

Social Media and Crises

DGM 730

Final Revision

Prepared by
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Final Exam: Social Media and Crises (DGM 730)

About Exam Design

- 20 Questions { 5 Audio Questions
15 (True or False, MCQ)
- 60 mins
- Each question 3 mins

Exam date: الإثنين 25 ديسمبر 2023
من 7:30 إلى 8:30 مساءً



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Social Media and Crises

Lecture 1

DGM 730

Social Media and Ethics

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Social Media Policy and adherence



What is a company social media policy?

A social media policy is part of a company's business code of conduct **قواعد السلوك** 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.

Why do you need a social media policy for employees

Create brand advocates

Social media policies allow you to unlock all the benefits of employee advocacy, without putting your brand credibility at risk.

When your employees post about the organization online, it can increase brand awareness, establish thought leadership and drive qualified leads. Along with helping social selling, employee posts can support social recruiting efforts, attracting top talent to your company.

Your social media policy is a critical advocacy tool, giving your employees the guidance they need to represent your brand accurately within social networks.

Why do you need a social media policy for employees

قراءة

Branding Diversity

considers how brands both reflect and affect contemporary discussions of cultural diversity.

Promote DEI (Diversity, Equity, & Inclusion) التنوع والإنصاف والشمول

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.

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."

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 المشاع الإبداعي 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

Understanding copyright and creative commons

What is Copyright?

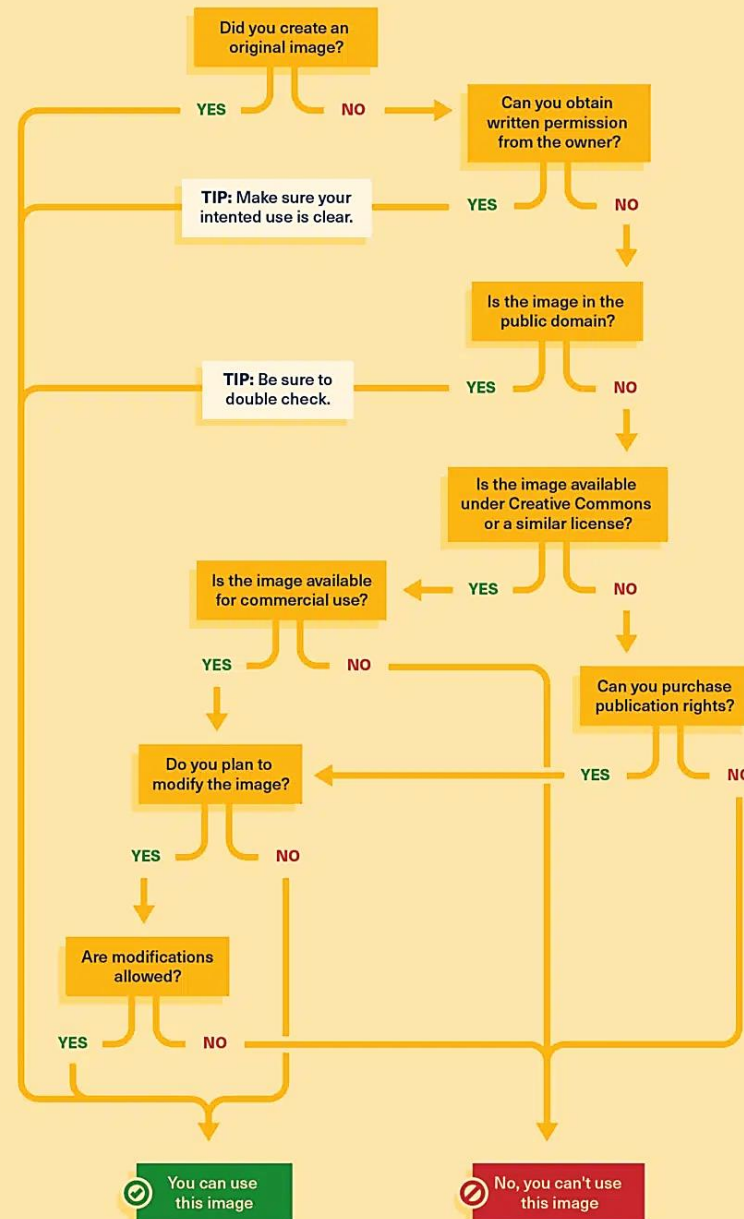
Copyright grants authors the exclusive rights regarding the use and reproduction of their original work. With the Licensing of the Press Act 1662, the English Parliament addressed the unauthorized printing الطباعة غير المصرح بها of books and pamphlets. This legal concept was then adapted by various countries.

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.

Example

Copyright laws for social media are, well, pretty much exactly the same as copyright laws everywhere else. If you want to use an image that isn't yours, you must obtain permission. That might be through a license or through the creator directly.

Can I Use this Photo on Social Media?



Disclosure and Transparency



Disclosure and Transparency

قراءة

Transparency means taking accountability when mistakes are made or problems come up, and this includes communicating with your audience, consumers, and personal team or employees.

Transparency is not a single policy tool. It has different dimensions. Roughly, they are providing disclosures to users, public reporting, and access to data for researchers.

Disclosure to users includes revealing information about the content moderation standards a social media company has in place, its enforcement processes, and explanations of takedowns and other content moderation actions, descriptions of complaint procedures, among other things. Each of these outputs provide users with opportunities to complain about problematic content and to receive due process when social media companies take action against them.

Social Media risks and rewards

Social media is a powerful tool that gives organizations the ability to **expand their brand value** توسيع قيمة علامتهم التجارية; it can also **tarnish a brand** تشويه العلامة التجارية بين عشية وضحاها. Given the visibility, risk, and real-time monitoring and response required to effectively manage social media channels, companies must establish extensive protocols for use by their organization in order to engage with external channels.



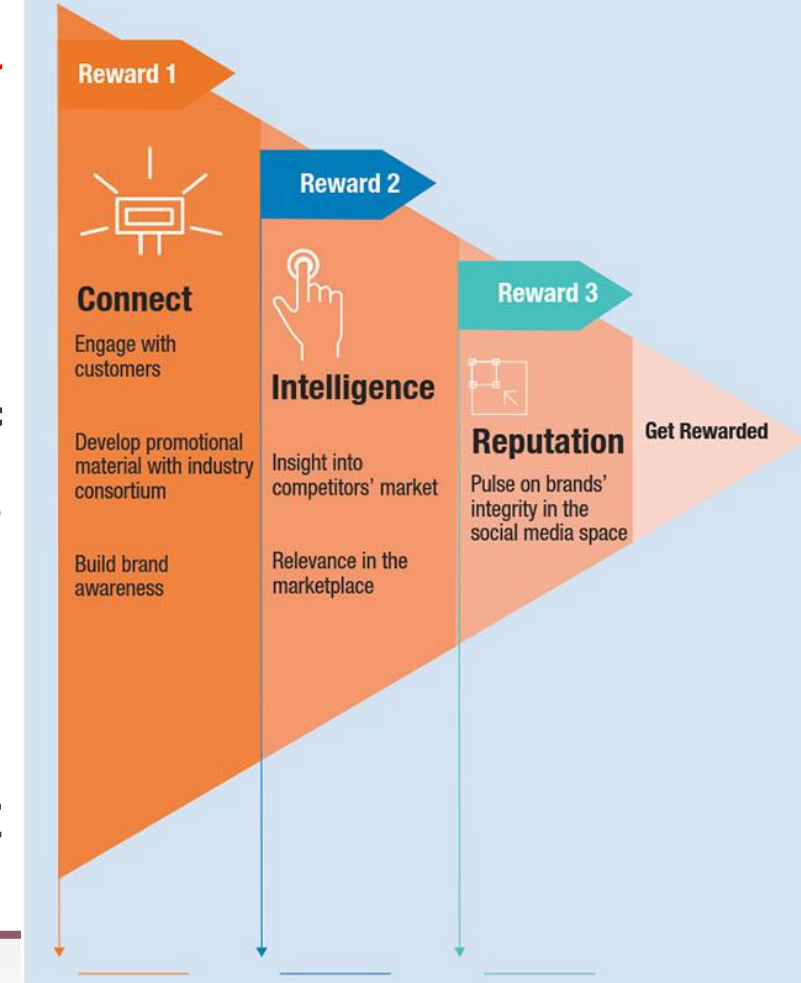
Social Media risks and rewards

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 ذكاء/استخبارات —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.

Social Media risks and rewards

قراءة Brand Reputation
This metric indicates the number of people you have reached with your key message.

