises. The **process of image repair** is most often **framed as apologia** اعتذار , or a genre of **public apologetic discourse** خطاب الاعتذار العام .

Image restoration theory is based on the **assumption** that **image and reputation** have both **symbolic and economic value**, that threats to an organization's image can occur (sometimes frequently), and that communication can help repair the damage.

An attack on one's image has two components: 1) an offensive act فعل مسيء and 2) an accusation الاتهام of responsibility for the act. If there is no offensive act or no accusations of responsibility for the act, there is no reputational threat.

Lec. 4 Image Restoration Theory

Benoit's theory is founded on two key assumptions:

- 1) communication is a goal-directed activity; and
- 2) maintaining a positive reputation is one of the central goals of communication.

In his theory of image restoration, Benoit organizes strategies into five **distinct categories**:

Denial إنكار,

Evading التهرب responsibility,

reducing offensiveness,

corrective action, and

Mortification الإماتة. **tries to restore an image by asking forgiveness.**

These strategies are grounded in a belief that communication (words and actions) affects how stakeholders perceive the organization in crisis.

Lec. 4

SCCT: Situational Crisis Communication Theory

النظرية الموقفية لاتصال الأزمات

Coombs (2014) summarized 10 SCCT communication strategies under **four crisis response strategy clusters** as shown in the Table.

Organizations usually adopt different types of SCCT communication strategies, depending on their belongingness to the victim, accidental, or preventable clusters.

For example, organizations may choose the strategies in the 1) **denial posture** to avoid any connections with a crisis. They may also use the strategies in the 2) **diminishment تناقص cluster** to lower a crisis's negative effects. 3) **Rebuilding posture** allows organizations to re-establish relationships with the stakeholder through apologies or compensations. Strategies in the 4) **bolstering تعزيز posture** enable organizations to build a positive relationship with the stakeholders.

Lec. 4 SCCT: Situational Crisis Communication Theory

Situational Crisis Communication Theory Crisis Response Strategies.

Crisis Response Cluster	Purpose/Description
Denial posture (cluster)	
1. Attack the accuser	To confront those claiming that the crisis exists
2. Denial	To deny the existence of the crisis
3. Scapegoating كبش فداء	To blame someone outside the organization for the crisis
Diminishment posture تناقص	
1. Excusing	To minimize the organization's responsibility for the crisis
2. Justification	To minimize the perceived damage associated with the crisis
Rebuilding posture	
1. Compensation	To compensate the victims
2. Apology	To apologize for the crisis
Bolstering posture تعزيز	
1. Reminding	To remind stakeholders about the organization's past good work
2. Ingratiation التكامل	To praise the stakeholders
3. Victimage ضحية	To explain how the organization is a victim of the crisis

Source. Adopted from Coombs (2014) and Roshan et al. (2016).

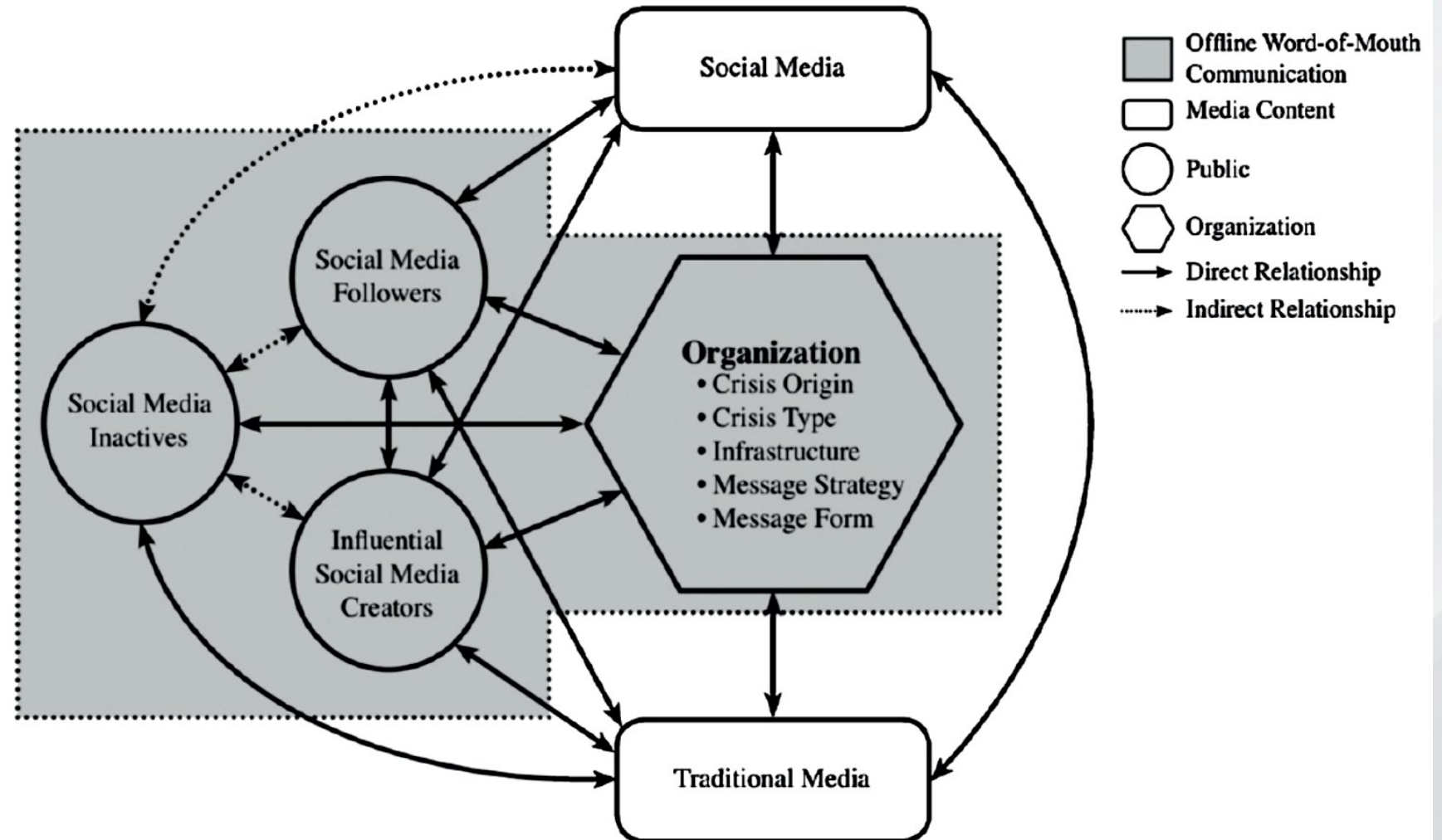
Lec. 4

Social-mediated crisis management (SMCM)

نموذج إدارة اتصالات الأزمة عبر وسائل التواصل الاجتماعي

Social media has the potential to one day contribute to agenda building for public relations practitioners so they must learn to adopt it into their practices.

Social-mediated Crisis Communication Model



Lec. 4 Social-mediated crisis management (SMCM)

The Social-Mediated Crisis Communication (SMCC) model is also known as the “**social-mediated dialogue**” between organizations and publics during crises.

This model is considered to be the first theoretical model to focus on relationships between online and offline audiences, organizations, social media platforms, and traditional media, before, during and after the crises.

In Social-Mediated Crisis Communication model, both the direct and indirect exchange of information on social media, as well as between traditional media and social media are significant .

Lec. 4

The influencer impact on Social Media Crisis



Lec. 4

How influencers can help you manage a social media PR crisis

Influencer marketing presents one of the best ways to reach out to and engage with consumers in real time during a crisis. Influencers are trusted, and research has shown the power of influencers over vital purchase decisions.

But influencer marketing isn't just about **going viral on social platforms**. It's about building an authentic relationship with your customers, connecting with a target audience, and telling your brand story. The PR and influencer marketing approach has also become an important part of most brands' **crisis management** planning, and it's proving to be quite effective.

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Lecture 4

Creating the Right Tone
of Communication



Lec. 5

Lecture outline

Creating the right tone of communication

- **Creating socially acceptable behavior**
 - **Acceptable use policies (AUPs)** سياسات الاستخدام المقبولة
- **Factors to Consider Before Posting**
- **Creating Social Media Messages**
- **Creating a plan**
 - **Crisis Communications plan**
- **Activate your social media plan**

[illegible]

Lec. 5

Acceptable use policies (AUPs)

Acceptable use policies (AUPs) to manage social media use

سياسات الاستخدام المقبولة

ابداً بتوسيع سياسات الاستخدام المقبولة الحالية لشركتك
والتي تحكم البريد الإلكتروني واتصالات الويب

Developing an AUP to cover social media

- Start by expanding your company's existing acceptable use policies governing **email and web communications**

Activity1

- Clearly specify what is **acceptable** and what is **inappropriate** to post to social media sites
- State what can be posted **during business hours** and **outside of business hours** (if indeed there is any difference). Where there is no differentiation, clearly state this in the policy
- **Let staff know that messages posted to social media sites will be monitored.** This is vital.

Activity2

Is it ethical **not to** mention that it is being monitored?

Activity1

Please mention example to **acceptable** or **inappropriate** post to social media company profile

Lec. 5

Factors to Consider Before Posting



T - is it True?

H - is it Helpful?

I - is it Inspiring?

N - is it Necessary?

K - is it Kind?

Lec. 5

Factors to Consider Before Posting

1. Identify the message goal

It is counterproductive نتائج عكسية to create social media messages that do not have a specific goal. Furthermore, **social media message goals** should **reflect** the organization's overall **mission**. Message goals can include increasing **brand awareness**, **creating a favorable perception** of an organization, and **convincing the audience to buy a product**. The goal should be **clearly articulated** مفصلاً بوضوح in the content. Also, select the **social media platform** that would be the **most effective** in accomplishing the message goal. Each social media tool has **specific characteristics** and **audiences**, which will affect whether the message goals are achieved.

Lec. 5

Factors to Consider Before Posting

2. Identify the target audience

Similar to public relations writing, **social media messages** need to be **targeted**. After identifying the **key audience**, examine what they're talking about: **their interests, attitudes, and beliefs**.

Social media content should reflect audience analysis research findings. As you **tailor the content of the message to this audience**, do not exaggerate attempts to be interesting or relevant. Because social media messages are audience centered, they're not necessarily grounded in what you personally think is appealing. The lack of attention to audience analysis can have serious consequences.

Lec. 5

Creating a plan



Lec. 5

Crisis Communications Plan

Develop an Integrated Crisis Communications Plan

- 1. Create a crisis communications team**
- 2. Be prepared for different crisis scenarios**
- 3. Develop your crisis assessment criteria**
- 4. List communication and notification steps**
- 5. Determine account access, policies and procedures**
- 6. Get team and leadership buy-in for your plan**

Lec. 5 Crisis Communications Plan

Develop an Integrated Crisis Communications Plan

1. Create a crisis communications team

- **Crisis communications team leader (CCTL):** Responsible for coordinating the team's response, overseeing message development, scheduling crisis communications team meetings and facilitating approvals with senior leadership. This may be a senior communications leader within your organization.
- **Crisis communications coordinator (CCC):** In the event of a larger crisis, this person will assist the CCTL with prioritizing the team's responsibilities and project managing a response. They will liaise with all of the communications team leaders: social, PR, internal communication, investor relations, customer marketing, etc. This may be a communications manager from any discipline or your social team lead.

Lec. 5 Crisis Communications Plan

Develop an Integrated Crisis Communications Plan

2. Be prepared for different crisis scenarios (Cont'd)

Consider creating **templates for social media posts** you can use and adjust for each scenario. **Speed** is everything when it comes to communicating in a crisis. You don't have to have all the information yet to put out a post that says, **"We are currently investigating and will share more information as soon as we know more."** Brands that wait too long to respond to a crisis, or say nothing at all, appear indifferent or as if they have something to hide.

While crisis scenario planning may not be a pleasant exercise, doing it when your business isn't at risk will give you one less worry in the event of an incident.

Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730

Lecture 6

**The Social Media Crisis Plan
(Issues & Risks)**



Lec. 6 **Lecture outline**

The Social Media Crisis Plan (Issues & Risks)

- **The Seven Functional Blocks of Social Media**
- **How to appear transparent, visible and accessible**
- **Managing accessibility**
- **Managing a 24/7 information stream**
- **Best practices in risk and crisis communication**
- **Assessing and Managing Social Media Issues and Risks**
- **Preventing Social Media Risk**

Lec. 6

The Seven Functional Blocks of Social Media



Lec. 6

The Seven Functional Blocks of Social Media

There are **seven functional blocks of social media** that apply to all users across any given platform:

1) Identity, (Identity deals with how users reveal themselves in a social media setting. Most of the information disclosed in this block is personal characteristics of the users such as age, name, gender, profession, and other information that represents them. This identity that is formed, generally happens through expression of what a person likes, dislikes, feels and thinks whether it is done consciously or unconsciously.)

2) Conversations, (This refers to the way in which users' communication in a social media setting, either as a group user or an individual. People communicate daily, using social media for a variety of purposes, often to, obtain information on important topics or to stay in touch with friends and family.)

Lec. 6

The Seven Functional Blocks of Social Media

3) sharing, (The dissemination of information by the users and groups based on what each think is relevant. Sharing is one of the key facets of social media, but each medium has a different intention. **For example, Facebook** is based on status updates of users and groups whereas **Twitter** is for short bits of information and links to information or video. **YouTube** on the other hand, presents video representation of information.)

4) presence, (Social media allows for constant connectivity even when individuals are nowhere near each other. This gives ease of access to users to know when others are accessible and when they are not. In Facebook, users know if someone is online if a green dot appears next to their name stating “available”. Constant connectivity allows for constant communication on the go, thus users can access and converse about information at anytime during the day with each other or as a group community.)

5) relationships, (The relationship means “two or more users have some form of association that leads them to converse, share objects of sociality, encounter, or simply just list each other as a friend or fan. E.G.: Twitter and YouTube do not value relationships as much as other sites do.)

Lec. 6

The Seven Functional Blocks of Social Media

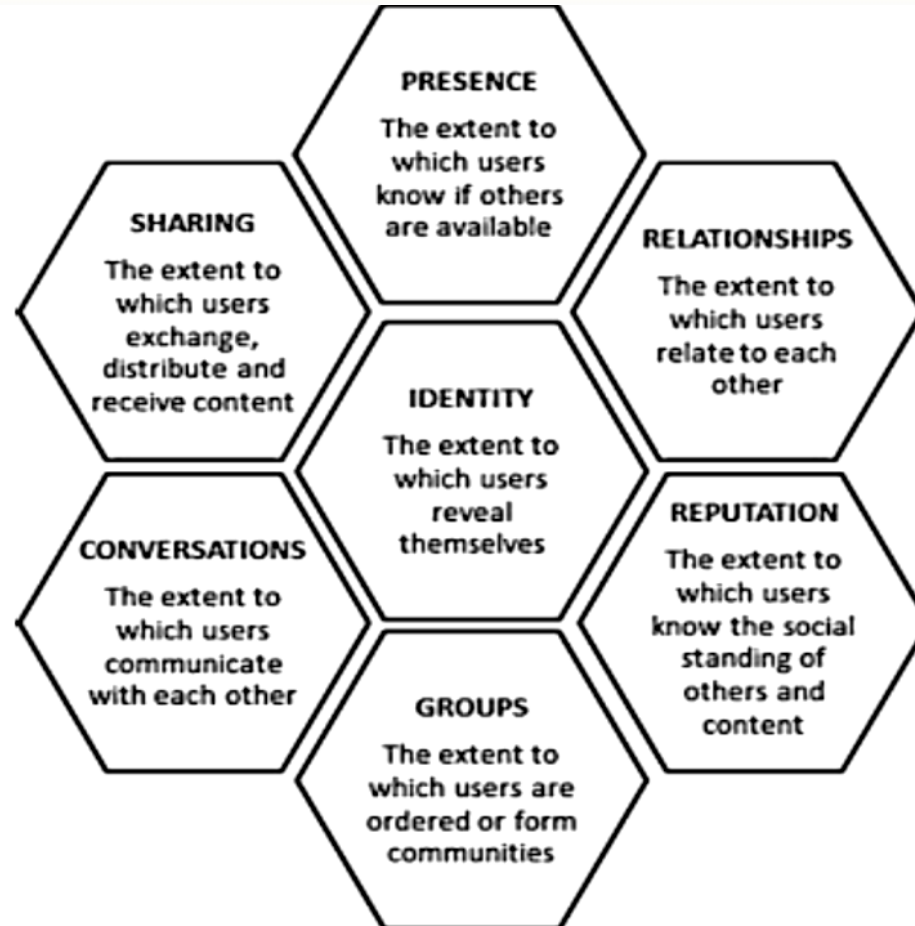
6) reputation, (Organizations need to always keep the public aware of what channels are official, so that information is not misconstrued. If an unofficial page is perceived to be official by the public and disseminates false or skewed information, this could aid in the damage of an organization's image.)

