



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



Social Media and Crises

Lecture 3

DGM 730

Analysis of Social Media Crisis

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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

Macdonald's case study

<https://alhorianews.com/%D9%85%D8%A7%D9%83%D8%AF%D9%88%D9%86%D8%A7%D9%84%D8%AF%D8%B2-%D9%85%D8%B5%D8%B1-%D8%AA%D8%B1%D8%AF-%D8%B9%D9%84%D9%89-%D8%AD%D9%85%D9%84%D8%A9-%D9%85%D9%82%D8%A7%D8%B7%D8%B9%D8%A9-%D9%88%D8%AA%D8%A4/>



شركة مانفودز-ماكدونالدز مصر هي شركة مصرية ١٠٠% يمتلكها رجل الأعمال ياسين منصور والتي تعد من أكبر الكيانات الاقتصادية في مصر، حيث توفر شركة مانفودز-ماكدونالدز مصر أكثر من ٤٠,٠٠٠ فرصة عمل بشكل مباشر وغير مباشر لمواطنين مصريين وعائلاتهم من خلال شركائنا وموردنا المحليين، بالإضافة إلى حرصنا على مدار ٣٠ عاماً على إطلاق مبادرات تنمية رائدة لخدمة المجتمع المصري.

كما نوضح ان دور شركة ماكدونالدز العالمية هو السماح لنا باستخدام العلامة التجارية محلياً وامتدادنا بالخبرة والمعرفة لتقديم أفضل خدمة لعملائنا.

ونؤكد احترامنا ومراعاتنا والتزامنا الدائم لوطننا ومجتمعنا، ولا علاقة لنا بما يقوم به وكلاء آخرون بدول أخرى.



Principles of Crisis Response

Case Study

Fall back on your values.

Johnson & Johnson case study

<https://www.ou.edu/deptcomm/dodjcc/groups/02C2/Johnson%20&%20Johnson.htm>

<https://tamersalah.com/tylenol-pharmaceutical-case/>

Live session

Case Study

Coca Cola's campaign

https://www.youtube.com/watch?v=4dJ16WcfclY&list=PLRxRXcHqgCblRy2lobx0a42KOe53a-__a

Live session

As a brand that stands for happiness, for their 100th birthday we created a campaign that spread happiness on social media and celebrate the iconic bottle shape.

Principles of Crisis Response

Live session

CRISIS INTERVENTION



Crisis intervention is an immediate and short-term emergency response to mental, emotional, physical, and behavioral distress. Crisis interventions help restore an individual's equilibrium to their biopsychosocial functioning and minimize the potential for long-term trauma or distress.

Principles of Crisis Response

Live session

CRISIS INTERVENTION

What is Crisis Intervention?

Source-vertavahealth.com



CRISIS INTERVENTION

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Principles of Crisis Response

Live session

CRISIS INTERVENTION

Principles of Crisis Intervention

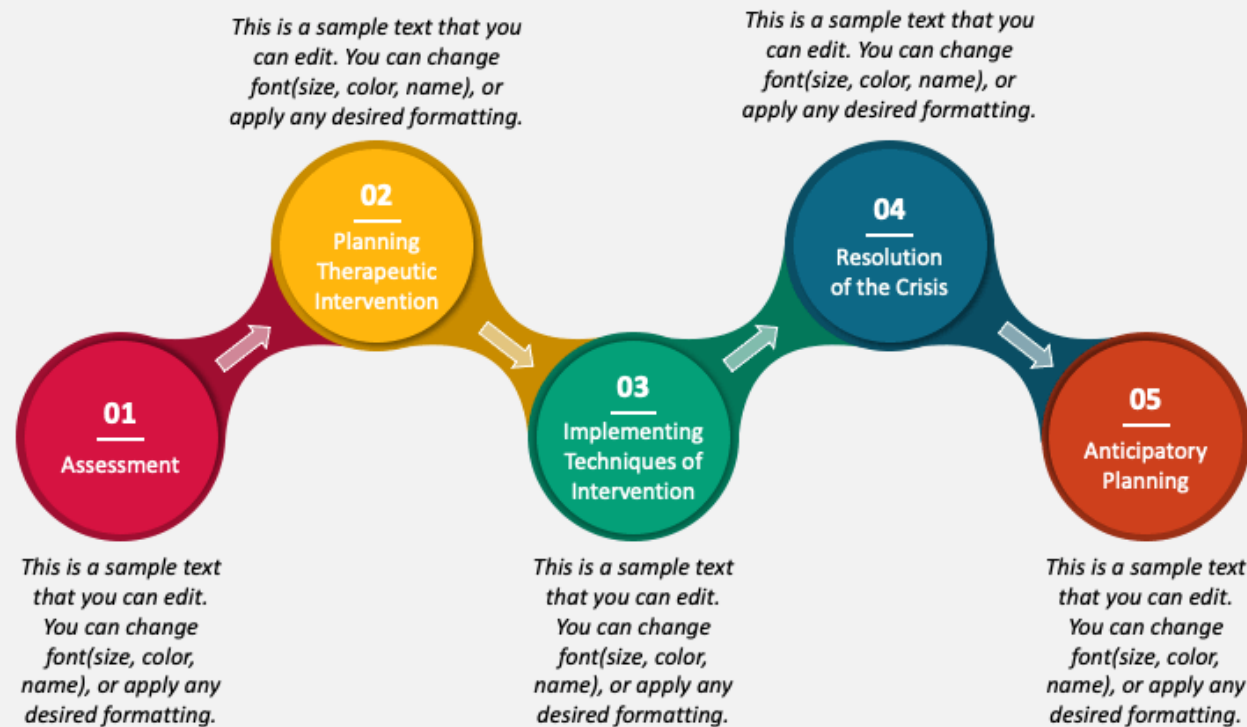


Source-scribd.com

Live session

CRISIS INTERVENTION

Process of Crisis Intervention



Principles of Crisis Response

Live session

CRISIS INTERVENTION

Techniques of Crisis Intervention



Source-scribd.com

Principles of Crisis Response

Live session

CRISIS INTERVENTION

Phases of Crisis Intervention

01

Immediate Crisis Intervention:

It involves establishing a rapport with the victim & gathering information for short-term assessment

02

Second Phase

To determine the service and resources required by the victim to provide support to the victim.

03

Third Phase

- Recovery intervention
- Implementation
- Helps victims re-stabilize their lives and become healthy again

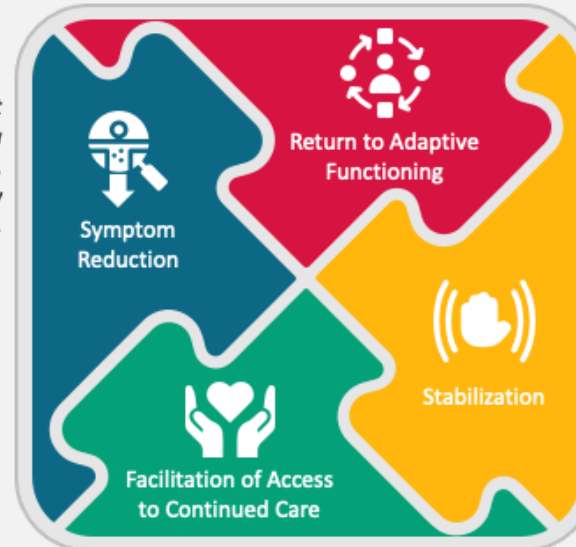
Live session

CRISIS INTERVENTION

Goals of Crisis Intervention (CI)

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Source: <https://www.sketchbubble.com/en/presentation-crisis-intervention.html>



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Thank You