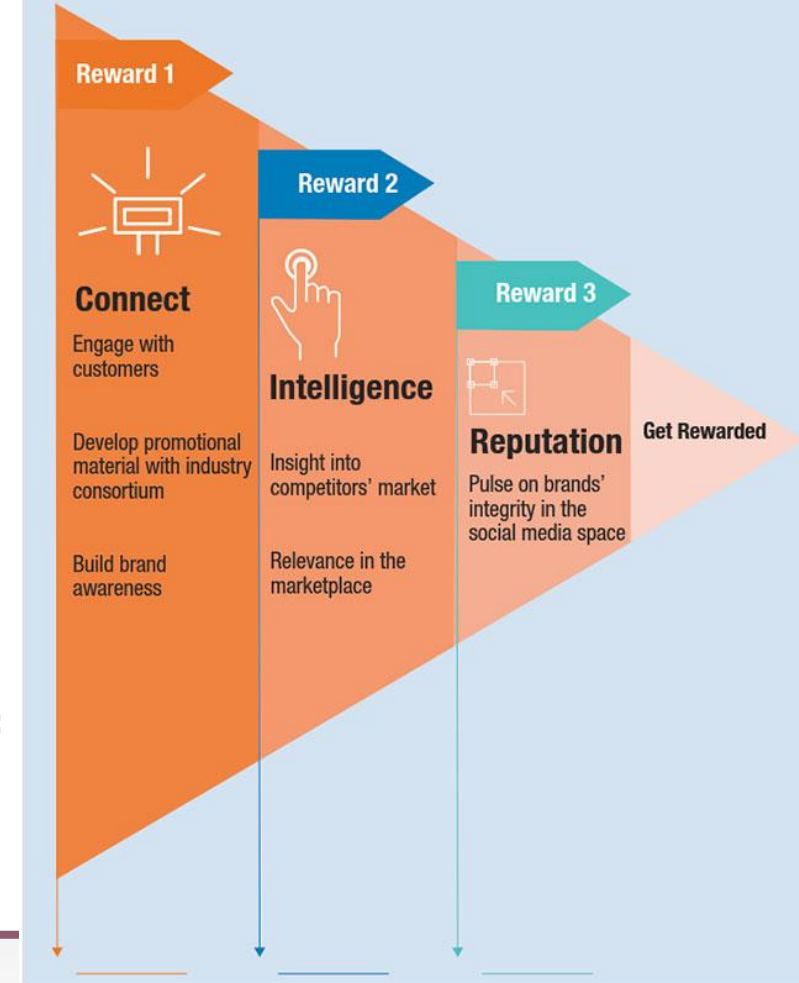
The insight is the reward the organization reaps by playing a larger role in social media, which can be invaluable. The organization can enhance its marketing, business development efforts and other valuable venues to further its ability to be competitive.

Pulse on brand reputation—Keeping the pulse of the organization's social media reputation and metrics is critical to staying ahead of the brand's recognition and signs of reputational risk.

Pulse on brand's integrity in the social media space

قراءة

Figure 1—Organizational Benefits of Social Media



Source: M. Khan. Reprinted with permission.



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Social Media and Crises

Lecture 2

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Understanding Types of Crisis

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Conventional crises which now play-out differently



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.

Conventional crises which now play-out differently

The social media platform has taken over the way we communicate, do business and form relationships. A good number of business organizations have pages on social networks as they advertise, sell and offer customer services using these platforms. The new online communication platforms make matters difficult in exceptional ways with respect to the kinds of information they avail for observers to make conclusions from impressions drawn. This has brought forth varied speculative and theoretical issues in academics, social, business and politics.

Social media can be defined as online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

Conventional crises which now play-out differently

Social media or social networking platforms are defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”

This definition explains that these platforms have the feature of interactivity amongst everyone in it. The users of these platforms are the ones who create and publish content and follow and comment on each other's actions. From the organization's point of view these are the platforms that have created them an opportunity to open discussion with the stakeholders and also collect data straight from them.

What is a Crisis?



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.

What is a Crisis?

Crisis management is literally managing the ongoing situation إدارة الوضع المستمر. 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 انتشار , and huge numbers.

Example: Verizon adds a \$2 charge, and one-hour later 100,000 signatures appear on a Twitter petition.

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.

3) Confrontation Crisis: أزمة المواجهة

- Confrontation crises arise **when employees fight** amongst themselves. Individuals do not agree to each other and eventually depend on nonproductive acts like boycotts المقاطعة , 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** غياب التنسيق give rise to confrontation crisis.

4) Crisis of Malevolence: أزمة الحقد/ أنشطة سيئة

- 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** شائعات كاذبة all lead to crisis of malevolence.

5) Crisis of Organizational Misdeeds: أزمة المخالفات التنظيمية

- Crises of organizational misdeeds arise when management takes certain decisions knowing the harmful consequences of the same towards the stakeholders and external parties.
- In such cases, superiors ignore the after effects of strategies and implement the same for quick results.

Crisis of organizational misdeeds can be classified into following three types:

Crisis of Skewed Management Values أزمة القيم الإدارية المنحرفة / سوء الإدارة arises when management supports short term growth and ignores broader issues.

Crisis of Deception أزمة الخداع: Organizations face crisis of deception when management purposely tampers data and information. Management makes fake promises and wrong commitments to the customers. Communicating wrong information about the organization and products lead to crisis of deception.

Crisis of Management Misconduct أزمة سوء السلوك الإداري: Organizations face crisis of management misconduct when management indulges in deliberate acts of illegality like accepting bribes الرشاوة , passing on confidential information المعلومات السرية and so on.

6) Crisis due to Workplace Violence: أزمة بسبب العنف في مكان العمل

- Such a type of crisis arises when employees are indulged in violent acts such as beating employees, superiors in the office premises itself.

7) Crisis Due to Rumors: أزمة بسبب الشائعات

- Spreading false rumors about the organization and brand lead to crisis. Employees must not spread anything which would tarnish the image of their organization.

8) Bankruptcy: إفلاس

- A crisis also arises when organizations fail to pay their creditors and other parties.
- Lack of fund leads to crisis.

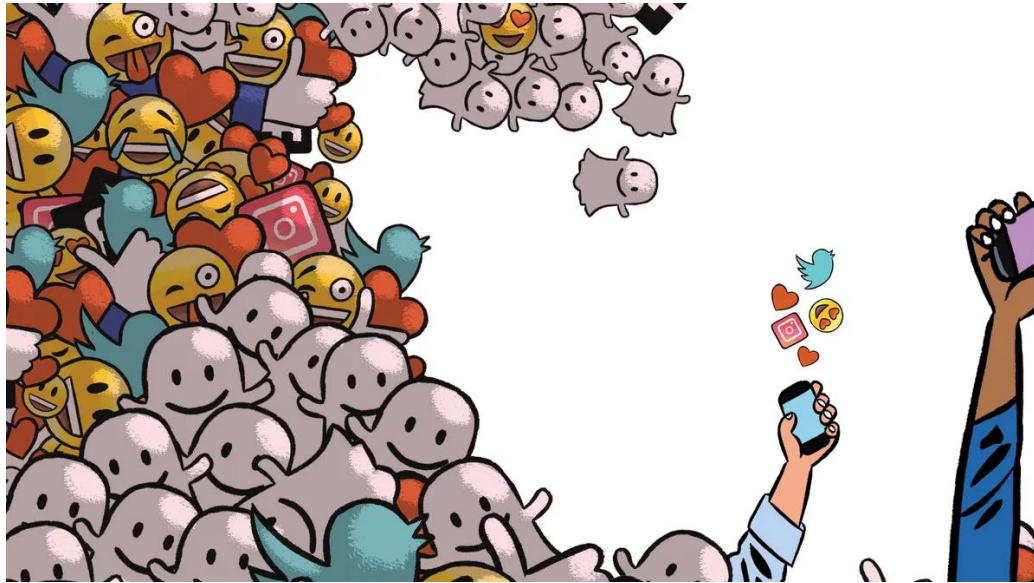
9) Sudden Crisis: أزمة مفاجئة

- 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: أزمة مشتعلة

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

‘Own goals’ triggered by organizations misuse of social media



Social Media Misuse

Some misuses that are associated with the social media are:

Defamation التشهير

False and unreliable information معلومات خاطئة وغير موثوقة

Cyberbullying التنمر الإلكتروني

Loss of Privacy فقدان الخصوصية

Fraud احتيال

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.



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Social Media and Crises

Lecture 3

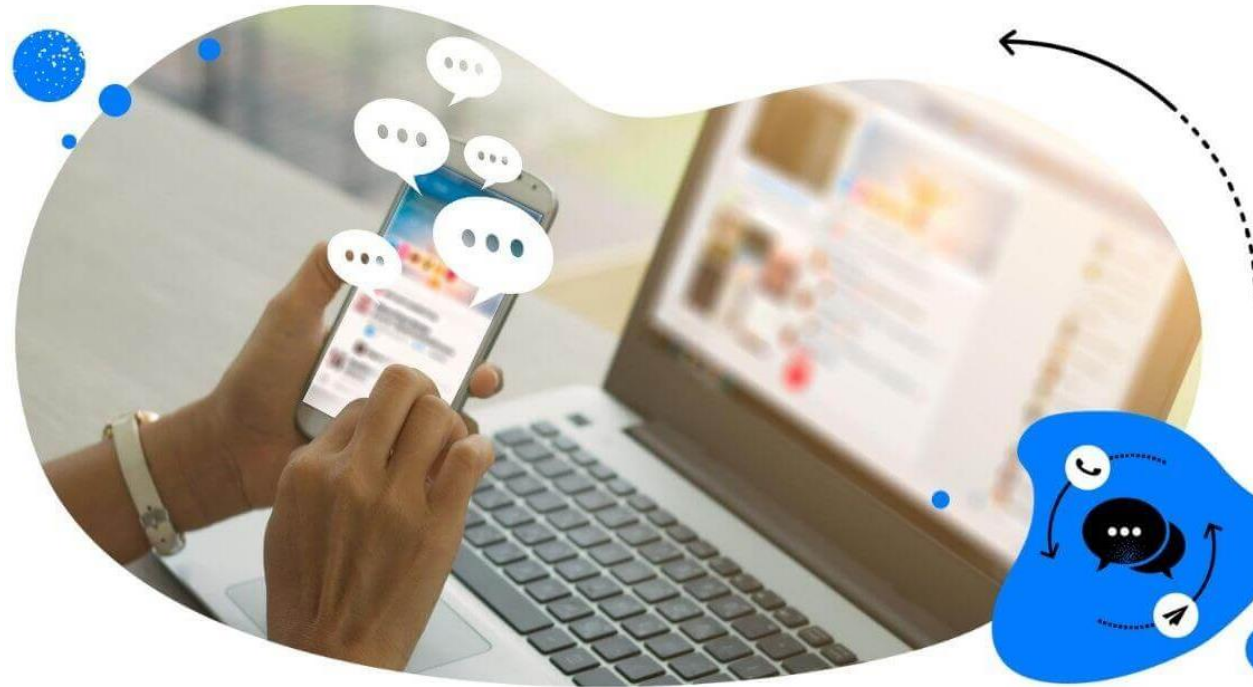
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Analysis of Social Media Crisis