7) groups, (This function allows for users to come together as a community for a common goal or purpose. Facebook and Flickr for example have the ability to create two different kinds of groups that people can be a part of.)

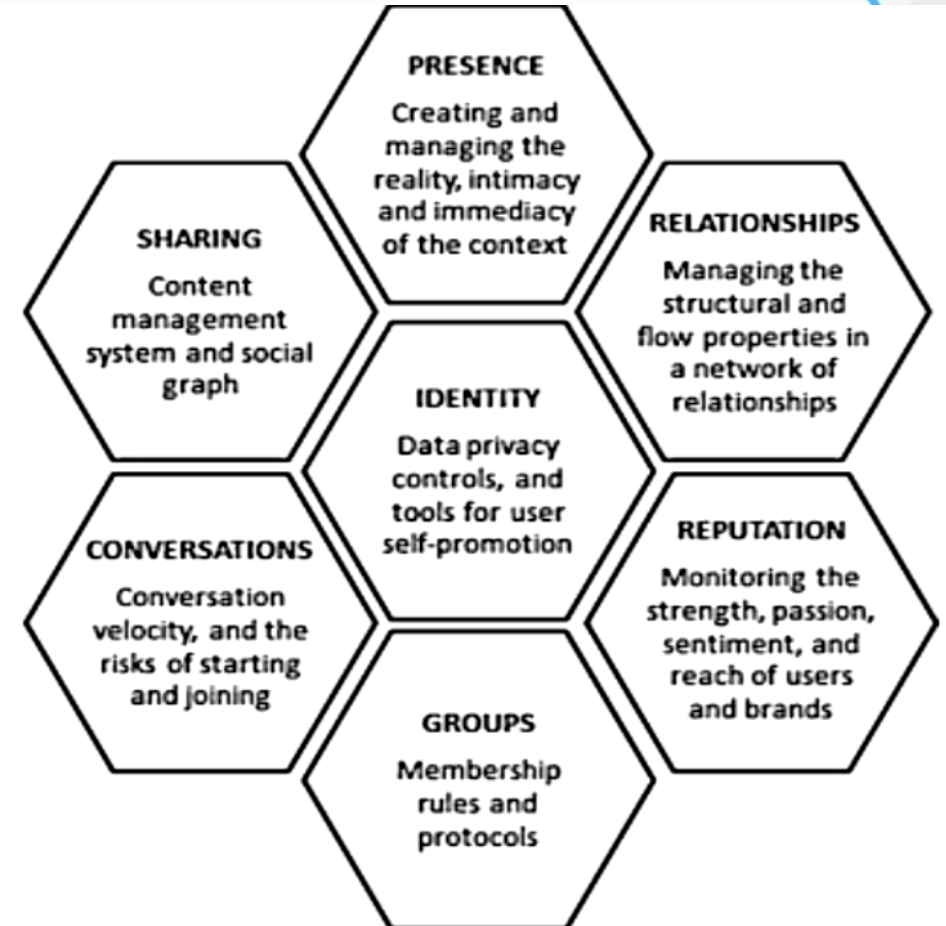
The following figure shows the functions of social media along with the implication of each function. With the growth and expansion of social media in society in particular fields such as public relations, it is necessary for the academic community to analyze them for patterns that could emerge to help predict future of certain channels of social media in the professional world.

Lec. 6

The Seven Functional Blocks of Social Media



Social Media Functionality



Implications of the Functionality

Lec. 6 The Seven Functional Blocks of Social Media

- ❑ Social media creates a media of the masses.
- ❑ **Social media** have been classified into these **categories**: Internet forums, weblogs, social blogs, wikis, podcasts, pictures and video.
- ❑ From a public relations perspective, blogs and other forms of social networking are excellent ways to segment the public as groups of individuals who read the same blog or visit the same social networking site as those who share common interests.
- ❑ This **interaction** has resulted in a participatory culture where ordinary citizens can have their voices be heard by the general public and large organizations, if they are listening.
- ❑ Because of these reasons it is time **organizations and public relations** practitioners to pay attention to the online conversations taking part without them and learn ways **to get involved with their online publics**.

Lec. 6

How to appear transparent, visible and accessible



Lec. 6**How to appear transparent, visible and accessible****How to use social insights to inform decision-making**

Social media is a powerful source of inspiration and data that can inform the best approach for your business during a crisis—both in terms of new ideas to serve customers and strategic discussions to have within your organization.

While social can certainly fuel a crisis, it can also be used to manage one.

What challenges are top of mind for your brand right now? Use social to look at:

What your target audience has to say about related topics

How competitors are responding

What the local community is searching for

Lec. 6**How to appear transparent, visible and accessible****How to use social insights to inform decision-making (Cont'd)**

You can use social listening tools to evaluate a wide spectrum of global social media messages, or you can simply search for keywords or hashtags to find examples to inspire your next steps.

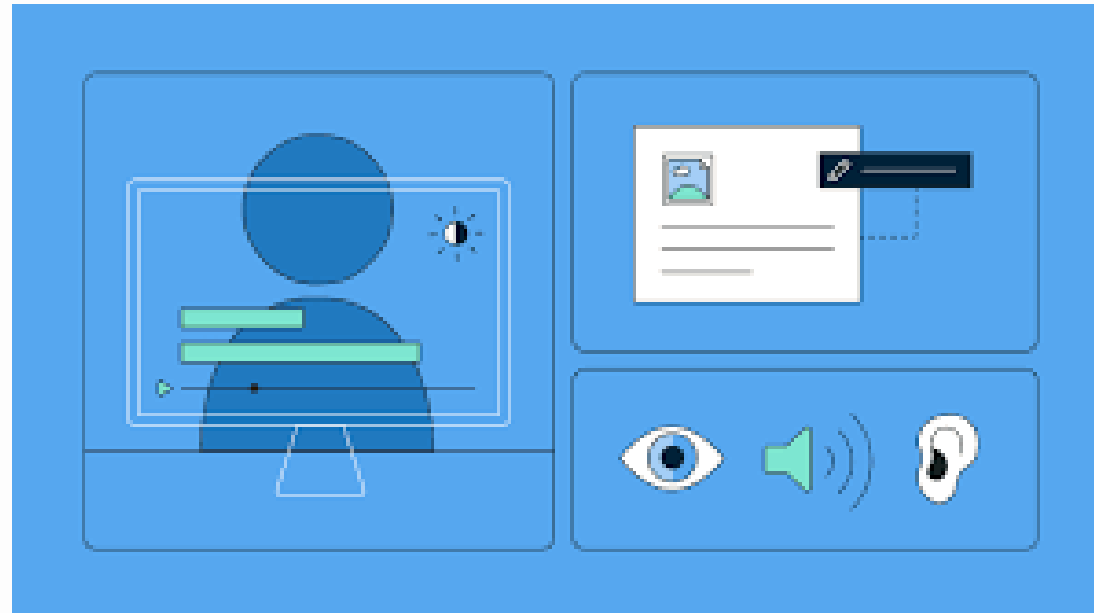
Listening can help you mitigate a crisis by catching it early. When a popular Twitter account unearthed insensitive Tweets written by a tenured Indiana University professor, IU used Listening tools to monitor the topic. Within almost 24 hours of the conversation escalating, IU was able to present their listening data, quickly put out a statement from the provost condemning the professor's Tweets and get ahead of a potential PR nightmare.

Lec. 6**How to appear transparent, visible and accessible****How to use social insights to inform decision-making (Cont'd)**

Package these insights into a report that you can share with the rest of your team. Include high-level takeaways about the social conversation as well as examples of messages so your team members who aren't on the social front lines can hear from people in their own words. Make sure to share this report along with your own recommendations.

Lec. 6

Managing accessibility



Lec. 6 Managing accessibility

What is social media accessibility?

Social media accessibility is the practice of designing and developing social media content and posts that provide a smooth, inclusive experience for everyone—including the marketer.

Non-accessible content can cause all sorts of annoying, disruptive experiences—like videos with a lot of background noise that don't use captions. Creating more accessible social content is truly a win-win for everyone involved—from you, to your audience.

Lec. 6 Managing accessibility

Here are **8 social media accessibility best practices and tips** that you can start implementing:

- Add alt text to images (Short Image description)

- Make your text accessible

- Be mindful of emojis

- Add closed captions and subtitles to videos

- Make your visual content accessible

- Use inclusive language

- Prioritize inclusivity in your images

- Make accessibility and inclusion part of your routine

Lec. 6

Managing a 24/7 information stream



Lec. 6 Managing a 24/7 information stream

Social media for business is important—particularly when your brand is managing a crisis. When an emergency strikes, your social feeds should help mitigate the problem, serve as a way to stay in touch with customers, and help create a feeling of consistency. But it takes some finesse. After all, we've all seen how badly a mismanaged crisis can play out on social media.

Monitor Social Media 24/7

One of the best ways to ensure a quick response? Have employees monitor your social media feeds at all times. You need dedicated resources for 24/7 monitoring of crises, customer questions and complaints, and opportunities—because you never know when your organization might actually benefit from an unexpected incident.

Lec. 6

Managing a 24/7 information stream

What is **social media monitoring** (and analytics)?

Social media monitoring is keyword monitoring on social media platforms to search for mentions of predefined keywords. What keywords are worth tracking? In business, they could be connected to:

Brand

Product

Service

Industry

CEO

Competitors

Marketing campaigns

Hashtags

Anything business-related

Lec. 6 Managing a 24/7 information stream

Furthermore, social media monitoring tools have plenty of analytical features that get you heaps of data and insights about monitored keywords.

Some of them include:

- Metrics of volume

- Metrics of engagement

- Metrics of sentiment

- Metrics of influence

- Metrics of reach and online presence

Lec. 6 Managing a 24/7 information stream

There are **three main aspects to social listening**:

Setting-up. First of all, it starts with setting up a project. You need to provide the keywords you want to track across social media. There's often an advanced set-up with required and excluded keywords that can be used to make your query even more specific.

Collecting. Secondly, the tool collects mentions into a dashboard. There's usually plenty of filters you can use to clean up, group, mark, delete collected mentions. Apart from the dashboard, you can receive mentions directly to your inbox in various shapes and quantities: daily, weekly, or real-time reports.

Analyzing. Thirdly, there's the analytics. It depends on a tool, as different tools analyze different data. Some tools analyze metrics of volume, engagement, reach, sentiment, and influence of social media mentions.

Lec. 6 Managing a 24/7 information stream

What can you do with your monitoring data?

Here are a few things you can do by monitoring different terms:

Monitoring your brand or company name – Find out where your audience is talking about you and distribute more content and ads there. Learn more about the type of audience that you have. See what your audience is saying about you and manage your reputation.

Monitoring your product – Measure what the public thinks about your product. See how it's being used. This will help you find the right angle to promote your product or reposition it on the market if necessary.

Tracking hashtags – A social media marketing campaign is incomplete without a #hashtag. Monitor your #hashtag to see how often it's being used and what the conversations are about.

Lec. 6 Managing a 24/7 information stream

Investigate similar products – See what people are saying about products similar to yours. Are they better? Are they worse? These are key insights that your R&D team needs to see.

Find key influencers – There are people who set trends and people who follow them. If you're not a trendsetter (yet), at least stay up to date by following important industry influencers.

Analyze competitors – See where they fall short, and this may be something that you can cover with your own company.

Key execs at your company – It's likely that your CEO or Public Relations specialist talks about your company... a lot. Monitor what they're saying and see how people are reacting.

Manage a social media crisis – You can detect crises early thanks to sentiment analysis, storm alerts, and daily mentions monitoring.

Lec. 6

Best practices in risk and crisis communication



Lec. 6

Best practices in risk and crisis communication

Tying into traditional tactics used by PR practitioners, Veil, Buehner, & Palenchar (2011) review **ten of the best practices used in risk and crisis communication:**

- establish risk and crisis management policies and process approaches;
- plan pre-event logistics;
- partner with the public;
- listen to the public's concerns and understand the audience;
- communicate with honesty, candor, and openness;
- collaborate and coordinate with credible sources;
- meet the needs of the media and remain accessible;
- communicate with compassion, concerns, and empathy;
- accept uncertainty and ambiguity;
- provide messages of self-efficacy.

Lec. 6

Best practices in risk and crisis communication

Best practices for crisis communication through social media

1. Fully integrate social media into decision making and policy Development
2. Actively engage in dialogue online
3. Use media affordances to provide credible sources of information
4. Be cautious about message update speed
5. Own the hashtag
6. Cooperate with the public and similar organizations
7. Monitor misinformation

Lec. 6

Best practices in risk and crisis communication

Affordances for internalizing allow organizations to access resources – primarily information and knowledge – shared by non organizational users (e.g., community members, volunteers, media representatives, and responders from other organizations or organizational sub-units).

The following tables are an overview of these affordances, with definitions and selected references.

In particular, social media enable users to observe digital content that non-organizational users have contributed to social media presences, such as their digital profiles or community or collaborative spaces (monitoring the information stream). They can, for instance, keep track of digital content that features event-related markers, such as hashtags, watch updates contributed to wikis, forums, and collaborative maps, follow contributions to digital profiles or other presences, join relevant groups, and establish relational ties to relevant users to receive automatic notifications of recent activities.

Lec. 6**Best practices in risk and crisis communication**

Review findings on organizational learning affordances provided by social media

Based on the systematic literature review, we identified affordances of social media – five each pertaining to internalizing, externalizing, and collaborating processes.