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The categories of Social Media Crisis



The categories of Social Media Crisis

Types of social media crises

Social media crises can even be classified into types:

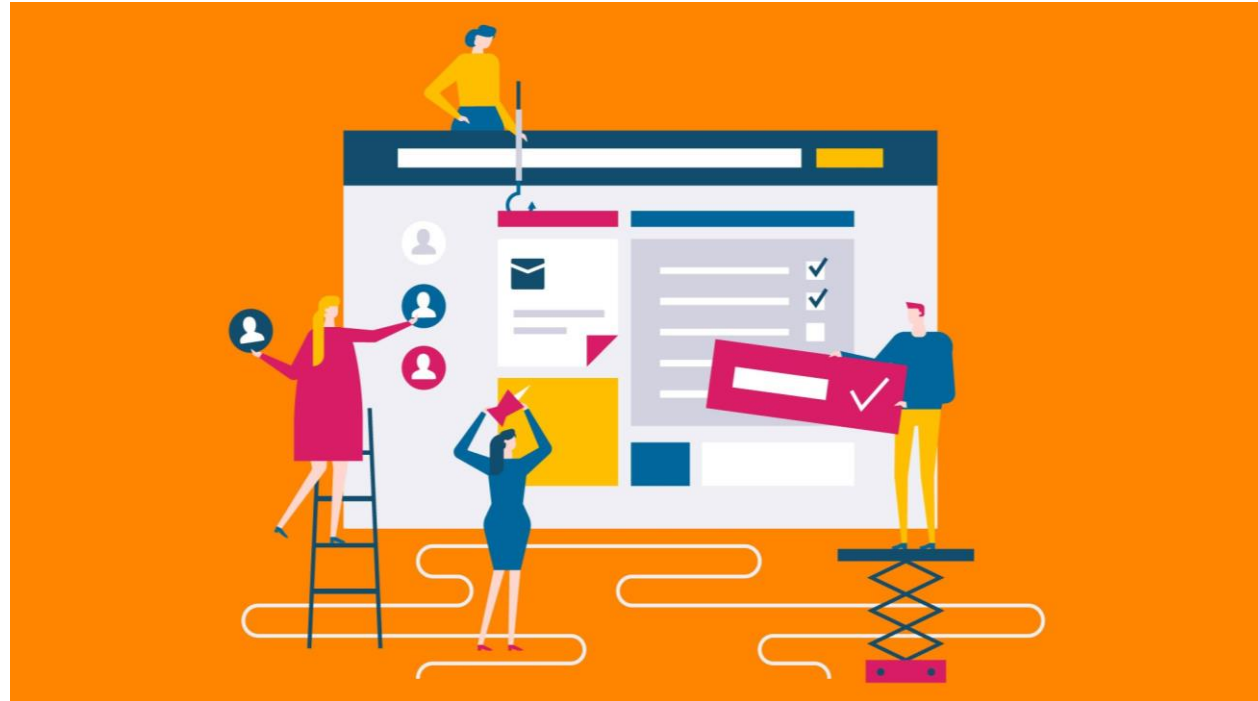
Multi-channel crisis – **extremely dangerous** because it has the potential to go viral and generate a great deal of negative publicity very quickly.

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.

The levels of Social Media Crisis



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.

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.

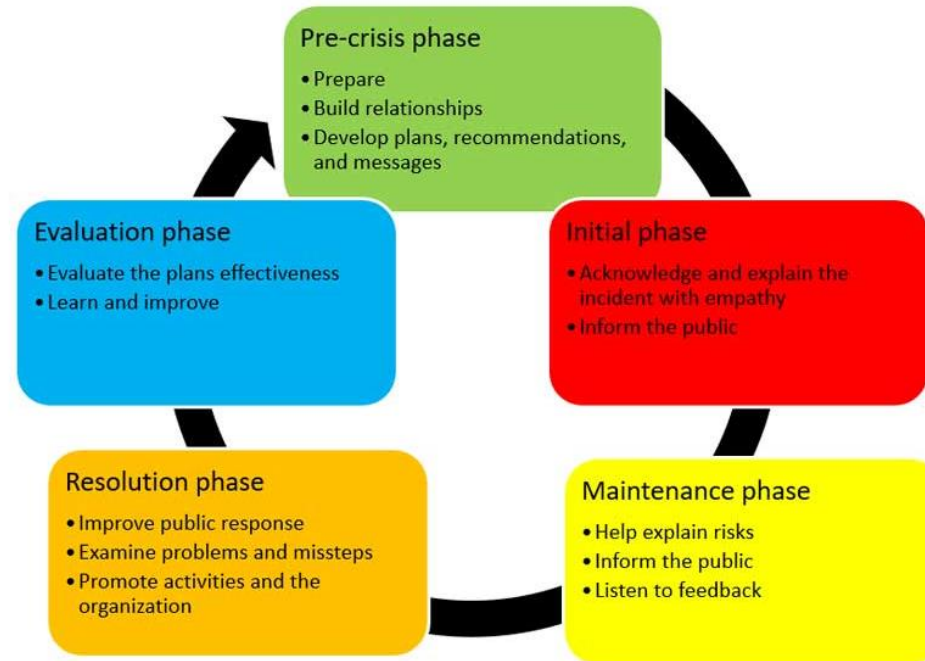
When addressing the media regarding a crisis, an organization should very carefully select their spokesperson. Ideally, the spokesperson should present information clearly and avoid using technical terms. Further, the spokesperson should appear pleasant, maintain strong eye contact, and no exhibit no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

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.

The life cycle of Social Media Crisis



The life cycle of Social Media Crisis

مرحلة الكشف عن إشارات التحذير The Stage of Detection of Warning Signals

It refers to the **stage before the onset of the crisis**, and it is represented by the ability of the organization to respond to the warning signals that may cause the crisis which includes taking preventive measures that would prevent the occurrence of the crisis, or at least mitigate its severity and effects if it occurred despite the organization's efforts to prevent its occurrence and discovering early warnings of the occurrence of a crisis means discovering the crisis before it occurs, which will be a pleasure in preparing for it.

The life cycle of Social Media Crisis

The Preparedness and Prevention Stage مرحلة التأهب والوقاية

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.

How to analyze a crisis?



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.

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.

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.

How to analyze a crisis?

Implement and monitor

The fourth step is to implement and monitor the actions and solutions you promised in your response. You can use tools like project management, task management, and collaboration to coordinate your team, assign responsibilities, and track progress. You can also use tools like social media management, customer service, and feedback to deliver your solution or compensation, follow up with your audience and stakeholders, and measure their satisfaction. By implementing and monitoring, you can demonstrate your reliability, professionalism, and value.

How to analyze a crisis?

Review and report

The fifth step is to review and report the results and outcomes of your actions and solutions. You can use social media analytics, web analytics, and surveys to collect and analyze the data and feedback related to your crisis management. You can also use tools like reports, dashboards, and presentations to summarize and visualize your findings and insights. By reviewing and reporting, you can **evaluate** your performance, **identify** your strengths and weaknesses, and **share** your learnings and recommendations.

How to analyze a crisis?

Learn and improve

The sixth step is to learn and improve from your social media crisis. You can use tools like SWOT analysis, gap analysis, and best practices to identify the opportunities and threats, the gaps and needs, and the examples and standards for your social media strategy. You can also use tools like goals, plans, and actions to set your objectives, define your tactics, and execute your initiatives. By learning and improving, you can enhance your skills, optimize your processes, and grow your results.

11 Principles of Crisis Response



11 Principles of Crisis Response

To reduce response time, there are several principles that the prepared communication professional should adhere to :

1) *Lead, do not hide.* Joe Louis, the boxer once said, “You can run, but you can’t hide.” This is true in crises. While focusing blame may not be the answer, it is always a question. The more you duck responsibility, the more you hide, the more you lose credibility and are blamed.

11 Principles of Crisis Response

2) Acknowledge the problem.

Even though you might not know much about the facts of the situation, even though you do not have a solution, you can at least acknowledge that there is a problem and say you are working on it. Do that right away.

11 Principles of Crisis Response

3) Act in the public's interest. Put more simply, “do the right thing.” The public has an enormous ability to forgive if they perceive sincerity and concern in the organization’s messaging.

4) Move quickly. Get to the bottom of a problem.

11 Principles of Crisis Response

5) Pose solutions.

Define your own answers rather than have answers imposed upon you. Set the record straight. Delay gets confused with incompetence or simply not caring. Action, however small, builds confidence both internally and externally that progress can be made.

11 Principles of Crisis Response

6) *Put your values ahead of your pocketbook.* Johnson & Johnson still gets credit for what may be the everlasting gold standard of crisis management.

When Tylenol capsules were tampered with and poisoned by a maniac, Johnson & Johnson did not hesitate for a minute. They withdrew the product everywhere. Their famous “Credo” was their guide in reacting to the Tylenol crisis. It starts with “...our first responsibility is to the doctors, nurses, and patients...” They never considered the bottom line. Follow J&J’s fine example.

11 Principles of Crisis Response

7) Show compassion عطف —apologize. Care about the impact of the crisis on the people who are affected. Say you are sorry. **People love to forgive and forget.**

8) Fix the problem. Stop doing whatever is causing the harm. Do not do it again. And make it better. And do not forget; the cover-up is always worse than the crime.

11 Principles of Crisis Response

9) Communicate fast and forthrightly.

Even before you fully understand the crisis, and well before you have a solution, you can still at least acknowledge that you know about the problem and that you are working on it. Talk fast and walk fast. Do not hedge, or use “weasel words,” like President Clinton’s attempt to ask what the meaning of “is” is.²⁰ And, do not cave in to the lawyers’ demands for “no comment.” Legal liability assertions are nonsense when your reputation is on the line.

11 Principles of Crisis Response

10) Use all your channels. It is time to **employ all those channels** you have built—Facebook, Twitter, YouTube, LinkedIn, blogs, your website, and so forth. And make sure the communication is appropriate to the channel.

11) Know when to take it offline. A lot of customer service issues start with a simple question you can often answer with a phone call. Do not get into a back-and-forth argument online. Offer a phone number or email address. Even if it does not satisfy the person complaining, it at least shows others that you are trying.



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Social Media and Crises

Lecture 4

DGM 730

Crisis Communication & crises management
(Approaches & Theories)

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Crisis Communication and Crisis Management Definitions



Public relations (PR) has been the backbone of corporate relationships in society so that both parties may benefit in some way, whether it involves community relations, media relations, issues management or crisis communication.

PR is “the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends”

Definition of Crisis Communication

Crisis communication research mainly deals with the interrelationships between crisis situations, communication strategies and crisis perceptions.

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”.

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”

Crisis Communication Theories



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.

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.

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.

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. اعتمادًا على انتمائهم للضحية، أو مجموعات عرضية، أو يمكن الوقاية منها.

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 cluster** تناقص 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 posture** تعزيز enable organizations to build a positive relationship with the stakeholders.

SCCT: Situational Crisis Communication Theory

النظرية الموقفية لاتصال الأزمات

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	To blame someone outside the organization for the crisis
Diminishment posture	
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	
1. Reminding	To remind stakeholders about the organization's past good work
2. Ingratiation التكامل	To praise the stakeholders
3. Victimage	To explain how the organization is a victim of the crisis

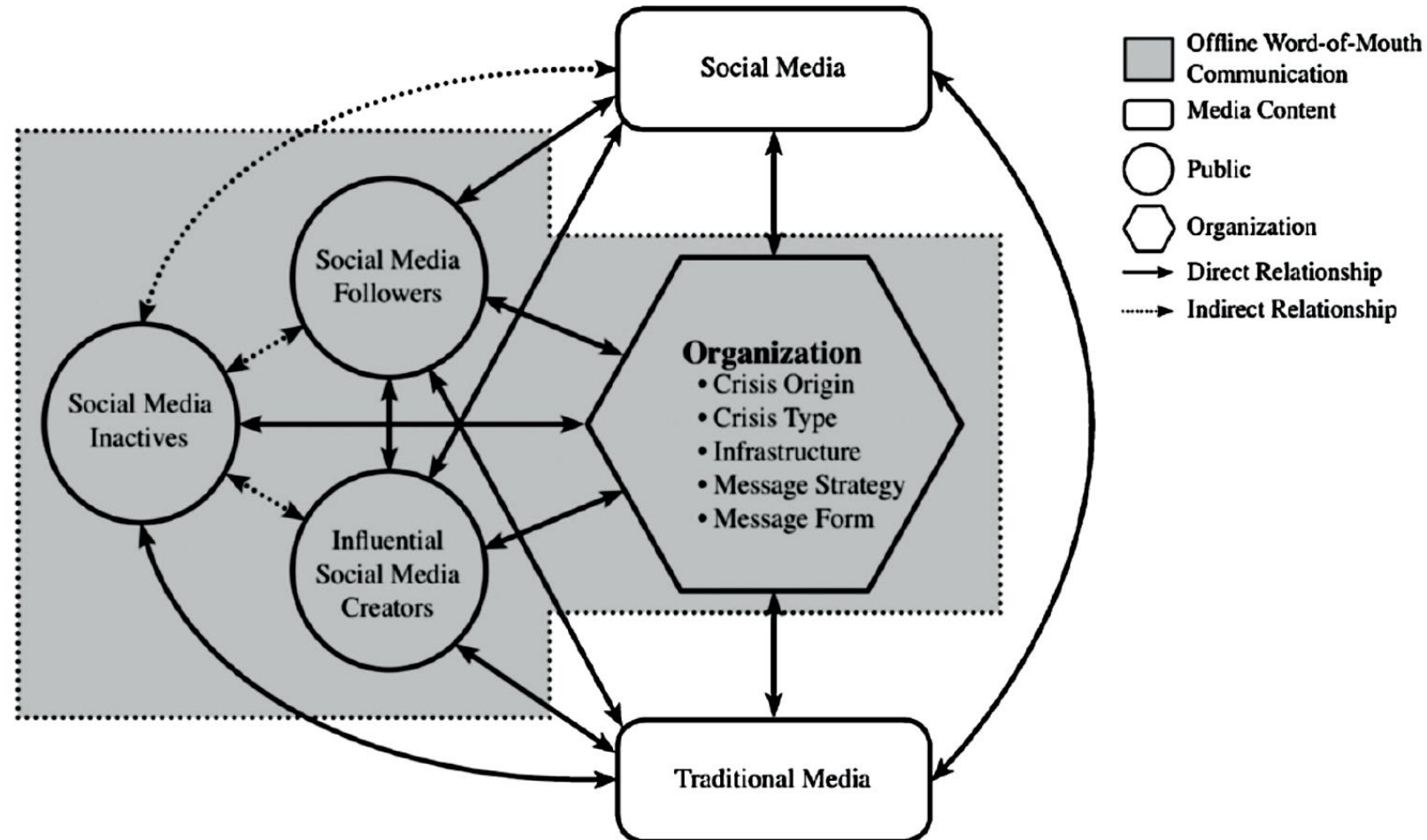
Source. Adopted from Coombs (2014) and Roshan et al. (2016).

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



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 .

Social-mediated crisis management (SMCM)

نموذج إدارة اتصالات الأزمة عبر وسائل التواصل الاجتماعي

This model is quite useful for communication in emergency situations for defining the at-risk population and how to reach these people in an effective way and timely manner.

Today's world is deeply connected via social media networks and the information circulated through social media platforms during emergencies has the potential to engage with multiple types of public audiences according to SMCC model.

It is to be noted that, social media platforms can facilitate organizations to monitor crisis issues, cultivate critical relationships, and create transparency.

On the other hand, misinformation is being circulated on social media managers and crisis managers may lose control of correct flow of messages under some circumstances.

The influencer impact on Social Media Crisis



How influencers can help you manage a social media PR crisis

نظرية العلاقات العامة **a dialogic public relations theory** الحوارية, Kent and Taylor (2002) presented that public relations could enhance dialogue by creating channels for **dialogic communication** to occur.

They specifically identified online communication as an ideal opportunity for promoting dialogue.

They recommended that organizations have an opportunity to establish **dialogic relationships** with stakeholders through strategically designed websites.

How influencers can help you manage a social media PR crisis

So, let's now go through the five ways you can use influencers to help in a PR crisis on social media.

1. Move conversations away from the crisis

Negative comments or news stories about your brand can dominate the headlines during a PR crisis. This tends to happen when you take too long to respond or don't take accountability and address the issue in good time.

By generating positive commentary about your brand and engaging your target audience, influencers can help shift conversations.

How influencers can help you manage a social media PR crisis

1. Move conversations away from the crisis

Influencers can help shift the attention and conversations. But that's not to say you shouldn't own up to your mistakes. Before recruiting influencers to change the conversation, address the issue and show your commitment to fixing it. Then, you can bring in influencers to add positive vibes.

How influencers can help you manage a social media PR crisis

2. Improve the search results for your brand

Even with an excellent website, good landing pages and a user-friendly app, you still need a way to drive positive traffic to your most relevant web resources in times of crisis.

That's because when you search for a particular term, Google will sometimes provide a "top stories" segment near the very top of their search results. If your brand has been on the news and is trending on social media for all the wrong reasons, those negative remarks are likely to appear here. You don't want that.

How influencers can help you manage a social media PR crisis

2. Improve the search results for your brand

A timely and well-executed influencer marketing strategy can improve positive mentions and remarks about your brand. This increases social momentum as the influencer's audience engages with the positive content.

How influencers can help you manage a social media PR crisis

3. Boost your engagement

Writing better content for your brand and telling your stories organically is a key advantage of combining PR with influencer marketing. This, in turn, improves your brand engagement rate.

An influencer campaign effectively connects you with specific audiences on social media platforms during a PR crisis. Influencers can increase your brand's likes, shares, reposts, comments, DMs, link clicks, hashtag engagements – pretty much everything.

How influencers can help you manage a social media PR crisis

3. Boost your engagement

High audience engagement rates generally mean that folks are interested in and interacting with your content. This is precisely what you want during a PR crisis; an engaged audience that's open to getting clarification on what's going on and provide feedback.