Lec. 6 Best practices in risk and crisis communication

Affordances	Definitions
(1) Monitoring the information stream	Observing crisis-related digital content contributed to social media
(2) Automatically processing big (social media) data	Utilizing technological artifacts for collecting, analyzing, and displaying crisis-related digital content contributed to social media
(3) Tapping collective intelligence	Harnessing the outcomes of users' joint efforts to make sense of crises
(4) Accessing information providers	Identifying and consulting presumably knowledgeable users
(5) Evaluating crisis response	Analyzing experiences gained from prior uses of social media in response to crises

Overview of social media affordances for internalizing

Lec. 6 Best practices in risk and crisis communication

	Affordances	Definitions
(6)	Contributing information	Making crisis-related digital content available to users through social media
(7)	Forwarding information	Sharing previously contributed crisis-related digital content with users beyond its original audience through social media
(8)	Framing narratives	Contributing or forwarding digital content that conveys a particular interpretation of a crisis
(9)	Establishing digital presences	Setting up and promoting outlets for contributing and forwarding crisis-related digital content through social media
(10)	Communicating a reputation	Signaling the status and legitimacy of users contributing or forwarding crisis-related digital content through social media

Overview of social media affordances for externalizing

Lec. 6 Best practices in risk and crisis communication

	Affordances	Definitions
(11)	Negotiating consensus	Aligning perceptions and developing a shared interpretation of a crisis
(12)	Integrating contributions	Registering, monitoring, and deploying resources provided by users in response to a crisis in a coordinated way
(13)	Crowdsourcing contributions	Calling for and incorporating resources to be provided by users in response to a crisis
(14)	Developing community	Advancing connections, sense of community, and collective action among users in response to a crisis
(15)	Establishing norms	Developing and enforcing principles for using social media to respond to a crisis collaboratively

Overview of social media affordances for collaborating

Lec. 6

Assessing and Managing Social Media Issues and Risks



Lec. 6**Assessing and Managing Social Media Issues and Risks****What is social media risk management?**

Social media risk management is the process of identifying, assessing, and mitigating risks that stem from social media.

Your brand, customers, and employees are all active on social media.

This means your social channels are a common ground where conversations — both good and bad — and crises can start.

Lec. 6

Assessing and Managing Social Media Issues and Risks

What are the risks of social media for businesses?

Damage to reputation (Negative comments, inappropriate posts, or bad reviews can all damage your brand's reputation.)

Security breaches (If your social account passwords get into the wrong hands, then a security breach is a major risk.)

Compliance violations (Social media compliance refers to following rules and regulations set by regulatory bodies, social platforms, and your own company.)

Legal issues (You should also have a policy that covers your employees' social activity and conduct if you want to avoid legal issues.)

Financial consequences (Any negative situation, like a PR crisis, impact your company's bottom line.)

Lec. 6**Assessing and Managing Social Media Issues and Risks****5 steps to managing risk on social media****1. Define your social media policy**

The policy should clearly state what everyone's roles are in crisis scenarios — from the legal team to PR to customer service.

2. Train your employees

Your employees are some of your company's best brand advocates. But without clear guidelines or regular training, employees can put your business at risk.

3. Monitor your social media accounts

Brands must keep a close eye on their mentions so they can quickly step in if needed.

Lec. 6**Assessing and Managing Social Media Issues and Risks****5 steps to managing risk on social media****4. Respond promptly to negative feedback**

A negative comment or review can gain traction within minutes or even seconds. It's critical to have a response plan ready to go so you can address feedback the instant it comes up.

5. Review and revise your policy on a regular basis

Your organization's social media policy isn't set in stone — it should be revised as often as social media changes.

Lec. 6

Preventing Social Media Risk



Lec. 6 Preventing Social Media Risk

1) Guidelines

As general best practice, a high-level overall policy should be rolled out to guide the use of social media by all employees of the organization and any third party acting on behalf of the organization. The guidelines should highlight key components including:

Scope—Defining the overall scope of the policy guidelines that is set forth by the enterprise for its employees

Purpose—Definition of the purpose of the guidelines for the organization, specifically, how social media activity on behalf of the organization will take place and what sort of information is relevant to share via that activity.

Lec. 6

Preventing Social Media Risk

Goals—Clear definition of the overall outcome that is to be achieved from the social media presence for the organization and how the social media platform will get the organization there

Ownership guidelines—General guidelines for the creation and maintenance of all social media sites for the organization

Contributor guidelines—General guidelines and principles directing contributors to the social media sites

Approved social media platforms—Expectation for departments assessing social media solutions outside of the company to demonstrate how the social media presence will contribute to achievement of the overall goal and, more importantly, the platform's degree of utilization and security

Lec. 6 Preventing Social Media Risk

2) Training and awareness

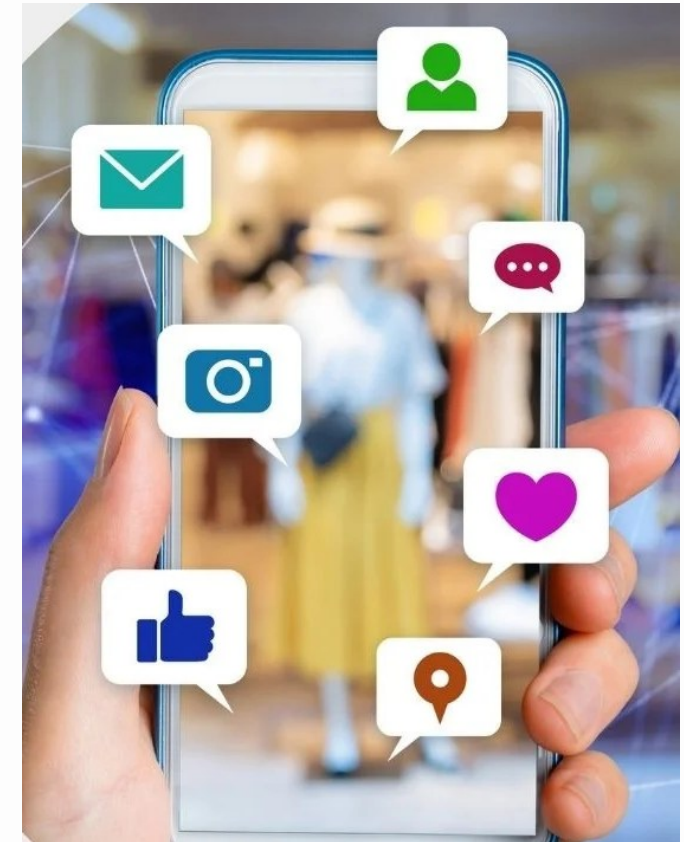
It is key for the organization to embody the proper use of social media etiquette as part of the onboarding training of all employees, especially in roles such as marketing, HR and IT—departments that will most likely be representing the organization as part of their ongoing job functions. Embedding the behaviors and instilling the right concepts of social media norms that align with the organizational policies and processes will help in the long run as more and more employees participate on social media and represent their organization and its products and interests.

Lec. 6

Preventing Social Media Risk

3) Social media crisis and communication plan

A robust social media crisis and communication plan must be developed in the event that a crisis occurs. There has to be a single point of contact, usually the communications team, for all communication with the media and stakeholders. Key department personnel have to be involved, especially if there is a matter that applies to that specific department.



Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730

Lecture 7

**Digital Activism &
Monitoring Tools**



Lec. 7 Lecture outline

Digital activism & Monitoring tools

- What is digital activism? and who are digital activists?
- How to respond to 'radicalised' customers or stakeholders
- Prevent/Reduce Radicalisation
- Social Media Escalation Plans
 - Avoiding appearing as a remote and inflexible organization
- Monitoring tools
 - The importance of monitoring
 - 6 Monitoring tools: 1. Social listening, 2. Social Media Sentiment Analysis, 3. Web analytics, 4. Social Media Impression VS Reach VS Engagement, 5. Social media retention, 6. Conversation analysis
- Handle Negative Publicity on Social Media Forums

Lec. 7

What is digital activism? and who are digital activists?



Lec. 7

What is digital activism? and who are digital activists?

Smart mobs is a large group of people mobilized by social media to meet in a public place typically for the purpose of social or political protest.

- ❑ From the early experiments of the 1980s to the modern “**smart mobs** الغوغاء الأذكاء” and blogs, activists and computer specialists have approached digital networks as a channel for action.
- ❑ Initially, **online activists** used the Internet **as a medium for information distribution**, given its capacity to reach massive audiences across borders instantaneously.
- ❑ A more-developed undertaking of digital activism used the World Wide Web as a site of protest that mirrors and amplifies off-line demonstrations. Some forms of digital activism are e-mail and social-media campaigning, virtual sit-ins, and “hacktivism” القرصنة (disrupting Web sites).

Lec. 7

What is digital activism? and who are digital activists?

Grassroots is a type of movement or campaign that attempts to mobilize individuals to take some action to influence an outcome, often of a political nature.

- ❑ **Digital activism**, also known as **cyberactivism**, form of activism that uses the Internet and digital media as key platforms for mass mobilization and political action.
- ❑ Digital activism (D.A.) refers to political activism on the internet or political movements relying on it.
- ❑ Digital activism has proved to be a powerful means of **grassroots** الحشد الشعبي political mobilization and provides new ways to engage protesters. Additionally, online actions can be important in countries where public spaces are highly regulated or are under military control. In such cases, online actions are a better option than possibly physically dangerous “live” actions. **E.G. The Arab Spring**

Cyberactivism is the process of using Internet-based socializing and communication techniques to create, operate and manage activism of any type.; **social media for social change** refers to social software applications

Lec. 7

What is digital activism? and who are digital activists?

- ❑ Although much digital activism falls into the category of electronic civil disobedience, some activists ask that such online political gestures always represent a **communal interest** and **not an individual agenda** and that their motifs and agents be public knowledge so as to dissociate them from acts of **cyberterrorism** or **criminal hacking**.
- ❑ Different digital tactics entail diverse uses of electronic networks. **Text-based practices** include e-mail campaigns, text messaging, Web postings, and online petitions to advocate for a specific cause. In Web defacing or “cybergraffiti” رسومات, a more-complex text-based online practice, hacktivists alter the home page of an organization.

Lec. 7

How to respond to 'radicalised' customers or stakeholders?



Lec. 7

How to respond to 'radicalised' customers or stakeholders?

- ❑ Radicalisation is the process by which a person comes to support terrorism and extremist ideologies. If you are worried someone close to you is becoming radicalised act early and seek help. The sooner you reach out, the quicker the person you care about can be protected from being groomed and exploited by extremists.
- ❑ **Radicalisation as a concept** does not mean the same to everyone and to every institution or country, and does not impact individuals in the same way either. It is therefore a challenge to design effective public policies which address the issue in a consistent manner and ensure safety and security for all.

Lec. 7

How to respond to 'radicalised' customers or stakeholders?

What can trigger someone to become radicalised?

Sometimes there is a significant event or **incident that can trigger** a person and make them more receptive **to extreme views**. It can take multiple forms and include:

- A personal **crisis** like losing a job
- Not getting a job
- The feeling of being left behind, alienated or apart from everyone else
- Or it can be triggered by an outside event, like a terror attack here or in another country

Lec. 7

How to respond to 'radicalised' customers or stakeholders?

Radicalisation as a four-stage process

- 1) **Pre-radical** قبل التطرف: The person joins or identifies with a group or organisation
- 2) **Self-identify** تحديد الذات: The person believes and accepts the beliefs and views held by the group or organization
- 3) **Indoctrination** التلقين العقائدي: The person is groomed by the group or organisation pulling them further down the pathway
- 4) **Terrorism**: The person becomes involved in committing **terrorist acts**

Lec. 7

Monitoring Tools



Lec. 7 Monitoring Tools

❑ The importance of monitoring

- ❑ 1. Build a strong brand
 - Media monitoring helps you to see what people think about your brand. Media monitoring enables you to spot any misconceptions so you can take action to correct them.
- ❑ 2. Manage your reputation and respond to crisis situations
 - The monitoring tool will notify you as soon as your brand is mentioned in journalistic or social media. You can even set up app notifications for certain words that would indicate a crisis.
- ❑ 3. Elevate your brand with key opinion leaders
 - Key Opinion Leaders (KOLs) are thought leaders whose opinions are valued in a specific industry. Cooperation with the right influencer can skyrocket your brand awareness and boost your sales.
 - Media monitoring helps you to follow the experts, bloggers, “**gurus**” and advocacies in your business and find the best fit for your brand.

"الرواد" أو "المختصين البارزين"

Guru is a person that is generally recognized as a leader or teacher.
from gurū, a word in Hindi

Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730

Lecture 8

Managing Real-Time Publication



Lec. 8 Lecture outline

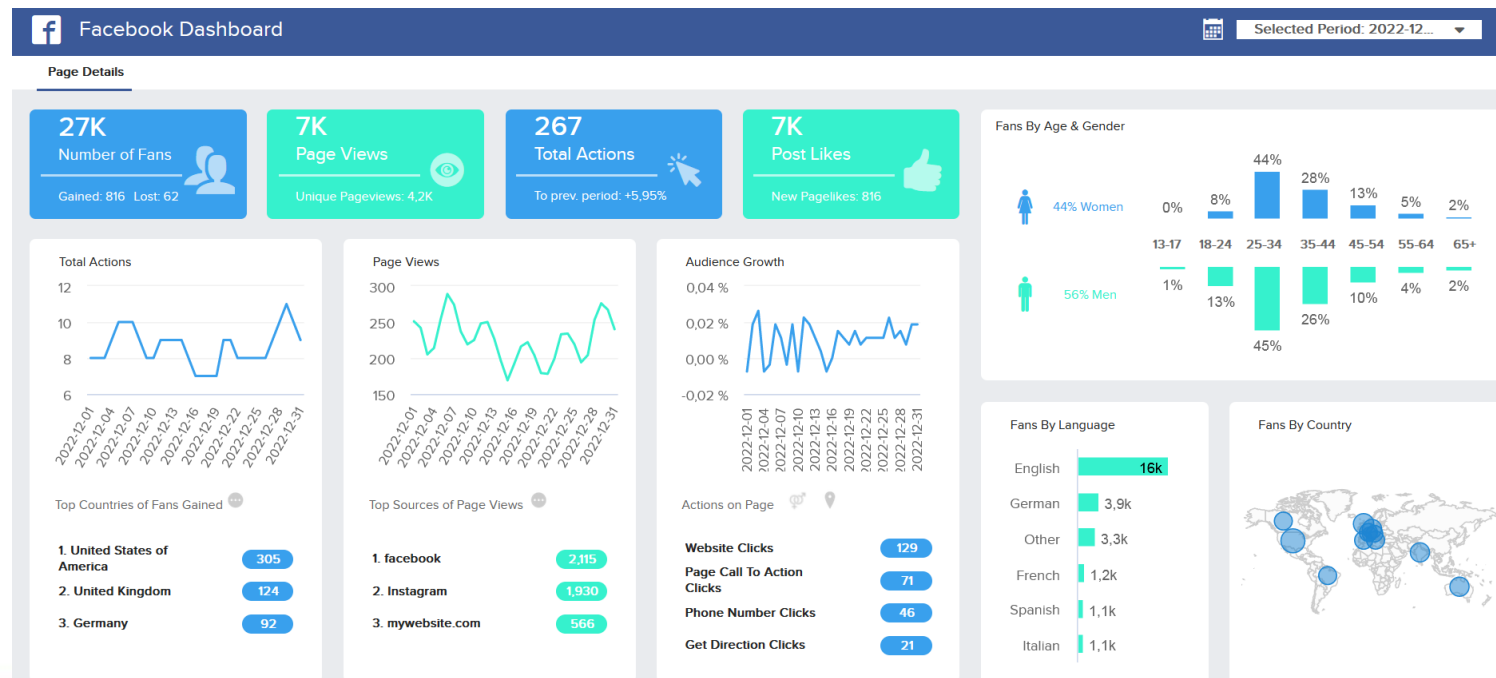
Managing real-time publication

إدارة النشر في الوقت الفعلي

- A real-time monitoring **dashboard** لوحة تحكم للمراقبة / لوحة معلومات
- Managing real-time **publication**
- The **tools** required **to manage** real time **information** publication

Lec. 8

A Real-time Monitoring Dashboard



Lec. 8

A Real-time Monitoring Dashboard

- ❑ **Real-time dashboards** are a **form of visualization** / التمثيل المرئي that automatically updates the user's screen with **relevant information** based on the latest available data. In other words, a **real-time dashboard** is a **graphical user interface** واجهة المستخدم الرسومية with a simple display that visualizes performance indicators and essential metrics crucial مؤشرات الأداء والمقاييس الأساسية الحاسمة to specific business processes, functions, and objectives.
- ❑ **A live dashboard** is a performance tool used to **analyze, track, and report** on the company's data in real time with the help of **interactive data visualizations** تصورات البيانات التفاعلية.
- ❑ These real time dashboards are **automatically updated** and provide the user with **instant access to critical data**.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Here are **dashboards** in **3 types** by functions, by industries, and by platforms which you can use for your own dashboard building process, and generate actionable and real-time insights رؤى قابلة للتنفيذ وفي الوقت الفعلي.