How influencers can help you manage a social media PR crisis

4. Improve brand awareness

When a public relations crisis hits, naturally, more people will look up your brand. And some of these people might not know anything about you. It's therefore possible that they'll view your brand negatively due to the PR crisis you're facing. Any misinformation or negative press coming from the crisis will affect their attitude towards your brand.

Influencers can help you counteract that. A good influencer marketing campaign will help shed some light on what your brand is all about. Besides showing the good work of your brand, influencers may also help people who have never heard about you discover what your company does.

How influencers can help you manage a social media PR crisis

5. Build brand trust

Influencers will not make a bad product good. However, influencer relationships can help rebuild trust with people amid a bad PR outlay.

Influencers can help you rebuild trust and brand sentiment, generate positive search traffic and social signals, earn potential customers, and improve engagement. This is achieved through sharing positive content and directing conversations.

How influencers can help you manage a social media PR crisis

Influencers of social media usage

Interactive digital media platforms are changing the marketing scene.

These platforms have empowered consumers to connect, share, and collaborate, creating spheres of influence that have deeply distorted the way marketers engage in influencing activities.

How influencers can help you manage a social media PR crisis

Influencers of social media usage

Social network advertising offers an online marketing opportunity that narrowing the gap between sales and advertising activities, which are obtained from tracing consumer reactions.

Therefore, nearly every business is planning social media marketing activities.

How influencers can help you manage a social media PR crisis

Social Media Usage Benefits:

- Perform integrated marketing activities with much less effort and cost than before
- Enhance brand's reputation,
- Improve value,
- Improve relationship and brand equity,
- digital advertising and promotion,

How influencers can help you manage a social media PR crisis

Social Media Usage Benefits:

- handle customer service issues,
- mine innovation ideas
- build and improve customer relations
- cost reduction in terms of marketing,
- enhance communication and customer service,
- improve brand image.

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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Social Media and Crises

Lecture 5

DGM 730

Creating the Right Tone of Communication

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Creating socially acceptable behavior



Acceptable use policies (AUPs) سياسات الاستخدام المقبولة to manage social media use

Developing an AUP to cover social media

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

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?

Factors to consider before posting

1. Identify the message goal

It is counterproductive 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** 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.

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.

Factors to consider before posting

3. Identify the organization's social media approach

Communication choices should reflect organizational strategies. Wilson et al. (2011) identified **four general ways** in which companies use social media. They are determined by the “company’s tolerance for uncertain outcomes and the level of results sought”.

The “**predictive practitioner**” **ممارس تنبؤي** approach uses caution when sending out social media messages. Instead of launching a social media strategy that involves all departments in a company, only a specific department (example: marketing or human resources) uses its social media platforms. This allows more control of social media messaging and guarantees some level of certainty in accomplishing the stated objectives.

Factors to consider before posting

3. Identify the organization's social media approach (Cont'd)

The “creative experimenter” **مجرب مبدع** approach accepts **uncertainty** and deploys small social media “**experiments**” to **learn and improve** overall business functions. Sometimes, businesses will take to Facebook or Twitter to receive feedback on products or business practices from internal (example: employees) or external (example: customers) audiences. The overall goal is to listen and learn from interactions; therefore, **unpredictable results** are accepted.

Factors to consider before posting

3. Identify the organization's social media approach (Cont'd)

The “social media champion” **بطل وسائل التواصل الاجتماعي** approach takes strategies to a more advanced level. A designated team is in charge of the organization's overall social media presence. The team also creates an official social media policy and guidelines for the organization. Larger social media projects typically use this strategy. **Unlike the predictive practitioner strategy, this approach does not confine social media use to a particular department and considers social media messages across various functions.**

Factors to consider before posting

3. Identify the organization's social media approach (Cont'd)

The “social media transformer” strategy targets both internal and external audiences by launching large-scale projects that involve multiple departments. As with the social media champion approach, a team is devoted to planning, creating, and launching the organization's social media projects. However, these projects are usually larger and more advanced than those using the social media champion approach. This strategy specifically considers how social media can influence business strategy, brand, and culture.

Organizations can use multiple approaches when designing a social media message. What is important is that they carefully consider their approach before posting any content to social media platforms.

Creating Social Media Messages



Creating social media messages

The goal of creating social media messages is not only **to reach your audience**, but also **to achieve an intended effect**.

Proper **grammar and punctuation** are important in **social media writing**, as is **accuracy**.

A careless error could undermine the credibility of your brand. Here are a few other factors to consider when creating social media messages.

1. *Engagement, engagement, engagement*
2. *Consistency*
3. *Concise writing*

Engagement, engagement, engagement

More than many forms of communication, **social media messages** need to **motivate the audience to engage with the content**. Several **strategies** can encourage engagement, **such as responding quickly to feedback** from audience members, **creating contests**, and **inviting the audience to respond to a question**. Including **photos and videos** in social media posts substantially increases engagement, as does **integrating trending topics**.

This requires careful consideration and research that will pay off if the trending hashtags are chosen wisely.

Hai Poke, a startup restaurant in Columbus, did this by tapping into the Pokemon Go craze in the summer of 2016. The restaurant launched a social media contest and created a fun, timely, interactive message.

Concise writing

Similar to news writing, **social media writing** is straightforward. Because you're competing against countless other messages in the social media sphere, you do not have much time and space to capture the audience's attention.

This is especially the case with Twitter, with its current 140-character limit. You have to think carefully not only about what the message will say but how to say it in a concise manner that has the intended effect.

Creating a 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

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.

Develop an Integrated Crisis Communications Plan

1. Create a crisis communications team (Cont'd)

- **Final approver:** This person is a high-ranking executive and will provide final approval on all publicly disseminated information. They will also act as a spokesperson when necessary, whether in media statements or social content **that's part of your response.**
- **Legal counsel:** This team member's role is straightforward—they provide legal advice on communication strategies and the business impact of a given situation, and they approve formal company statements and/or the company's messaging.
- **IT and/or security:** This person will coordinate any technology needed to manage the situation and lead the investigation of any physical security issues.

Of course, add other roles or executives from other functions as it applies to your organization. Your plan should include each team member's name, role, contact information (work and home/personal) and who will serve as a backup if they are unavailable.

Develop an Integrated Crisis Communications Plan

2. Be prepared for different crisis scenarios

It's impossible to know exactly what crises may come up. **The way** every company had **to handle communications** over the last few years **differed between industries, locations, products** and more.

That's why it's beneficial to you and your company to prepare for different potential crisis scenarios.

Identify what types of scenarios might emerge that could adversely impact your business. **List the types of events that could cause each type of crisis**, as well as the right member of your executive team to help your crisis communications team leader run point.

Develop an Integrated Crisis Communications Plan

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

Here's an example of how you might list this information.

Type of crisis: Business reputation

- **Major product recall, failure or safety issue**

Point person: CEO, chief product officer or head of product development for that line of business

- **Leak of confidential information**

Point person: CEO or officer responsible for the relevant area of the business

- **Controversial statements** by leadership or employee (on social media or elsewhere)

Point person: CEO if C-level; CMO or head of communications otherwise

- **Offensive social media message** posted from brand account

Point person: CMO or head of communications

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.

Develop an Integrated Crisis Communications Plan

3. Develop your crisis assessment criteria

The first step in managing a crisis is understanding **what happened and the severity** of the issue. Include a **list of crisis levels** and characteristics in your plan to help your team quickly ascertain the **appropriate level** of response when a crisis arises.

You might assign crisis severity levels ranging from level one (something that attracts very little attention) to level five (something that disrupts business and/or is an international news story). With this guidance, you can begin any crisis communications response planning by gathering the following information. This allows your crisis team leader to quickly identify the appropriate level and response.

Develop an Integrated Crisis Communications Plan

3. Develop your crisis assessment criteria (Cont'd)

- What happened and where?
- When did it happen?
- Who is involved?
- How did it happen?
- What is planned in response?
- How many people does this affect?
- How many people are aware?

An offensive Tweet may only rate a level one and require a smaller team with an appropriately scaled down response—but if social media alerts you to a dangerous product problem or food poisoning cases from one of your restaurants, you might be ringing the four- or five-alarm bell.

Develop an Integrated Crisis Communications Plan

4. List communication and notification steps

In this section of your plan, lay out what **the internal chain of communication** looks like when you need to activate your plan. Generally this would begin when a member of your crisis communications team is first informed of a potential crisis. They would notify the crisis communications team leader, and it would continue from there, depending on the type and severity of the crisis.

This can also include **best practices** for how the crisis communications team will stay in touch while managing the situation. For example, establish a daily stand-up meeting and create a temporary Slack channel or Meta Workplace Group that you'll use for real-time communication.

Develop an Integrated Crisis Communications Plan

4. List communication and notification steps (Cont'd)

Several types of common internal communication :

- Informational communications: These give employees context and insight into what is happening.
- Actionable communications: These share next steps needed from employees, from reminders to keep information confidential to reaching out to customers.
- Status update: These give employees an ongoing debrief on what is happening, as the situation unfolds.

Having a point person for employees helps keep conversations focused and reduces the risk of people turning to others or share information they shouldn't.

Develop an Integrated Crisis Communications Plan

5. Determine account access, policies and procedures

Who has the password to your organization's Twitter account? What's the two-step verification code for accessing your Instagram natively? Where do you respond if your main communications channels are compromised?

As part of your social media governance model, you want to make sure others can securely have access to your core channels if you're not able to assist. Build a central repository of policies, procedures and other documentation for an extra layer of security. That way you aren't relying only on somebody's memory in a high-pressure situation and you aren't stalled if a team member can't be reached.

Develop an Integrated Crisis Communications Plan

6. Get team and leadership buy-in for your plan

The final step of creating a plan is making sure that the right people are aware and on board for their roles in managing a crisis. Share your plan with your direct manager and determine the best way to share with your organization's leadership. Provide a window for feedback and, from there, make sure the plan is housed in an easy-to-access digital location like the policies and procedures section of your company's intranet, central server or Wiki. Finally, review this plan on an annual basis to ensure your protocols and contact information remain up-to-date.



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Social Media and Crises

Lecture 6

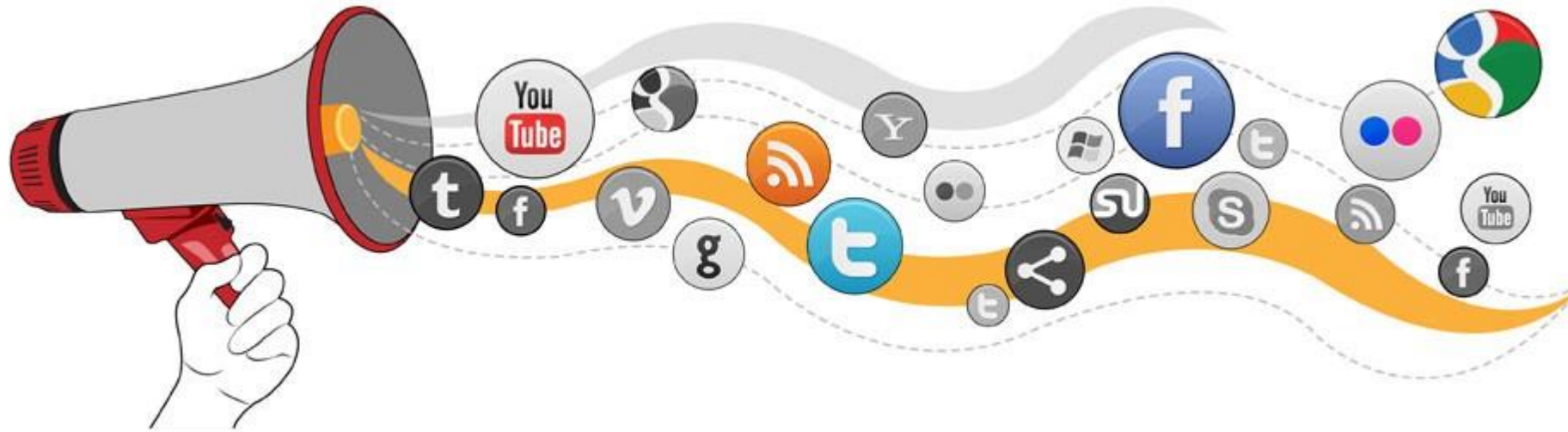
DGM 730

The Social Media Crisis Plan
(Issues & Risks)

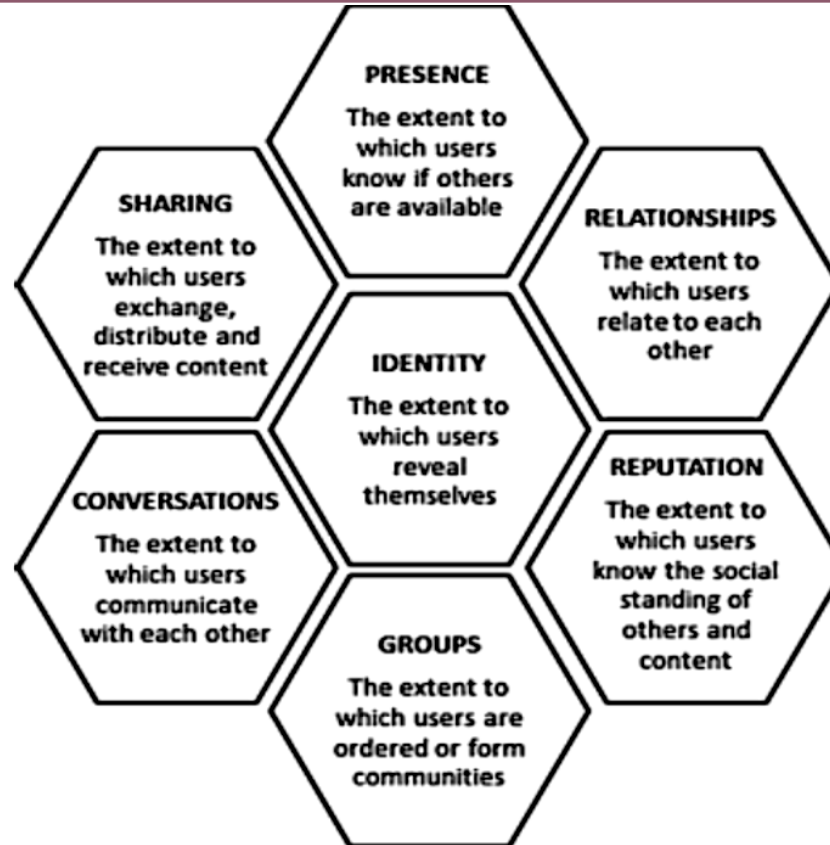
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The Seven Functional Blocks of Social Media



The Seven Functional Blocks of Social Media



Social Media Functionality



Implications of the Functionality

How to appear transparent, visible and accessible



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

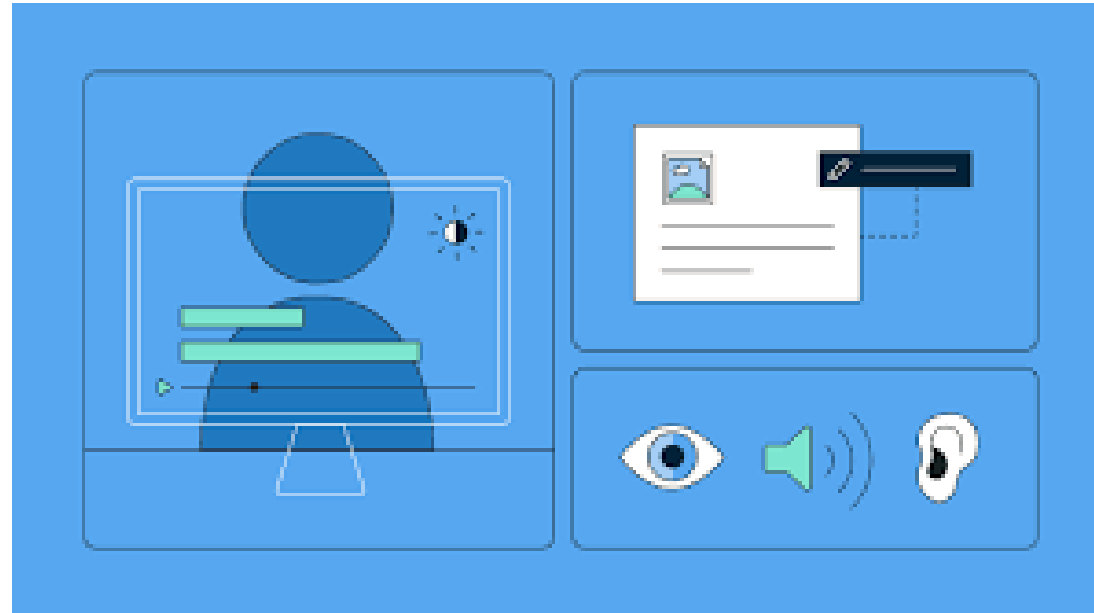
- What the local community is searching for

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 Sprout's 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.

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 for you, 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.

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

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

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.



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Social Media and Crises

Lecture 7

DGM 730

Digital Activism & Monitoring Tools

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What is digital activism? and who are digital activists?



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**” 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” (disrupting Web sites).

How to respond to 'radicalised' customers or stakeholders?



How to respond to 'radicalised' customers or stakeholders?

Radicalisation as a four-stage process

- 1) **Pre-radical:** The person joins or identifies with a group or organisation
- 2) **Self-identify:** The person believes and accepts the beliefs and views held by the group or organization
- 3) **Indoctrination:** 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**

Prevent/Reduce Radicalisation



Monitoring Tools



1. Social listening

- ❑ The social media monitoring based on using the right tool that allow companies to track and analyze conversations initiated by their audience on social media.
- ❑ Social media monitoring tools even give businesses chance to win back lost customers. The quicker you respond in a meaningful way, the more likely it is that you'll turn unhappy clients into brand advocates.

SOCIAL LISTENING

It is a process of understanding online conversation.

It gains insights that you can use to improve your marketing and business strategy.

Key purposes:

- Sentiment Analysis
- Estimated Reach
- Share of Voice
- Context of a Discussion

VS

SOCIAL MONITORING

It is a process of collecting public mentions across social media.

It helps you track social media metrics and the success of your marketing efforts.