Dashboards by Function

Dashboards by Industry

Dashboards by Platform

- ❑ These onscreen visualizations combine the **latest real-time information with historical data** that outlines trends over time to create functional, data-based predictions and suggestions.

What is Social Media Monitoring?

- ❑ Accessing (“Scraping البيانات جمع”) publicly available posts and comments in aggregate بشكل مجمع from Internet users on social media sites; e.g. Facebook, Twitter, Blogs, YouTube, Consumer Review Sites, Internet Discussion Boards, Other....

Lec. 8 A Real-time Monitoring Dashboard

What is a social media monitoring dashboard?

- ❑ **Social media monitoring dashboards** visualize important performance metrics for a brand's marketing efforts on social media. This includes **followership, organic performance, the performance of paid advertising**, and the visibility of their brand through **3rd party content and discussions** (otherwise known as social listening). المتابعة والأداء العضوي وأداء الإعلانات المدفوعة وظهور علامتهم التجارية من خلال محتوى.
- ❑ **A social media management dashboard** is a tool used to track, measure, and analyze the performance of your social media channels, all in one place. It can help you **understand everything from follower growth to competitor intelligence to social sentiment**.

Why So Popular?

- ❑ **Authentic viewpoints** , **Grassroots opinion** , **Unprompted views** , وجهات نظر حقيقية , الرأي الشعبي , وجهات غير متوقعة , Can be cheaper than surveys, focus groups, Consumers not “expecting” marketers and researchers to be listening.

يمكن أن تكون أرخص من الدراسات الاستقصائية والمجموعات البؤرية والمستهلكين الذين لا "يتوقعون" أن يستمع إليهم المسوقون والباحثون.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Ideally, your social media analytics dashboard should include **visual representations of your data** تمثيلات مرئية لبياناتك . This makes it easy to spot at a glance how things are changing over time. It's a living document, and easy comparisons are the name of the game.
- ❑ How you use a social media dashboard will depend on your social goals and the size of your team. You can use a social media dashboard for a **high-level overview** of your social performance. Or, **dive really deep into** extreme **detail**. Reviewing and sharing your social media dashboard is an important way to learn what's working and guide your social media strategy.

How to build (and use) a social media dashboard?

- ❑ Using a social media dashboard gives you a **clear overview** of your social media performance. You can easily see **what's working and what's not**. It also allows you to **track your progress and understand how your content is performing**.

Lec. 8 A Real-time Monitoring Dashboard

How to build (and use) a social media dashboard?

□ Understand your goals

1. Increase brand awareness زيادة الوعي بالعلامة التجارية
2. Manage brand reputation إدارة سمعة العلامة التجارية
3. Increase traffic to your website زيادة الزيارات إلى موقعك
4. Improve community engagement
5. Boost conversions or sales
6. Generate leads توليد العملاء المحتملين
7. Deliver customer service
8. Gain market insights with social listening
9. Attract candidates for open positions

□ SMART goals are:

S pecific	محدد
M easurable	قابلة للقياس
A chievable	قابل للتحقيق
R elevant	مناسب/ وثيقة الصلة
T ime-bound	محددة بوقت

So, instead of saying your goal is to increase social media followers, you could say that one of your goals is to increase your Instagram follower count by 5% per month.

Lec. 8 A Real-time Monitoring Dashboard

Determine your metrics and KPIs المقاييس ومؤشرات الأداء الرئيسية*

Your metrics and KPIs are **the numbers you will use to measure your progress towards your goals**. Therefore, the metrics and KPIs you choose should align with the language of the goals themselves. Following the previous example, **if your goal is to increase your Instagram followers**, the obvious **metric is**, well, **Instagram followers**.

Numbers

Be sure to think about metrics that can provide deeper insights, too. So, **rather than just a count of your followers**, it's helpful to **track follower growth rate (....%....)**. This shows how quickly **your follower count is growing**.

If your goal is to increase engagement, you should also use social listening to track the sentiment of mentions and interactions. This helps you understand whether the engagement you're seeing has a positive or negative tone. You might also want to specify specific types of engagement to increase, like link clicks or comments.

* KPI = key performance indicator

A metric is defined by similar values to a KPI, such as it's a quantifiable measure against actual performance.

يتم تعريف
المقاييس بقيم
مماثلة
لمؤشر
الأداء
الرئيسي،
مثل كونه
مقياساً كمياً
للأداء
الفعلي.

Lec. 8

A Real-time Monitoring Dashboard

- ❑ Set up a data tracking system إعداد نظام تتبع البيانات
- ❑ A social media analytics dashboard should make it easy to **track your performance across all your social media channels**. The more data you can gather, the better you'll be able to understand what's working and what's not.
- ❑ You have a few **different data tracking options**. The one you choose will **depend on the size of your team**, how well developed your social presence is, and **how much time and money you want to invest**.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Manually track your data
- ❑ When you're just getting started, a manual dashboard can be a very **budget-friendly** way to track social media performance. However, it **does require more work than the other options**.
- ❑ To retrieve the data, you'll need to log into the native analytics tools within each of the social media platforms (like **Meta Business Suite** and Twitter Analytics "**X Pro**"). You can gather additional data about conversions through **Google Analytics**.
- ❑ As you collect your data, simply plug it into the relevant columns on the template. Make sure to use the same time period in each set of reporting tools in order to create a meaningful report.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ **Set up a Google Looker Studio Report**
- ❑ Formerly known as Google Data Studio, Looker Studio is a data **visualization platform that can help you understand your social performance**.
- ❑ You can use partner connectors in Looker Studio to connect your social channels to a report and get visualizations of some key social KPIs. If you've never used Google Analytics reports, this might feel a little overwhelming. But it can be a good option for those familiar with Google's reporting tools.
- ❑ Many of the partner connectors used to **automatically import data from social channels have a monthly fee**. **Another option** is to use Google Looker Studio to **create a visual report from the data in your Google Sheets social media report template**.



Looker Studio

Google Data Studio, is an online tool for converting data into customizable, informative reports and dashboards.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Use a social media management tool
- ❑ A social media management tool like Hootsuite automatically tracks your social data across platforms. This can be a major time-saver, as it eliminates the need to log into multiple tools to gather your details.
- ❑ All you have to do is connect your social media accounts. Then the data will be ready for you whenever you want to access your social media dashboard. With a few clicks, you can see visual representations of your data for your chosen time period. This is the best social media dashboard option for substantial social teams.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ **Check in on your progress regularly** تحقق من التقدم المحرز الخاص بك بانتظام
- ❑ A **social media management dashboard** adds **significant value to your marketing efforts** only **when you use it regularly**. The social landscape changes fast, and you can't assume that what works today will work tomorrow. **Regular check-ins** تسجيلات الوصول will help you **understand how well you're meeting your goals**. It will also serve as an **early warning system** when things start to change. You can then adapt your strategy appropriately.
- ❑ It's also a good idea to have a **regular schedule for reporting on your progress**. The reporting schedule should **align with the timeframes** in the **goals you set**. For example, if your goals have a monthly timeline, **monthly reports** are clearly the best reporting option. But the primary stakeholder should likely check in more often to ensure things are on track. **A weekly—or even daily—look at your overview reports gives you the best chance to respond to emerging wins and challenges in real time.**

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A Real-time Monitoring Dashboard

- ❑ Extract insights from your data استخراج الرؤى من بياناتك
- ❑ A social media metrics dashboard displays all of your metrics in one place. You can quickly see **what's working and what's not**. It's taking that next step of **putting your findings into action** that's the real benefit of solid social reporting.
- ❑ For example, say your social media posts are getting **a lot of engagement but not many clicks**. You might want to focus on **creating more shareable content**.
- ❑ Or, say you notice that your audience is most engaged during certain times of day. You can adjust your posting schedule accordingly.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Extract insights from your data
- ❑ Say you see that **social sentiment** is **trending downward** الاتجاه نحو الانخفاض. Or maybe your **competitors** are suddenly **outperforming you** التفوق عليك. It's time to do some **strategic planning** and analysis to **uncover the source of the problem** before it gets out of hand.
- ❑ When you **understand your social media metrics**, you can use that data to **create deep insights** إنشاء رؤى عميقة. You can then **shape your marketing strategy** to increase conversion rate and fill the sales funnel.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Share your findings
- ❑ A social media marketing dashboard should make **sharing your results with stakeholders** easy. Reporting proves the ROI* العائد على الاستثمار of your social media efforts and helps make a case for further resourcing. **Reporting is also important for team learning, whether things are going right or wrong.**
- ❑ **Choose a social media reporting dashboard** that lets you **generate custom reports**. Bonus points if you can add schedule reports to send automatically at the intervals best suited to your social media goals.

*ROI = Return on investment

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A Real-time Monitoring Dashboard

- ❑ Share your findings
- ❑ Keep in mind that not everyone in your reporting structure will need—or even want—the same level of reporting detail. Your **social media team** members likely want all the information they can get to fuel ideas and discussion.
- ❑ **Your customer service team** can benefit from information about inbound messaging and sentiment. But they likely don't need to know engagement numbers for every post.
- ❑ Meanwhile, **executives and other high-level stakeholders** likely want just a high-level view of the metrics most important to ROI like conversions and web traffic.

Lec. 8 A Real-time Monitoring Dashboard

Examples of tools

10 brand social media monitoring tools (Free & Paid)

1. Mention
2. Brandwatch
3. Talkwalker
4. Sprout Social
5. Hootsuite Insights
6. Buffer Analyze
7. YouScan
8. Muck Rack
9. Lucidya
10. Crowd Analyzer (Arabic Media Monitoring Platform)

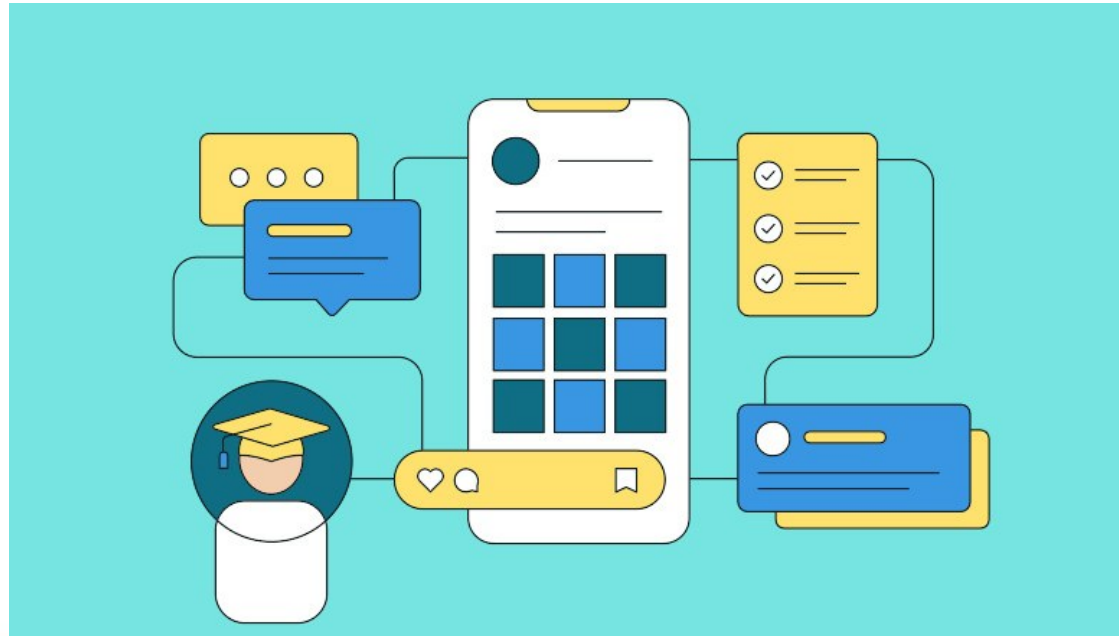


Products ▾ Use Cases ▾ Resources ▾



Lec. 8

Managing Real-time Publication



Lec. 8 Managing Real-time Publication

3 key advantages to having good social media management الإدارة الفعالة للمنصة توفر الوقت

1: Effective platform management saves time

- ❑ You will probably have one or two key platforms you primarily focus on (let's say, Facebook for advertising and support and Twitter for building brand awareness). Still, you can't afford to skip the basic hygiene factors on some others (for example, your LinkedIn company page), which means **switching costs**.
- ❑ **When you publish or respond in multiple channels** without a cohesive plan, this will create unnecessary costs, **loss of focus**, and **poor follow-through**. You can invest in a tool to manage all platforms in one place. This keeps you focused on an actual strategy and reduces switching costs to help you act faster.



Lec. 8 Managing Real-time Publication

3 key advantages to having good social media management

2: Professional Customer Support Pays Off دعم العملاء الاحترافي يؤتي ثماره, Big Time

- ❑ For example, **80%** of companies believe they provide excellent customer care on social media, while only **8%** of customers agree.
- ❑ And here's another statistic to keep in mind: **delivering customer support on social media is 1/6 of the cost** of taking a traditional service call.
- ❑ Management in this context means **having the processes and tools** to keep your team in sync, **respond fast**, escalate to offline properly, and **evaluate your customer service** KPI. Social media management tools help you start working on this level right away – allowing your customer reps to interact with each other and have access to a shared and reusable base of knowledge and real-time performance tracking.

Lec. 8 Managing Real-time Publication

3 key advantages to having good social media management

3: Cohesive work paves the way to great results العمل المتماسك يمهد الطريق لنتائج عظيمة

- ❑ You need a clear, **cohesive strategy for your social media presence – across all departments, platforms, and activities** – and a way to put that strategy into action, not just once but across a whole quarter and year.
- ❑ This is where a social media management platform shines: it gives you the **transparency, best practice processes**, and all the planning and analytics **tools** you need – **all in one place and at the click of a button**.
- ❑ Set a cohesive strategy for all social media activity, connect it to your overall marketing and business plan, and execute it in the same way - with a centralized way of working.

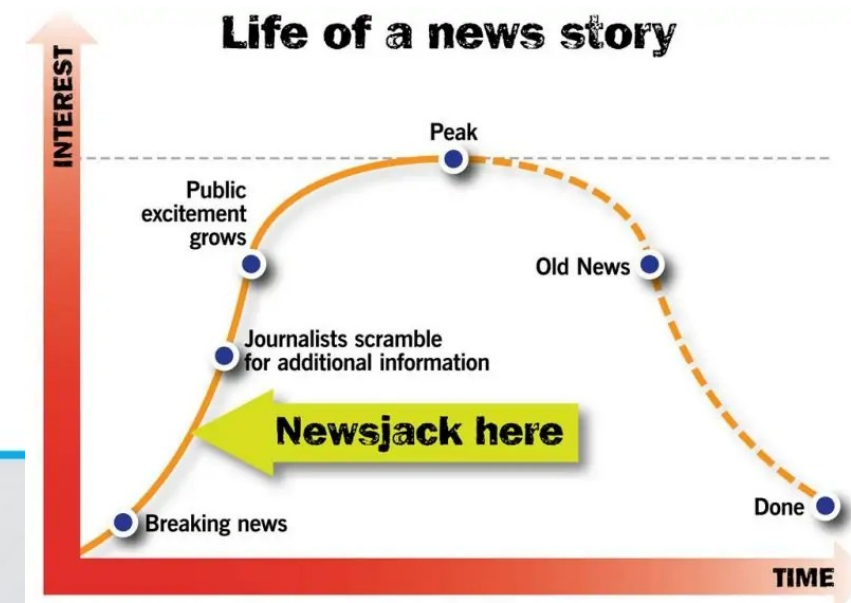
Lec. 8 Managing Real-time Publication

3 Ways To Plan For Real-Time Social Media

1) Newsjacking اصطیاد / اختطاف الأخبار

- ❑ Newsjacking has become a popular way to use trending topics for your own gain.
- ❑ Jeremy Percy, CEO of Reservations at the Point, explains real-time marketing and newsjacking this way:

“Since consumer attention is already focused on the trending topic, or large scale event, and they identify with it, real-time marketing just takes advantage of what is already working to provoke engagement.”



Lec. 8 Managing Real-time Publication

3 Ways To Plan For Real-Time Social Media

2) Tweet Chats

- ❑ Five ways to find the right X (prev. Twitter) Chat for your business or brand:
 1. **Paying attention to your newsfeed.** By participating in the X (prev. Twitter) **chats your audience enjoys**, you can nurture رعاية and strengthen those relationships.
 2. Using X (prev. Twitter's) advanced search to **find hashtags** related to your niche or interests.
 3. Searching on **X Pro (prev. TweetDeck)** or **TweetReports**.
 4. Taking a look at this carefully curated مختارة Twitter Chat Schedule doc.
 5. Tweeting out to your audience asking for recommendations.

Lec. 8 Managing Real-time Publication

3 Ways To Plan For Real-Time Social Media

3) Think Conversation محادثة فكرية

❑ This means finding ways to enter into relevant, timely and valuable conversations with potential clients for our company and the companies of our clients.

❑ How do we do that?

By ...

❑ Looking at/using **trending hashtags**

❑ Using **social listening and keyword monitoring tools**

❑ Checking out **influencers, their content**, and their Twitter Lists

❑ Putting a focus on **real-time responses** — or as real time as possible; we like to answer all incoming inquiries within 3 hours

❑ Using **segmentation** تقسيم to ensure we're delivering **the right content** at the **right time** to the **right audience**

Lec. 8

The Tools to Manage Real-time information publication



Lec. 8

The Tools to Manage Real-time information publication

Social monitoring platform covers networks like

- ☐ TikTok
- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ X (prev. Twitter)
- ☐ Pinterest
- ☐ YouTube

Lec. 8 The Tools to Manage Real-time information publication

Platform Analytics

The insights you develop from social listening should be shared with your assessment team and other stakeholders.

X (prev. Twitter)

Twitter is one of the easiest platforms to monitor but be sure the relevant conversations are happening there. Twitter is often used to identify breaking news. Twitter has an advanced search option, which gives an easy interface to make very specific queries, such as only searching for tweets from or to specific accounts, during certain time periods, or containing particular types of content, such as videos or links.

Lec. 8 The Tools to Manage Real-time information publication

Facebook and Instagram

Facebook's native search includes a host of filters, including the ability to search for public posts in public groups and pages, for example. You can also search by date and by tagged location, as well as by media type, such as videos, photos, or livestreams.

TikTok

TikTok allows you to easily see the current most popular hashtags simply by pressing the discover icon on the bottom of your screen. You can start searching for a keyword at the top of the page. After you enter the key word, TikTok will give you different tabs.

Lec. 8 The Tools to Manage Real-time information publication

WhatsApp

WhatsApp is the most popular messaging app globally, and its group chat function is well-suited to amplifying the impact of information, but closed chat groups are difficult to monitor. However, you can join some groups through publicly available invitation links, which you can find by searching for “chat.whatsapp.com” on Google.

Google Trends

Google trends tracks the volume of searches for certain keywords on several channels, including general web, image search, News search, and YouTube. It can compare results for different keywords (up to 15). Results can be filtered by time, geography, or even related queries. It can help in signal detection and tracking of conversational shifts.

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The Tools to Manage Real-time information publication

How to Assess the Social Media Monitoring Tool

- There are multiple criteria to consider when choosing a social media monitoring tool

Consideration	Description
Social media platforms	How much data the tool analyses, which platforms the tool assesses, if data is filtered and how the tool analyses visual content
News	If the tool analyses news and if it can access paid content
Historical data	If the platform analyses it and the length of the analysis period
Keyword search	Number limits, granularity, response time, ease of use
Artificial Intelligence (AI) tools	Presence of AI-assisted analytics (opinion mining, semantic search), how well these tools work in a multi-lingual setting
Visualisations	Which type of visualisations does a platform provide for the user, and how easy is it to get and customise them
Alerts	If the user can set them, how are they set, and how fast and in which channels the tool alerts the user

Lec. 8

The Tools to Manage Real-time information publication

How to Assess the Social Media Monitoring Tool

- ❑ There are multiple criteria to consider when choosing a social media monitoring tool

Consideration	Description
Posting, scheduling	If the platform supports not only analytics but also engagement and posting on different social media platforms
Mobile functionality	The possibility to access the tool using a mobile device
Support	How fast and helpful is the response from the tool's team
Trial period availability	If it is possible to try out the tool before committing to the service
Application Programming Interface (API) access	Necessity of having API access, what type of data could be accessed via API, what are daily/monthly API usage limits
Cost range and cost-dependent features	Price, pricing model, if costs change depending on number of used features, monitored queries, users, etc.

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The Tools to Manage Real-time information publication

Examples of Social Media Monitoring Tool

MONITORING TOOL NAME	COST? (AMOUNT \$)	COVERED PLATFORMS	COVERS TRADITIONAL MEDIA? (Y/N)	SEARCH CAPABILITIES
Google Alerts	Free	Web content (e.g., web pages, forums, blogs, news sites, YouTube) but not social media content	Yes	Key words
Hootsuite Insights	Paid (free demo available)	Twitter, Facebook, Instagram, Reddit, Tumblr, and more	No	Key words, hashtags
CrowdTangle	Free (with paid features)	Facebook, Instagram, Reddit	Yes	Key words, hashtags
TweetDeck	Free	Twitter	Yes	Hashtag, key words, Boolean search capability
Social Mention	Free	Twitter, Facebook, FriendFeed, YouTube, Digg, Google, etc.	No	
Talkwalker Alerts	Free	Blogs, websites, forums, and social media	No	
Meltwater	Paid (free demo available)	Online news, social media, print, broadcast, podcast	Yes	Boolean search capability

Lec. 8

The Tools to Manage Real-time information publication

Examples of Social Media Monitoring Tool

MONITORING TOOL NAME	COST? (AMOUNT \$)	COVERED PLATFORMS	COVERS TRADITIONAL MEDIA? (Y/N)	SEARCH CAPABILITIES
Cision	Paid (free demo available)	Online news, all social media, print, broadcast, podcast, radio	Yes	Boolean search capability
Awario	Paid	Facebook, Twitter, Instagram, YouTube, Reddit, news, blogs	Yes	Boolean search capability
TVEyes	Paid (free trial available)	Television and radio	Yes	

Lec. 8

Social Media Monitoring Tool

An Example: Crowd Tangle



Lec. 8

Social Media Monitoring Tool An Example: Crowd Tangle



FOLLOW

Easily follow public content across Facebook, Instagram and Reddit.



ANALYZE

Benchmark and compare performance of public accounts over time.

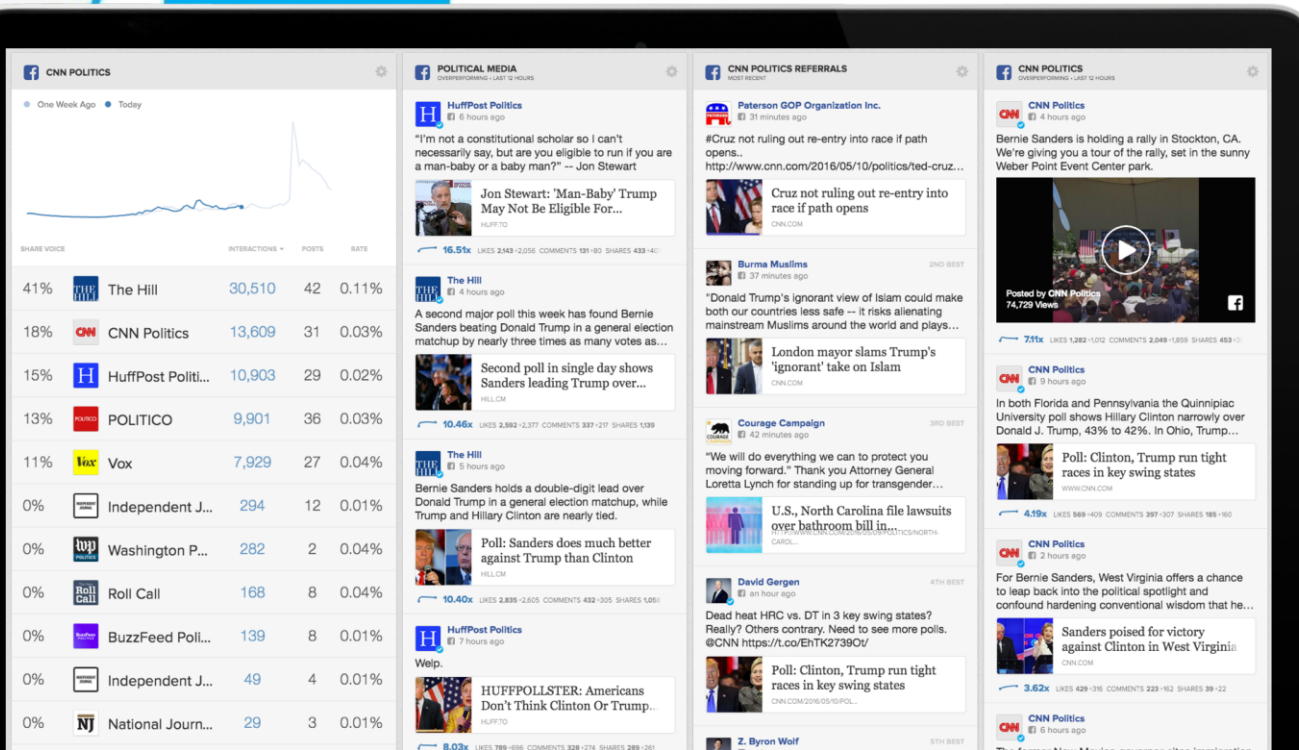


REPORT

Track referrals and find larger trends to understand how public content spreads on social media.

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Social Media Monitoring Tool An Example: Crowd Tangle



Real-time Dashboards

The best content from more than a million social accounts is surfaced front and center — and you get to choose the category. There's no limit to the number of accounts you can track or how you can organize them.

DISCOVER CONTENT

TRACK KEYWORDS

TRACK LINKS

SET UP LEADERBOARDS

ACCESS HISTORICAL DATA

SEARCH

Lec. 8

Social Media Monitoring Tool An Example: Crowd Tangle

The screenshot displays the Crowd Tangle dashboard. The top navigation bar includes the 'ct' logo, 'DASHBOARDS', 'LIVE DISPLAYS', 'INTELLIGENCE', and a 'SEARCH' function. The left sidebar contains navigation options: 'Notifications', 'Explore' (selected), 'Lists', 'Saved Searches', 'Saved Posts', and 'Weights'. The main content area shows a breadcrumb trail: 'Doaa Rady > Explore List > 22 Facebook Pages'. The title 'Egypt - Media' is prominently displayed. Below the title are tabs for 'Posts', 'Leaderboard' (selected), 'Notifications', and 'Manage'. A filter section allows for 'All Posts', 'Custom Date Range' (01/01/2022 to 01/06/2022), 'Any Page Size', and 'By Followers'. A table below shows the leaderboard data for various pages.

Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
Average Total	450,551.45	0.012%	87.30	14.79M	9.83M	+0.21%
1 اليوم السابع	2.60M	0.006%	320.2	83.29M	25,163,654	+0.16% +41,133

Lec. 8

Social Media Monitoring Tool An Example: Crowd Tangle

ct

DASHBOARDS ▾

LIVE DISPLAYS ▾

INTELLIGENCE ▾

SEARCH

Notifications

Explore

Lists

All Page Lists

- Egypt - Media

Saved Searches

Saved Posts

Weights

	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	450,551.45	0.012%	87.30	14.79M	9.83M	+0.21%
1	 اليوم السابع	2.60M	0.006%	320.2	83.29M	25,163,654	+0.16% +41,133
2	 CBC Egypt	1.51M	0.021%	60.8	44.55M	24,201,095	+0.21% +50,604
3	 المصري اليوم	1.30M	0.008%	225.4	40.94M	14,573,349	+0.29% +42,190
4	 dmc TV	1.15M	0.019%	59.8	41.16M	20,431,231	+0.50% +101,965
5	 مصر MBC	638,091	0.007%	64.2	33.36M	28,940,838	+0.08% +22,255
6	 Akhbarak.net	416,092	0.007%	85.4	1.76M	13,049,670	+0.01% +653
7	 Al Nahar	404,306	0.01%	39.8	23.44M	19,770,136	+0.11% +22,267
8	 القاهرة والناس	375,665	0.028%	34	9.55M	7,835,344	+0.24% +18,798

Lec. 8

Social Media Monitoring Tool An Example: Crowd Tangle

CrowdTangle Intelligence Report

REPORT NAME

Page Report

DESCRIPTION

All Posts in the Last 3 Months by Week

PLATFORM

Facebook Pages

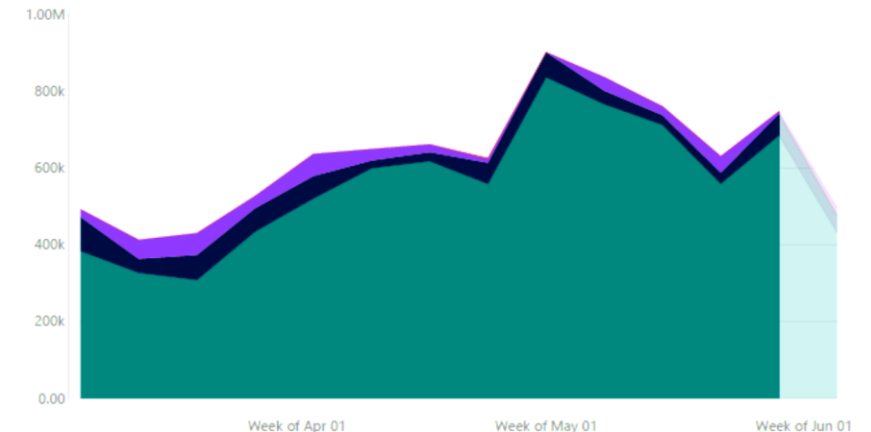
PAGE



Akhbarak.net



INTERACTIONS



ALL POSTS > TOTAL INTERACTIONS > 03/06/22 - 06/09/22

	TOTAL INTERACTIONS		AVG. WEEKLY INTERACTIONS	WEEKLY INTERACTION RATE
	8.81M		613.6K	0.01%
Post Type	Total	%		
Photos	7.74M	87.85%		
Links	660.9K	7.50%		
Statuses	1.5K	0.02%		
Facebook Videos	405.9K	4.61%		
Facebook Live	1.8K	0.02%		