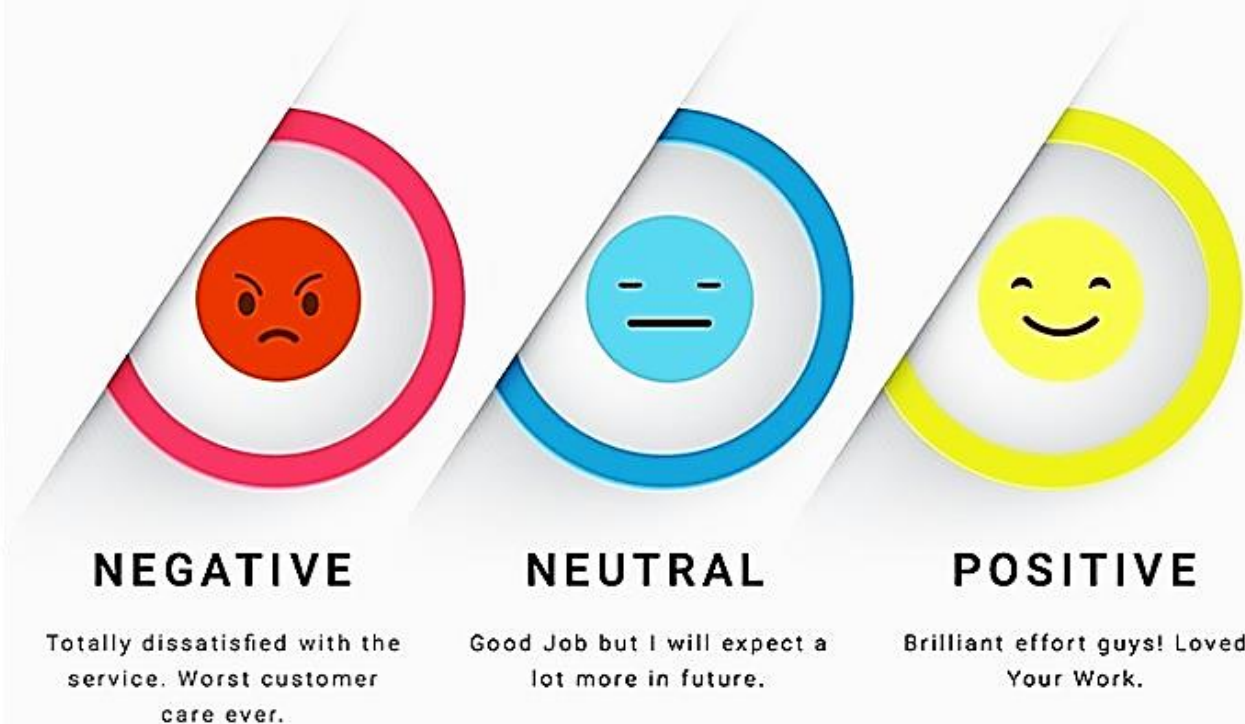
Key purposes:

- Measure Campaigns
- Hashtag Tracking
- Brand Reputation
- Prevent PR Crises

2. Social Media Sentiment Analysis

- ❑ **Social media sentiment analysis** is a process of interpreting a customer's feeling toward a brand, product, or service, by usually done by using sentiment analysis tools.
- ❑ Social sentiment analysis involves tracking brand mentions and analyzing the collected text data.
- ❑ Sentiment analysis is an artificial intelligence (AI)-based capability that uses machine learning to recognize sentiments and assess the emotional content of texts and images.

SENTIMENT ANALYSIS



3. Web analytics

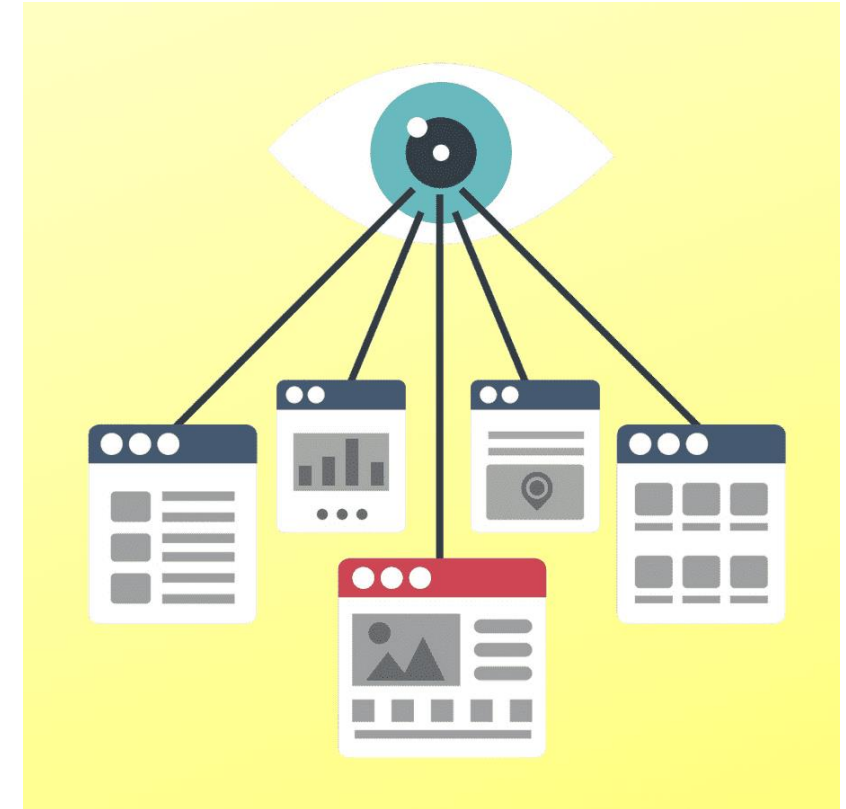
- ❑ **Web analytics** is the process of analyzing the behavior of visitors to a website. This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as webpages, images and videos.
- ❑ Web analytics is the collection, reporting, and analysis of website data.
- ❑ The focus is on identifying measures based on your organizational and user goals and using the website data to determine the success or failure of those goals and to drive strategy and improve the user's experience.



4. Social Media Impression VS Reach VS Engagement

❑ Social Media Impression

- The total number of times your content or ad is displayed is called **'impressions.'** 'Impressions' don't count the number of people who have interacted with or clicked on the content. It just measures the number of times that the ad or content gets displayed on someone's social media.
- For example, you could run a Facebook video ad campaign. It doesn't even have to start playing for Facebook to count your video ad as an impression. It only needs to appear in someone's feed, even if the user scrolls right past it.



4. Social Media Impression VS Reach VS Engagement

❑ Social Media Reach

- The total number of people who see your content is known as 'reach.' Consider 'reach' to be the number of distinct people who see your content. If 100 people have seen your ad, it has a total 'reach' of 100.
- The reach of an advertisement will always be equal to or less than the number of impressions. Assume you have an ad shown to 300 users 500 times on a screen. Your reach would be 300 people. Some of those users may have seen your advertisement only once, while others may have seen it several times.



4. Social Media Impression VS Reach VS Engagement

- ❑ **Social Media Engagement**
 - **Engagement** outshines impressions and reaches in how valuable a piece of content is. The amount of time people spend interacting with your social media accounts and content is known as social media engagement. It calculates the number of public shares, likes, and comments received by your company's social media efforts.
 - As you can see, **engagement** is the only metric that indicates a user is interacting with a piece of content.



4. Social Media Impression VS Reach VS Engagement

❑ What should you prioritize: impressions, reach, or engagement?

- When running your social media strategies, you should monitor all three metrics: impressions, reach, and engagement. Why?
- Impressions show that your ad is running smoothly and that the network believes it is appropriate to show to the users you're targeting.
- Reach enables you to determine how many times users must see your ads before acting on them.
- Engagement indicates whether or not your content is being received favorably by users.



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Social Media and Crises

Lecture 8

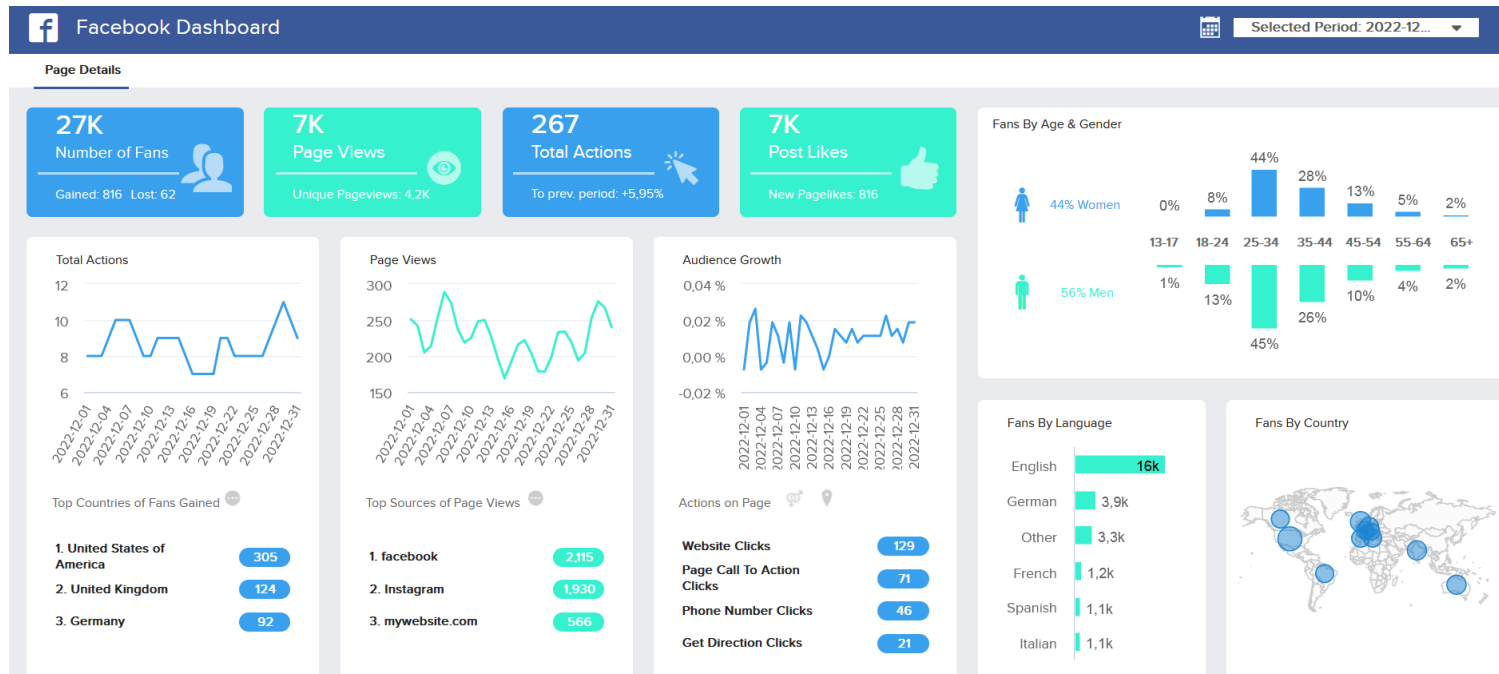
DGM 730

Managing Real-Time Publication

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A Real-time Monitoring Dashboard



A Real-time Monitoring Dashboard

- ❑ Real-time dashboards are a form of visualization 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 with a simple display that visualizes performance indicators and essential metrics crucial 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**.
- ❑ These real time dashboards are automatically updated and provide the user with instant access to critical data.

A Real-time Monitoring Dashboard

- ❑ Ideally, your social media analytics dashboard should include visual representations of your data. 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.

A Real-time Monitoring Dashboard

- ❑ Set up a data tracking system
- ❑ **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.

A Real-time Monitoring Dashboard

- ❑ **Extract insights from your data**
- ❑ Say you see that **social sentiment** is trending downward. Or maybe your competitors are suddenly outperforming you. 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. You can then shape your marketing strategy to increase conversion rate and fill the sales funnel.

Examples of tools

10 brand social media monitoring tools (Free & Paid)

1. Hootsuite
2. Nexalogy
3. Mentionlytics
4. Reputology
5. Tweepsmat
6. Reddit Keyword Monitor Pro
7. Talkwalker
8. Sprout Social
9. Agora Pulse
10. Crowd Analyzer (Arabic Media Monitoring Platform)



Managing Real-time Publication

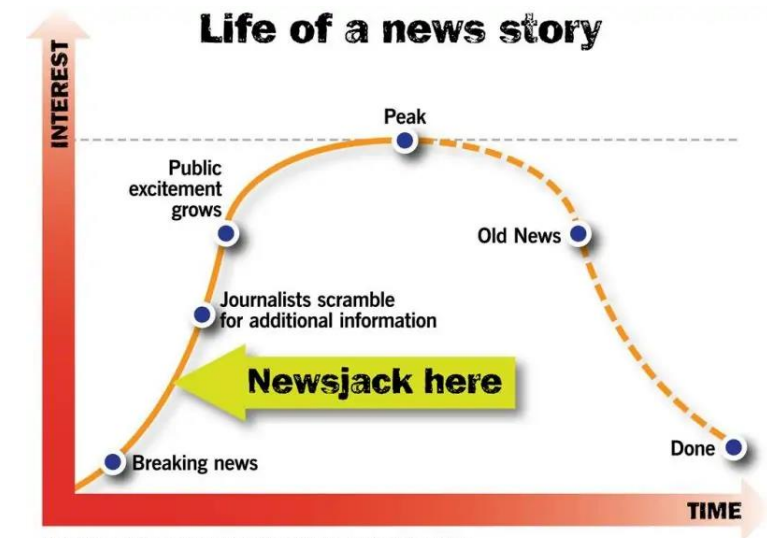


3 Ways To Plan For Real-Time Social Media

1) Newsjacking

- ❑ 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.”



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3 Ways To Plan For Real-Time Social Media

2) Tweet Chats

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

3 Ways To Plan For Real-Time Social Media

3) Think Conversation

❑ 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 to ensure we're delivering the right content at the right time to the right audience

The Tools to Manage Real-time information publication



Social Media Monitoring Tool

An Example: Crowd Tangle



Social Media Monitoring Tool An Example: Crowd Tangle

**Stay on top of the stories that matter.
Benchmark yourself against competitors.
Identify influencers.**

CrowdTangle is available across these content platforms

FACEBOOK

INSTAGRAM

REDDIT

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 and Crises

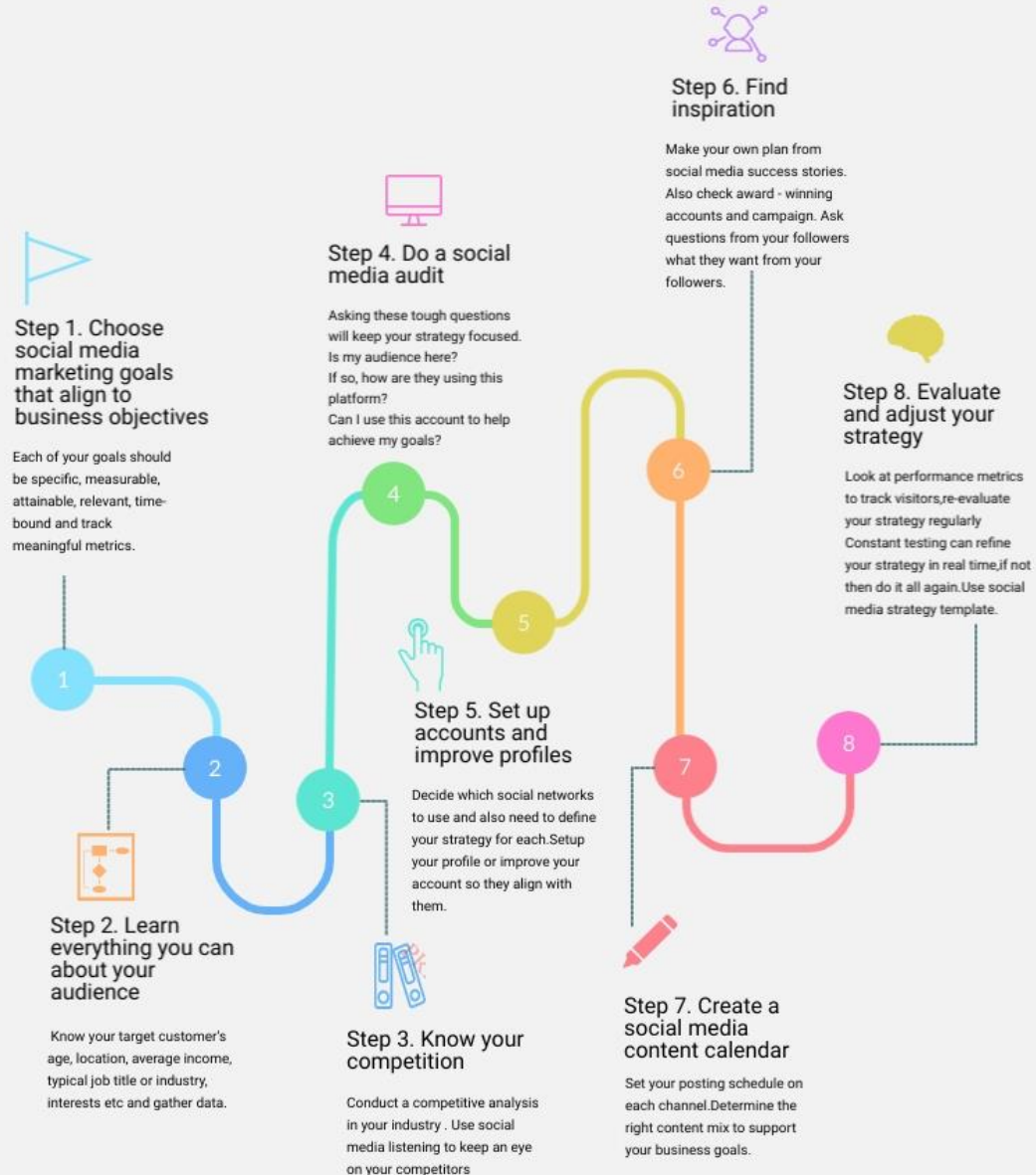
Lecture 9

DGM 730
Social Media Strategy

Prepared by
Dr. Doaa Rady

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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
- ❑ 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.

2. Determine Your Most Relevant Metrics

- ❑ 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.

3. Decide Who You Want as Your Social Media Audience

- ❑ One of the most common mistakes made by firms on social media is to think that all followers will be good for them. There is a good reason why pundits deemphasize the metric Follower Numbers and call them vanity metrics. There is little point in having somebody as a follower unless he is likely to take an interest in the content you share.
- ❑ This is probably the biggest problem with buying **fake followers**. fake followers don't engage with your account. Some aren't real people at all, merely bots. They certainly won't make future customers. These people, whether they are real or fake accounts, will not spend any money on your products. They will not refer people to you. They are of no value to you at all.

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.

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.

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?
- ❑ 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.



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Social Media and Crises

Lecture 10

DGM 730

Crisis Communication and Management

Prepared by
Dr. Doaa Rady

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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 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, information blocks, information lacks, information duplication, misrepresentation. 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.

Influencer Communication



What is Influencer Communication?

- ❑ Influencer Communications 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 (hereafter: influencers) for organizations has grown rapidly during the last years. **Strategic communication** faces the challenge to find new ways how to manage their influencer activities because established communication management concepts cannot simply be applied to influencers.

- ❑ 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.

Media Communication



☐ 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.**

❑ 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.

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.

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.

- ❑ *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.

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

- ❑ 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.

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?

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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Thank You