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Social Media Monitoring Tool An Example: Crowd Tangle

CrowdTangle Intelligence Report

REPORT NAME

Page Report

DESCRIPTION

All Posts in the Last 3 Months by Week

PLATFORM

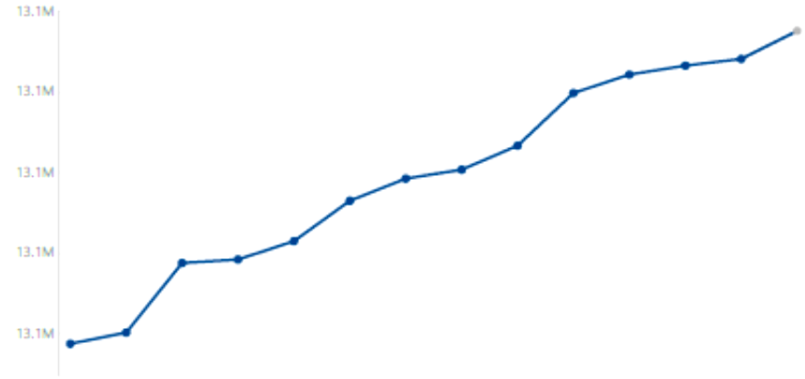
Facebook Pages

PAGE



Akhbarak.net

ct FOLLOWERS



FOLLOWER GROWTH > 03/06/22 - 06/09/22



FOLLOWERS	GROWTH	% GROWTH
13.11M	+38.8K	+0.30%

Timeframe	Total	Growth	% Growth	
Mar 06 - Mar 12	13.07M	+408	+0.004%	
Mar 13 - Mar 19	13.07M	+1.4K	+0.01%	
Mar 20 - Mar 26	13.08M	+8.6K	+0.07%	
Mar 27 - Apr 02	13.08M	+432	+0.003%	
Apr 03 - Apr 09	13.08M	+2.3K	+0.02%	
Apr 10 - Apr 16	13.09M	+5.0K	+0.04%	
Apr 17 - Apr 23	13.09M	+2.7K	+0.02%	
Apr 24 - Apr 30	13.09M	+1.1K	+0.008%	
May 01 - May 07	13.09M	+3.0K	+0.02%	
May 08 - May 14	13.10M	+6.5K	+0.05%	
May 15 - May 21	13.10M	+2.3K	+0.02%	
May 22 - May 28	13.10M	+1.1K	+0.008%	
May 29 - Jun 04	13.10M	+827	+0.006%	
Jun 05 - Jun 11	13.11M	+3.5K	+0.03%	

Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730

Lecture 9

Social Media Strategy



Lec. 9

Lecture outline

Social Media Strategy

- The role of platforms such as Twitter, Facebook and YouTube.
- A look at the processes required to use these tools effectively.

20 Steps for Social Media Strategy

1. Select Relevant and Realistic Social Media Marketing Goals
2. Determine Your Most Relevant Metrics
3. Decide Who You Want as Your Social Media Audience
4. Understand Your Social Media Audience
5. Select the Right Social Media Networks for Your Audience
6. Investigate How Your Competitors Approach Social Media
7. Establish a Realistic Social Media Budget
8. Plan the Types of Content You Intend to Share
9. Set Up Your Accounts Properly Before You Make and Promote Content
10. Establish the Best Times to Post and Set Up a Content Calendar
11. Create Suitable Content to Share with Your Followers
12. Promote Your Social Channels
13. Engage with Your Audiences
14. Build a Community for Your Audience
15. Consider Paid Promotion to Boost Your Audiences
16. Consider Working with Influencers to Widen Your Reach
17. Consider Working with Brand Advocates
18. Consider Using Chatbots as Part of Your Social Media Marketing Strategy
19. Run Cross-Channel Campaigns
20. Track Your Results and Adapt Your Social Media Plan

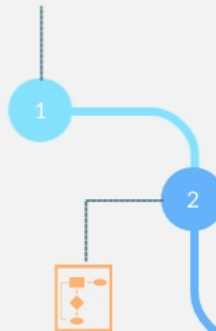
Lec. 9

How to Build Social Media Strategy?



Step 1. Choose social media marketing goals that align to business objectives

Each of your goals should be specific, measurable, attainable, relevant, time-bound and track meaningful metrics.



Step 2. Learn everything you can about your audience

Know your target customer's age, location, average income, typical job title or industry, interests etc and gather data.



Step 4. Do a social media audit

Asking these tough questions will keep your strategy focused.
Is my audience here?
If so, how are they using this platform?
Can I use this account to help achieve my goals?



Step 5. Set up accounts and improve profiles

Decide which social networks to use and also need to define your strategy for each. Setup your profile or improve your account so they align with them.



Step 3. Know your competition

Conduct a competitive analysis in your industry. Use social media listening to keep an eye on your competitors



Step 6. Find inspiration

Make your own plan from social media success stories. Also check award - winning accounts and campaign. Ask questions from your followers what they want from your followers.



Step 8. Evaluate and adjust your strategy

Look at performance metrics to track visitors, re-evaluate your strategy regularly. Constant testing can refine your strategy in real time, if not then do it all again. Use social media strategy template.



Step 7. Create a social media content calendar

Set your posting schedule on each channel. Determine the right content mix to support your business goals.

Lec. 9

How to Build Social Media Strategy?

1. Select Relevant and Realistic Social Media Marketing Goals

- ❑ One of the **most significant problems** faced by many businesses engaged in social media is that **they have never spent the time to set relevant and realistic social media marketing goals**. They know they need to be on social media, but have no idea why they are there.
- ❑ Of course, **your social media marketing plan needs to fit into your business planning as a whole**. Ideally, you will have **set strategic goals** for how you want **your business** to progress. Your **social media marketing goals** should complement **your overarching** شامل business goals.

Lec. 9

How to Build Social Media Strategy?

1. Select Relevant and Realistic Social Media Marketing Goals

☐ Suitable Social Media Goals Could include:

- ☐ Increasing brand awareness
- ☐ Achieving a set higher quantity of sales
- ☐ Improving your ROI عائد الاستثمار
- ☐ Driving people to increase in-store sales
- ☐ Grow your fan base



Specific	Measurable	Attainable	Relevant	Time-Bound
Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.	You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.	Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.	This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.	Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

Lec. 9

How to Build Social Media Strategy?

2. Determine Your Most Relevant Metrics المقاييس

- ☐ The existence of **fake followers** on any social network means that **follower numbers have little value** as a metric.
- ☐ Ideally, you should look at the **marketing goals** you set, and determine which **metrics will provide you with the answer** as to whether you **are meeting that goal**.
- ☐ For example, if you have a goal that aims to **increase your brand awareness**, then **Post Reach** is a relevant statistic. It will tell you **how far your content is spreading across social channels**.

Lec. 9 How to Build Social Media Strategy?

2. Determine Your Most Relevant Metrics

- ☐ If your goals are more sales-based, or you want to drive people to take a particular action, then you should take notice of the number of Clicks. Tracking Clicks per campaign will give you a good indication of what drives people to buy or do what you ask of them.
- ☐ You will often take most interest in the engagements on your posts. This shows how people interact with your content and whether it resounds with them.

Lec. 9 How to Build Social Media Strategy?

هناك Decide Who You Want as Your Social Media Audience

سبب One of the most common mistakes made by firms on social media is to **think**
وجيه **that all followers will be good for them.** There is a good reason why pundits
وراء deemphasize the metric **Follower Numbers** and call them vanity metrics.
قيام There is little point in having somebody as a follower unless he is likely to
النقاد take an interest in the content you share.

بالتركيز This is probably the biggest problem with buying **fake followers.** fake
على followers don't engage with your account. Some aren't real people at all,
مقياس merely **bots** الروبوتات. They certainly won't make future customers. These
أرقام people, whether they are real or fake accounts, **will not spend any money** on
المتابعين your products. They will not refer people to you. They are of no value to you
ويطلقون عليها
مقاييس
الغرور. at all.

Lec. 9

How to Build Social Media Strategy?

4. Understand Your Social Media Audience

ليس كل جماهير وسائل التواصل الاجتماعي متشابهة

- ❑ Not all social media audiences are alike. Different types of people use social media in varying ways. If you're going to meet your goals, **you need to be using the same social media networks as your target audience.** Similarly, if you intend to **engage in influencer marketing**, you need to ensure that you **engage influencers whose audience matches your target market.**

Lec. 9

How to Build Social Media Strategy?

5. Select the Right Social Media Networks for Your Audience

- ☐ Some people worry about how they are going to find the time and energy to operate accounts on every social network. In most cases, you don't need to. **You simply need to find the right social networks for your business.** You want to discover the social networks where your **intended audience** spends their time.
- ☐ You may have to carry out some **research first** to discover where your **intended audience** hangs out. This shouldn't be too difficult, particularly if you know your customers. If you don't already understand this, you could **survey them**, asking them for **their preferred social accounts.**

Lec. 9

How to Build Social Media Strategy?

5. Select the Right Social Media Networks for Your Audience**Don't Waste Time on Social Networks Your Audience Don't Use**

- ☐ If a sufficiently large proportion of your target audience spends time on a social network, you want to be there too. If they have little interest in a platform, you can give it a miss, and not waste your time and resources there.
- ☐ There is another factor that you should consider to make your life easier. **Many businesses find it easier to use some form of social media marketing platform to help them schedule posts in one place in bulk.**

Lec. 9

How to Build Social Media Strategy?

تحقق من كيفية تعامل منافسيك مع وسائل التواصل الاجتماعي

6. Investigate How Your Competitors Approach Social Media

- ❑ You will usually have competitors who will also run a social strategy. You will definitely need to know what they are doing. What is their focus? Whom are they targeting? What key phrases are they trying to dominate?
- ❑ You can quickly conduct a competitor analysis to help you better understand their strengths and weaknesses. This should give you a better understanding of what potential customers expect from businesses in your industry.
- ❑ You might spot your competitors' weak social areas and be able to exploit **يستغل** the gaps. For instance, one of your competitors might be influential on Twitter, but have a weak Facebook presence, despite your target market using that network. In that case, it may pay you to put more resources into Facebook rather than competing head to head on Twitter.

Lec. 9

How to Build Social Media Strategy?

7. Establish a Realistic Social Media Budget

- ❑ Social media marketing is as viable a form of marketing as any other marketing type for most companies, and you should be prepared to **allocate a budget** accordingly. You can't expect social media success if you simply tag it onto the pre-existing list of duties your existing office staff performs.
- ❑ On the other hand, **you shouldn't spend more on your social media activities than you can realistically earn in increased sales**, or at least in brand recognition and awareness if that is more where your goals lie.
- ❑ As with any form of marketing, **you should calculate a return on investment (ROI) from your social media expenditure** النفقات , bearing in mind the goals you set earlier in your strategy.

Lec. 9

How to Build Social Media Strategy?

8. Plan the Types of Content You Intend to Share

- ❑ Of course, to be successful on social media, you will need high-quality content to share. One of the biggest mistakes that businesses do is to **share excessive promotional material**. Remember, social networks are designed to be social – they were never intended to be a marketplace for you to sell your products.
- ❑ Therefore, you need to **balance the content you share socially, to be a mixture of informative and entertaining items**, with a small percentage of promotional material added in. You will also need to like and share other people's content.
- ❑ This is probably the **most significant reason that most influencers** gain that status. They **know their audience** well and **create the perfect content to interest their followers**. As a brand, you need to do the same.

Lec. 9

How to Build Social Media Strategy?

8. Plan the Types of Content You Intend to Share

Be Realistic About What You Can Produce

- ❑ You need to understand any limitations you may face when creating content. For example, you might want to run a great YouTube channel, but if you don't have the equipment, people, knowledge, and time to **create high-quality videos**, it is pointless going down that track. You don't want a YouTube channel with just one or two poorly-filmed videos of talking heads.

لا تريد قناة على YouTube تحتوي على مقطع فيديو واحد أو مقطعين فيديو تم تصويرهما بشكل سيئ لرؤوس المتحدثين.

Lec. 9**How to Build Social Media Strategy?****8. Plan the Types of Content You Intend to Share****Don't Mix Your Personal Tastes with Those of Your Target Audience**

- ☐ The odds are that you, or the person running your business social account, will also run personal social accounts. You must distinguish between the two types of accounts. Just because you like to make a particular type of post on your own accounts, does not mean that those posts will work on the company accounts.

Lec. 9

How to Build Social Media Strategy?

9. Set Up Your Accounts Properly Before You Make and Promote Content

قم بإعداد حساباتك بشكل صحيح قبل إنشاء المحتوى والترويج له

- ❑ It is vital that you set your accounts up correctly. You will want a **consistent visual look** across all of your social channels. Use the correct colors, logos, and similar graphics on each network.
- ❑ Don't waste any of your social real estate. Take the time to fill in **your bios and profiles** fully. Make sure that you link to relevant places, perhaps even create specific landing pages on your website for people who click through from your social accounts.
- ❑ It is worth **taking the time to ensure that you have uploaded all the images on your bios and profiles at the best resolution for the social network**

Lec. 9 How to Build Social Media Strategy?

10. Establish the Best Times to Post and Set Up a Content Calendar

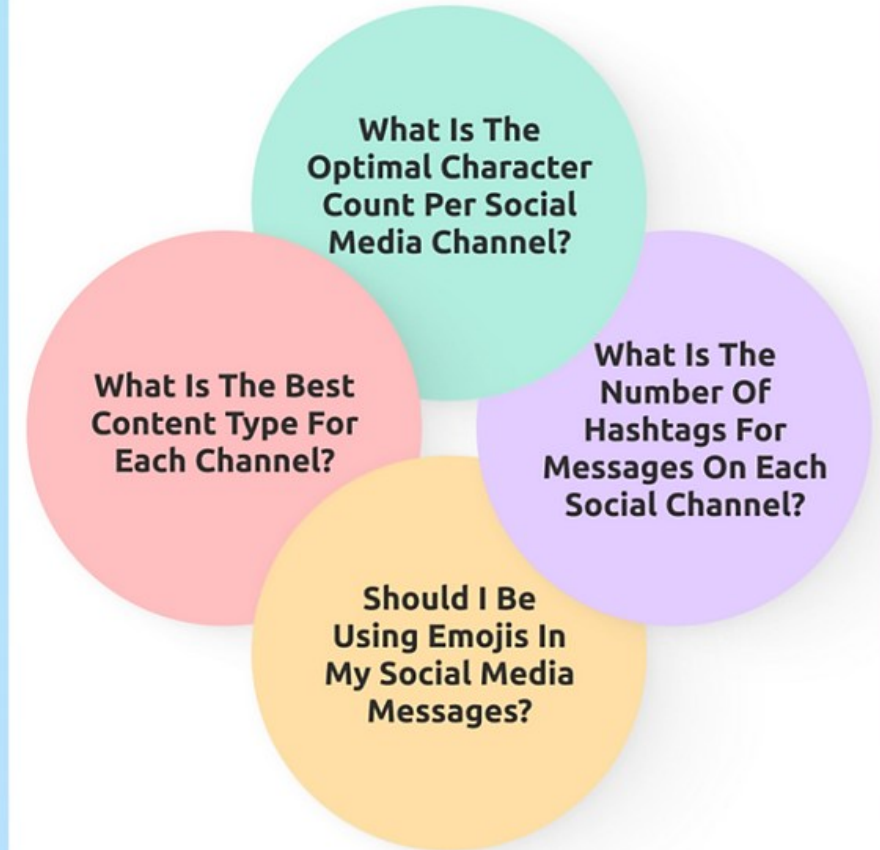
- ❑ While you could manually make all of your social posts, that is inefficient, and may not lead to the best results. Most of the social networks now use some form of algorithm to filter the results they give people. This means that if you **post at a different time** to when your target audience is online, they may never see your content.
- ❑ Ideally, you will want to **use one of the social scheduling tools** so **you can set up and organize multiple posts at the same time.**

Lec. 9

How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers

- ❑ There are four questions you should ask yourself when creating content:
- ❑ Don't forget the **importance of images and videos**. Visual content is more than 40 times more likely to be shared on social media than other types of content.



من المرجح أن يتم مشاركة المحتوى المرئي على وسائل التواصل الاجتماعي بأكثر من 40 مرة مقارنة بأنواع المحتوى الأخرى.

Lec. 9

How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers**Create Diverse Content**

- ❑ While you want your content to have a general look, particularly within individual social campaigns, you don't want all your social content to look the same. **People respond best to variety in their social feeds.** Depending on the social network, they like a mix of attractive **imagery, entertaining videos**, and even some compelling **text** copy. Of course, some social networks only allow you one or two of these content types, but you can still alter the mix of posts within a medium.

Lec. 9

How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers**Customize Your Content for Each Social Network**

- ❑ It's important to remember that not every social channel is identical. Ideally, you should customize your content for each network.

X (Prev. Twitter)

- ❑ X (Prev. Twitter) comes with a self-imposed limitation – you can't write more than 280 characters in a tweet. So, your message needs to be short and to the point. You can include links in tweets and hashtags (but no more than 1 or 2). Tweets with images perform far better than those without.

Lec. 9

How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers

Customize Your Content for Each Social Network

Facebook

- ❑ Facebook posts can be longer than tweets, but don't make them excessively so. People can be easily turned off by a wall of text. It is always a good idea to include some personal comments, even if you are simply sharing curated content. Short videos perform well on Facebook. Add an image or video with every Facebook post, but relate them to your text. Link posts often perform well on Facebook

LinkedIn

- ❑ LinkedIn is a professional network, so you need to ensure that all the posts you share there are suitable for such an audience. People often read posts on LinkedIn hoping to educate themselves, particularly anything that can help further their careers.

Lec. 9**How to Build Social Media Strategy?****11. Create Suitable Content to Share with Your Followers**
Customize Your Content for Each Social Network**Instagram**

- ❑ Instagram is an image-based social network, so you need to share interesting, relevant photos, and short videos. You can combine these to tell a Story, which has the advantage of sitting at the top of people's feeds, rather than being lost in regular posts.

Pinterest

- ❑ Pinterest is also very image-focused. Indeed, people Pin images on themed boards. So you need to focus your Pinterest content around a pinnable picture. Pinterest can be perfect for creatively showcasing products, particularly if you have a predominantly female target audience.

Lec. 9

How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers**Customize Your Content for Each Social Network****YouTube**

- ❑ YouTube is, of course, renowned as the home of medium to long-form video. You set up a channel and post videos to it, preferably following an overall theme. You need something to set you apart from all the other YouTube channels. You should aim to post at least one video per week, so your audience knows they can expect new videos consistently. You should generally avoid simply uploading your existing television ads. Aim to make and upload well-made, high-quality videos. One way to avoid making videos that look too obviously like ads is to make interesting videos that incorporate your products.

Lec. 9 How to Build Social Media Strategy?

11. Create Suitable Content to Share with Your Followers Customize Your Content for Each Social Network

TikTok

- ❑ TikTok is beloved by **Generation Z** and, to a lesser extent, millennials. If they're your target market, then you should be making short-form videos for the platform. Videos on TikTok can be of any length up to 10 minutes, although most are around 15 seconds. Trends are significant to TikTok's audiences, so take note of the latest trends and try to make and share a quick video following the trend as soon as you notice it. As with YouTube, it's vital you choose a niche for your TikTok videos that is likely to interest your target audience. With TikTok videos being short, you need to post often to keep the attention of your viewers.

Generation Z is "the generation of people born in the late 1990s and early 2000s"

Lec. 9

How to Build Social Media Strategy?

12. Promote Your Social Channels

- ❑ Although good content will ultimately sell your social channels, you still need to gain your initial following. **People have to find your channels before they can choose to follow you.**
- ❑ You can **promote your channels** in various ways, some highly visible, others more subtly **بمهارة**.
- ❑ You should **place buttons** for all your social accounts at various places **on your website** – on your home page, in your footer, on your About and Communications pages, for example. **If you have an email list, you should include a reference to your social channels** in any emails and newsletters you send. You can easily **add buttons** to your social channels **in the footer of every email.**

Lec. 9

How to Build Social Media Strategy?

13. Engage with Your Audiences

- ❑ People don't just go onto social networks to read, look at, or watch content. They go online to **interact with other people and to be social**. Successful businesses do not just broadcast to their social audiences. They engage with them too.
- ❑ This is why you **should not attempt to cover every social network unless you have a very diverse target market** and an army of personnel dedicated to this task. By focusing your attention on the social networks your target market frequents, you can use your resources efficiently.
- ❑ Some firms have found it very useful to create custom hashtags. Not only can these encourage discussions and sharing, but they also make it easier for you to search for posts that reference your business.
- ❑ Ideally, you should respond to all social mentions of your business and demonstrate that customer care is a priority for you.

Lec. 9

How to Build Social Media Strategy?

14. Build a Community for Your Audience

- ❑ One of the best ways of engaging with your audience is to create a clear community for them. You want to be one of their "go-to" places each day. A crucial part of this is **establishing a personality online**. You want to ensure that your business comes across as having heart and soul, and people don't see you as a faceless corporation.
- ❑ Try and make **your posts interactive and involve your audience**. Make a point of asking them for an opinion. You could perhaps include **quizzes and questions to collect your followers' views**. Whatever you do, make sure your posts are interesting and newsworthy. Don't simply regurgitate your advertisements. You want your followers to return to your posts regularly, so they must find them of value.

Lec. 9

How to Build Social Media Strategy?

15. Consider Paid Promotion to Boost Your Audiences

- ❑ Most social networks allow you to buy some form of paid ads. Most will enable you to **demographically target your ads**, making them only visible to your preferred **target audience**.
- ❑ **Paid promotions allow you to reach relevant audiences** to whom you don't currently connect. You can use advertisements to build brand recognition, promote particular posts/videos, or even to sell products.

Lec. 9

How to Build Social Media Strategy?

16. Consider Working with Influencers to Widen Your Reach

- ❑ We obviously understand the advantages of working with influencers and engaging in influencer marketing. If you select the **right influencers**, you have the **chance to reach a whole new audience**, who hopefully will have an interest in your business and its products.
- ❑ Influencers have already mastered the art of social media marketing – that is their strength. They have built a solid reputation online, and have a large number of keen and interested followers.
- ❑ You might consider **working with influencers, having them to direct their followers to your social sites**. You will, of course, have to create content that will interest them when they arrive at your pages, however.
- ❑ If you select **influencers whose followers match your target audience**, and you provide **quality content** to people that the influencers direct your way, you have a chance that these people will then become your social followers too

Lec. 9

How to Build Social Media Strategy?

17. Consider Working with Brand Advocates

- ❑ You might already have access to keen and eager people who are happy to promote your brand on social media. You can include these brand advocates in your social media marketing strategy. They may not have the same reach as the top influencers in your niche, but some will already have sizeable audiences and solid reputations, and you have the added advantage that they already know and like your product.
- ❑ Brand advocacy simply means that the people who love your product or services continue to show support for your brand by promoting your organization **organically to new audiences**. Your brand advocates can play a significant role in **word-of-mouth marketing and drive new business** by being enthusiastic fans of what your company does.
- ❑ Brand advocates can include your executive leadership, company partners, employees, and existing customers.

Lec. 9

How to Build Social Media Strategy?

18. Consider Using Chatbots as Part of Your Social Media Marketing Strategy

- ❑ If you use messenger-type apps, such as Facebook Messenger or WhatsApp, with your followers, then you could consider adding a chatbot. These can help you resolve problems for your potential or existing customers without the need for any human interruption.
- ❑ SocialBee describes "the greatest benefit may actually be the fact that a chatbot will provide your customers with a smart assistant with the ability to communicate with them almost like a human consultant and it will progressively begin to get to know your customers and which of your products they are interested in."
- ❑ If the thought of using a chatbot daunts you, you don't need any coding skills or have to pay a costly development team. There are several existing chatbots you can integrate into your social channels for a monthly fee.

Lec. 9

How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ Many businesses now have more than one social account and tie them together with **cross-channel campaigns**. You can even include **your influencers** and **brand advocates** in these campaigns too.
- ❑ Of course, if you sell multiple products targeting different groups of people, you might have quite a few business social accounts. **That doesn't mean that you need to include every social account in every campaign** هذا لا يعني أنك بحاجة إلى تضمين كل حساب اجتماعي في كل حملة. **Focus on those accounts that match the target audience for a specific campaign.**
- ❑ Every social network has its quirks and ways of doing things. For instance, hashtags began on Twitter. They're still important there, but you shouldn't use more than one or two per tweet. That network also has a fixed limit of 280 characters. Instagram seems even more beloved of hashtags, and you can use up to 30 hashtags in an Instagram post. They don't like you using the same combination of hashtags in too many posts, however.

Lec. 9

How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ On the other hand, while some people use hashtags on Facebook, they have never taken off there in the same way they have on Instagram, Twitter, or even TikTok.
- ❑ So, you can't just use the same items of content, unaltered, on all your social networks in a cross-channel campaign. **You need to think of a cross-channel campaign as one giant story you tell across all your social accounts without repeating yourself.** You want to **tell a connected, cohesive story** that does not feel repetitive to your audience, particularly to those who follow you, your influencers, and your brand advocates across multiple social networks.
- ❑ One way to do this is to share only the content types that each network specializes in for your campaign.

Lec. 9

How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ For example, you would only share images relating to your campaign on Instagram, videos of more than a few minutes duration on YouTube, short videos on TikTok, and short, sharp 280-character tweets on Twitter (but ensuring you include a suitable visual.)
- ❑ You will, of course, wish to use consistent branding across all the messages on all your social networks for your cross-channel campaign. Ideally, you might create an overall landing page giving more details about your campaign and linking all your messages there. Remember to **create a unique, memorable hashtag** for these campaigns (and even encourage people to use it on those networks with less hashtag interest, like Facebook.)

Lec. 9

How to Build Social Media Strategy?

20. Track Your Results and Adapt Your Social Media Plan

- ❑ Of course, no matter how much you plan your social efforts, there is no guarantee that things will work as you expected. If you don't track your results, however, you will never know the success of your social campaigns.
- ❑ **You began the process by setting goals and then determined your most relevant metrics. Therefore, you will want to keep a constant eye on how these metrics are progressing.** Are your social campaigns having the desired effects on these metrics?
لقد بدأت العملية بتحديد الأهداف ثم حددت المقاييس الأكثر صلة. لذلك، سترغب في مراقبة تقدم هذه المقاييس؟
باستمرار. هل تحقق حملاتك الاجتماعية التأثيرات المرغوبة على هذه المقاييس؟
- ❑ We have previously looked at 15 Instagram **Analytics Tools** for Influencers. Some of these also provide metrics for other social platforms. Many of the social networks offer their own analytics tools that will provide much of the necessary data. For example, you will find an Insights section for your Facebook page and Analytics sections on Twitter and YouTube.

Lec. 9 How to Build Social Media Strategy?

20. Track Your Results and Adapt Your Social Media Plan

- ☐ **Use these tools to track your success.** If they show that you are producing popular, well-shared content, create more of that type. If your content doesn't perform so well, take note of what does work, and adapt your social sharing to focus on the kind of material your followers preferred.
- ☐ You could also consider **surveying your social audience** to discover what they think of your social media marketing strategy. Your followers may come up with valuable ideas that you hadn't thought about. Don't be afraid to make changes if there is a chance that you can further improve your social success.

Social Media and Crises

Prepared by: Dr. Doaa Rady

DGM 730

Lecture 10

**Crisis Communication &
Using AI for Crisis Analysis**



Lec. 10

Lecture outline

Crisis Communication and Management

- **Internal Communication**
- **Influencer Communication**
- **Media Communication**
- **Communicating on Social Channels**
- **Crisis Scenario Planning**
- **Ten rules for crisis management**

Lec. 10 Introduction

- ❑ The use of social media has increased in the world of communication, with X (Twitter) and Facebook as the most used platforms, and organizations have gained mileage by using it to communicate in a **much more effective and fast way with their customers** about their businesses as well as responding to queries and questions.
- ❑ However, in as much as the emergence of social media has brought in the advantage of fast, effective communication, it has also given room for **the fast spread of negative**. An organization depends on its **reputation**, it is a pertinent aspect that directly translates to **its financial achievement**, and with the emergence of social media, crisis might arise and spread faster than it can ever do on any other traditional forms of communication.

Lec. 10 Introduction

- ❑ Therefore, the success of any organization is highly dependent on what it says or the effort it makes after a crisis strike.
- ❑ For this reason, crisis management helps the companies in being able to address issues that threaten its reputation.
- ❑ It has been suggested that it is paramount for organizations to understand fully how to manage different kinds of crisis via social media.
- ❑ Wang (2015) observes that social media has been utilized for public relations since its advent in 2004, and this has had an influence on both individuals and the society.

Lec. 10

Internal Communication



Lec. 10 Internal Communication

- ❑ **Organizations communicate in two directions:** **internally** to staff and **externally** to clients, customers, shareholders, stakeholders, the media.
- ❑ **Faulty internal communications** can lead to mistakes, discouraged and unhappy staff, employees leaving the company.
- ❑ **Poor external communications** can damage image and sales. It really is that simple. Any overall management strategy needs a communications plan or the whole operation might fail.
- ❑ A communications audit **مراجعة / تدقيق / فحص** **analyzes an organization's practices** to reveal how effective they are—throughout a whole company or in specified parts of the organization. It can **pinpoint problem areas** such as frequent misunderstandings **سوء الفهم**, information blocks **حجب المعلومات**, information lacks **نقص**, information duplication **ازدواجية المعلومات**, misrepresentation **التحريف**. An audit could be part of a periodic health check, but it is especially **helpful at a time of change**: a merger or acquisition, **launch of a new product or service**, entry into new markets, for example.

Lec. 10 Internal Communication

- ❑ **Communication is a complex process with potential pitfalls الصعوبات at each stage.** Is the message clear? Is the medium for transmitting it appropriate? Has the recipient actually received it? If so, has it been understood? Has it had the desired effect? Does the recipient have a channel for feedback? Can the recipient understand how to provide the feedback? You thought you said one thing but when you check you find that a totally different message was actually received.
- ❑ **The evaluation report** will consider attitudes towards the communications (do people look forward to meetings or consider them a waste of time?); it will look at **the needs of different groups** (the most **appropriate way to deliver training**, for example) and **it will provide evidence of any problems** that need to be addressed.

Lec. 10 Internal Communication

❑ When a crisis occurs, it is essential to:

- Demonstrate your willingness to **cooperate** with officials, key audiences and industry support;
- **Provide** timely, accurate, and credible **information** regarding the situation;
- **Communicate** accurately and **effectively** to all target audiences;
- Are prepared to verify the training provided to workers;
- Act quickly and appropriately in **response to the media**;
- **Protect the name and reputation** of your company; and
- **Maintain** employee, producer, customer and industry **confidence**.

Lec. 10

Influencer Communication



Lec. 10 Influencer Communication

What is Influencer Communication?

التسويق المؤثر
أو التسويق عبر
المؤثرين

- Influencer Communications اتصالات المؤثرين is a messaging-based approach to **marketing communications** that ensures consistency in how brands are perceived in different mediums, such as news coverage, social media, speaking engagements, investor presentations, analyst reports, and content marketing.
- The relevance of social media influencers for organizations has grown rapidly during the last years. **Strategic communication** الاتصال الاستراتيجي faces the **challenge** to find new ways how to manage their **influencer activities** because established communication management concepts cannot simply be applied to influencers.

Lec. 10 Influencer Communication

- This is due to at least two characteristics of influencer communication:
- First**, many influencers strive to monetize their status as micro-celebrities. **Second**, influencers combine functions that different actors have fulfilled previously, e.g. creative agencies, advertising media, journalistic media, testimonial givers, and opinion leaders. This intermingling of functions in just one actor implies that routine procedures that are tailored to mono-functional actors may fall short.
- **For example**, organizations have to approach travel influencers differently than travel journalists.
- Due to these two characteristics, organizations' communication departments and their agencies are confronted with the task of adapting their routines to influencer communication or even developing new routines.

وبسبب هاتين الخاصيتين، تواجه أقسام الاتصال في المنظمات ووكالاتها مهمة تكيف إجراءاتها الروتينية وفقًا للتواصل مع المؤثرين أو حتى تطوير إجراءات جديدة.

وهذا
الاختلاف
بين
الوظائف
في جهة
فاعلة
واحدة فقط
يعني أن
الإجراءات
الروتينية
المصممة
خصيصًا
للجهات
الفاعلة
ذات
الوظيفة
الواحدة قد
تكون
قاصرة.

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- ❑ Yet despite the growing importance of influencer communication, little is **known about how organizations and agencies manage their influencer activities.**

Influencers as a new voice in strategic communication

- ❑ Early research on **social media influencers** has defined this stakeholder group as “**third party endorser الطرف الثالث المؤيد** who shape audience attitudes through blogs, tweets, and the use of other social media”

The Role of Internal Influencers in Communications Strategy

- ❑ Many companies have long relied on external influencers, such as **industry experts, analysts, and thought leaders**, to communicate their message. But the rise of **employee advocacy** has given way to a new breed of influencers—**internal influencers**. These key people, located within the heart of your business, can be crucial in shaping your organization’s employee communications strategy.

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- ❑ **Internal influencers are employees** who can shape their colleagues' opinions, beliefs, and behaviors. Sometimes referred to as employee influencers, these individuals are highly respected and trusted by their colleagues. By leveraging their power, internal influencers can significantly **impact your company's culture and communications**. ثقافة واتصالات الشركة.
- ❑ According to a study, 70% of employees are likelier to trust information about their company that they receive from their colleagues than from the company's official channels. When you think about it, this makes a ton of sense. Who better to understand the decisions made by the leadership team than those directly affected by them? Who better to disseminate a new policy or initiative than someone "on the inside"?

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Media Communication



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☐ Relationships & Preparation

**Good media relations begin
long before you are contacted.**

- ☐ Draft and implement a media policy.
- ☐ Educate employees on the policy.
- ☐ Identify and train a lead spokesperson.
- ☐ Establish relationships with reporters.
- ☐ Know your Target Audiences.
- ☐ Develop and know your Key and Secondary Messages.
- ☐ Anticipate and prepare for questions.
- ☐ Answer questions with your messages.

**No comment is usually no good.
If you hide from the media, most people
will suspect that you have something to hide.**

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❑ What to Do When a Reporter Calls :

Immediately

WHO is calling?

Get a name, title, media outlet, deadline.

Try to get a “time out”

Decide who will speak to the reporter

Decide your key messages

Think of likely questions...write them down

Rehearse, at least mentally

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❑ Your Target Audiences/Publics:

If you say something publicly

Who

will hear it and

How

will it affect them?

- ❑ The general public (current, past and future clients)
- ❑ Regulators and legislators المنظمين والمشرعين
- ❑ Employees
- ❑ The media

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☐ Develop Your Messages :

What you say will have an effect on each target audience.

So, what do you say?

Key Messages

- ☐ The Key Message is applicable to any audience.
- ☐ The Key Message should register an immediate impression.

Secondary Messages

- ☐ Secondary Messages are customized for specific audiences.
- ☐ Develop your messages before you talk with a reporter.
- ☐ Rehearse and repeat them during the interview, no matter the question.

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❑ Develop Your Messages : Appearance is critical ?

- ❑ Studies show upwards of 75 percent of information comes from the eyes – much less from the ears
- ❑ Need to look the role تحتاج إلى إلقاء نظرة على الدور
- ❑ Professional

Execution

Be brief.

Get your key messages across early and frequently.

Know when to stop talking.

Do not speculate . المضاربة

Avoid sarcasm . سخريّة

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❑ Develop Your Messages : Execution

Always tell the truth. **NEVER** lie to a reporter!

Keep your cool.

Be positive, not negative.

Avoid slang language.

Build bridges from loaded questions to informative answers.

Repeat your key messages before you conclude.

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Evaluation

1. Read your clips; watch newscasts . نشرات الأخبار
2. Be critical of your performance.
3. Check your quotes — accurate or inaccurate?
4. Make corrections, if necessary.
5. Commend accuracy . أثني على الدقة
6. Follow up in writing. يجب أن تكون جميع المراسلات المتعلقة بمسألة ما متسقة
7. All correspondence on an issue must be consistent.
8. Send copies of the stories that support your messages to your key audiences. أرسل نسخًا من القصص التي تدعم رسائلك إلى جماهيرك الرئيسية.

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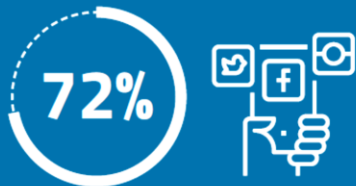
Communicating on Social Channels



Lec. 10 Communicating on Social Channels

- ❑ Social media are internet-based technologies that allow collaboration and **information sharing**. Importantly, social media enables the **two-way flow of information** where the public can contribute to content development and sharing. Social media technologies are often referred to as web 2.0 technologies as they move from a one-way dissemination model of information sharing to an **interactive environment** where communication and conversations flow in multiple directions.
- ❑ **The relationship between social media and crisis communications is an interesting and somehow controversial topic.** While it is undeniable that **social media platforms represent useful low-cost tools, their use during a crisis carries a number of risks** that we must consider carefully. Nowadays, organizations cannot avoid having a social media footprint and, whether they like it or not, **building a strong social media presence can make a difference during a crisis.**

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of organizations use social media to communicate or gather information during a disruptive incident



The majority of respondents use either Twitter, Facebook or WhatsApp to gather real time information during a disruptive incident



believe it is the responsibility of social media companies to guarantee reliable communications platforms



agree that they should provide dedicated communications apps, such as Facebook's safety check system



The main benefits to using social media during a crisis are:



usability



the volume of information available



the low costs



Social Media in Crisis Communications Report 2020

Lec. 10 Communicating on Social Channels

- ❑ The majority (72%) of organizations rely on social media to communicate or gather information during a disruptive event. Most respondents revealed during a series of in-depth interviews that they monitor a wealth of threats, including reputation damage. While most of them perform this function internally, two stated that their organizations employ a third party to take care of social media monitoring. Out of the interviewees who analyze social media, nearly two-thirds use specific software to do so, while the remaining third adopt manual monitoring.
- ❑ The report highlights the attractiveness of social media for crisis communications, due to low costs and staff familiarity with them, among others. Further, professionals think that social media has a responsibility in guaranteeing a reliable service during an incident. Nearly half of the sample rely on social media to the extent which, in case these were unavailable, their crisis communications capabilities would be seriously limited.

ويسلط التقرير الضوء على جاذبية وسائل التواصل الاجتماعي للاتصالات في الأزمات، بسبب انخفاض تكاليفها وإلمام الموظفين بها، من بين أمور أخرى. علاوة على ذلك، يعتقد المحترفون أن وسائل التواصل الاجتماعي تتحمل مسؤولية ضمان خدمة موثوقة أثناء وقوع الحادث. ويعتمد ما يقرب من نصف العينة على وسائل التواصل الاجتماعي لدرجة أنه في حالة عدم توفرها، ستكون قدراتهم على الاتصال بالأزمات محدودة للغاية.

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Crisis Scenario Planning



Lec. 10 Crisis Scenario Planning

- ❑ A **crisis** is the ultimate **unplanned activity** and the ultimate test for managers. In a time of crisis, conventional management practices are inadequate and ways of responding usually insufficient. A **communications practitioner** with global experience, details **a well-managed crisis response** that **will leave stakeholders with a favorable impression and renewed confidence in the affected company.**
- 1. **Crisis prevention: The case for issues management**
 - ❑ The first task is to **identify crisis risks** or to recognize a crisis when it breaks out. From a communications standpoint, **a crisis is a business or organizational problem that is exposed to public attention, and that threatens a company's reputation** and its ability to conduct business.
 - ❑ Although **some risks are beyond a company's control**, others can be foreseen.

Lec. 10 Crisis Scenario Planning

- ❑ *Research shows that the vast majority of crises arise when companies fail to identify a potentially contentious issue at an earlier, more benign stage, and to develop a plan of action to manage the issue before the issue manages them.*

Creating a crisis communications plan

- ❑ The issues audit becomes the front end of a company's crisis communications plan, and arguably, the most important document in the plan. As a complement to a company's emergency procedures, **the crisis plan should contain detailed communications response procedures** in the event that any of the potential crises identified in the communications audit, or unforeseen external events, come to pass.

Testing the plan

- ❑ In order to ensure that the messages contained in the crisis plan are delivered effectively and with credibility, and that the plan can be carried out, it needs to be tested. This is where **crisis training and simulations** come in, as well as media training.

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2. Crisis Management: “Plan for the worst; hope for the best”

خطط للأسوأ؛ نأمل للأفضل

- ❑ Despite the best planning and foresight, organizations inevitably find themselves in a crisis from time to time.
- ❑ Research has discovered common internal reactions when the issue first breaks.
- ❑ Before the company knows about the incident, cameras are on the scene. In the absence of real information, an organization cannot respond meaningfully. However, that doesn't stop media from reporting on it live, minute by minute.
- ❑ As events escalate, management senses a loss of control over the issue.

قبل أن تعرف الشركة بالحادث، تكون الكاميرات في مكان الحادث. وفي غياب المعلومات الحقيقية، لا تستطيع المنظمة الاستجابة بشكل هادف. ومع ذلك، فإن هذا لا يمنع وسائل الإعلام من الإبلاغ عنها مباشرة، دقيقة بدقيقة. ومع تصاعد الأحداث، تشعر الإدارة بفقدان السيطرة على المشكلة.

Lec. 10 Crisis Scenario Planning

Assessing a crisis

One of the most vital skills a company can possess is the ability to determine if, **when and at what level of importance a crisis** has struck:

- ☐ Is this a crisis, or is it simply a continuing business problem coming to the surface?
- ☐ Is it confined to a local area, or does it have the potential to become a situation of national or international importance?
- ☐ Has someone verified the incident or crisis?
- ☐ What are the legal implications?
- ☐ What level of resources will be required to manage it?

هل هذه أزمة أم أنها مجرد مشكلة تجارية مستمرة تظهر على السطح؟
هل هي محصورة في منطقة محلية أم أنها لديها القدرة على التحول إلى موقف له أهمية وطنية أو دولية؟
هل قام أحد بالتحقق من الحادث أو الأزمة؟
ما هي الآثار القانونية؟
ما هو مستوى الموارد المطلوبة لإدارتها؟

Lec. 10 Crisis Scenario Planning

3. Crisis recovery: Regaining trust

- ❑ A company should examine the impact the incident has had on its brand(s) and reputation. If the brand has taken a hit, **a company may need to give consumers a reason to trust them again.**
- ❑ Companies should consider a broad range of **potential communication initiatives** to restore trust and loyalty.
- ❑ **Public opinion surveys** can track changes in attitudes towards a company in the weeks and months after reputation-focused programs are launched.

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AI Positioning within the Crisis Lifecycle



Lec. 10 AI Positioning within the Crisis Lifecycle

AI tools can be mapped onto the classic crisis lifecycle: pre-crisis (early warning), crisis (sensemaking and response), and post-crisis (evaluation and learning).

- **Pre-crisis (early warning):** Machine learning models monitor social media streams for anomalies in volume, sentiment, or topic patterns that may signal emerging issues, protests, disasters, or reputational threats.
- **Crisis (acute phase):** AI supports real-time situational awareness by classifying posts, mapping needs and emotions, and tracking how narratives evolve across platforms and geographies.
- **Post-crisis:** Historical AI analyses help evaluate which messages, channels, and timings were effective, informing revised crisis playbooks and simulations.

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Core AI Techniques for Crisis Analysis



Lec. 10 Core AI Techniques for Crisis Analysis

1. AI-Powered Social Listening and Sentiment Analysis

Social listening platforms increasingly rely on natural language processing (NLP) and machine learning to analyze sentiment, emotions, and emerging topics across social media, news, reviews, and forums. Key elements include:

- **Real-time sentiment analysis:** Models classify posts as positive, negative, or neutral, often with finer-grained emotion categories such as fear, anger, sadness, or hope.
- **Volume and velocity tracking:** Systems monitor sudden spikes in mentions, retweets, or specific crisis-related keywords and hashtags, serving as early signals of escalation.
- **Stakeholder segmentation:** AI clusters posts by audience type, geography, or platform, showing which groups are most affected or vocal.

Industry reports highlight that AI-driven sentiment tools can process thousands of posts per second and significantly reduce the time needed for crisis teams to understand public mood, identify hotspots, and adapt messaging.

Lec. 10 Core AI Techniques for Crisis Analysis

2. Early Crisis Detection and Anomaly Detection

Several research frameworks treat social media users as "social sensors" whose posts collectively indicate the onset of emergency events. Common technical elements include:

- **Text classification:** Models such as BERT-based architectures distinguish emergency-related posts from everyday chatter, improving signal-to-noise ratio in large data streams.
- **Time-series anomaly detection:** Algorithms detect unusual shifts in post frequency, sentiment, or hashtag usage, indicating potential crises or turning points in ongoing events.
- **Event clustering:** Unsupervised or semi-supervised methods group posts into discrete events based on shared "what, where, when" attributes and textual similarity, enabling monitoring of multiple simultaneous incidents.

Empirical work shows that these approaches can identify natural disasters, accidents, public health threats, and security incidents early enough to support more timely response by authorities and organizations.



Thank You