

Social Media and Crises

DGM 730

Final Revision

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Final Exam: Social Media and Crises (DGM 730)

About Exam Design

- 20 Questions
- 60 mins
- Each question 3 mins

Exam date:

**يوم الاثنين الموافق 05/05/2025
من 07:30 إلى 08:30 مساءً، بتوقيت مكة المكرمة.**



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Social Media and Crises

Lecture 1

DGM 730

Social Media and Ethics

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www.esu.ac.ae

Social Media Policy and adherence



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.

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.

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

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.

Why do you need a social media policy for employees

Maintain a consistent brand identity

A social media policy ensures that whenever someone interacts with your company online, either through a brand channel or an employee, they get the same consistent experience. This develops a more reliable, trustworthy identity for your company, turning customers into loyal fans and ambassadors.

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.

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.

Why do you need a social media policy for employees

Prevent a public relations crisis

Many organizations make the mistake of waiting until they've faced a public relations disaster to put a policy in place. Be proactive and implement a strategy in advance to minimize crisis.

Your social media crisis plan should align with your social media policy. For example, the policy can designate which teams are responsible for handling a PR crisis.

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 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

Creative commons and copyright both refer to legal explanations and sanctions regarding authorship. Both authorizations refer to creators' conditions regarding their original outputs such as books, websites, software, movies, and songs. However, creative commons is only applicable to those protected by copyright while copyright covers original work.

What is Creative Commons?

Creative Commons (CC) aims to increase the number of legally available creative works. CC licenses give creators the freedom to decide which rights are being reserved and waived. It is currently being incorporated in popular online platforms such as YouTube and Flickr. CC licenses are based upon copyright specifics and only utilize one page of highly comprehensible explanation of rights.

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.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

Implementation of Creative Commons vs. Copyright

Creative Commons is only applied to already copyrighted materials as it is a license which specifies the author's conditions regarding the baseline permissions of reproduction, distribution, display, and performance. On the contrary, copyright instantly applies when a work is originally created; this is why it is described as “magical”.

Profit

Creative Commons, a non-profit organization, lets other people copy and use a creator's work for noncommercial purposes only. However, Copyright allows commercial goals, hence profit, to be achieved. The author may also lend or assign the copyright with the pertinent signed contracts.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

Nature

Creative Commons is an organization and a license which can take the forms of differing attributions while copyright is a law which allows owners to license their work.

Expiration

The licenses of Creative Commons expire when the elemental copyright also expires. As for Copyright, the US constitution mandates that it expires 50 years after the author's death. However, this may vary in other countries, for example, the UK regulation dictates the expiration to be 70 years after the author's death.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

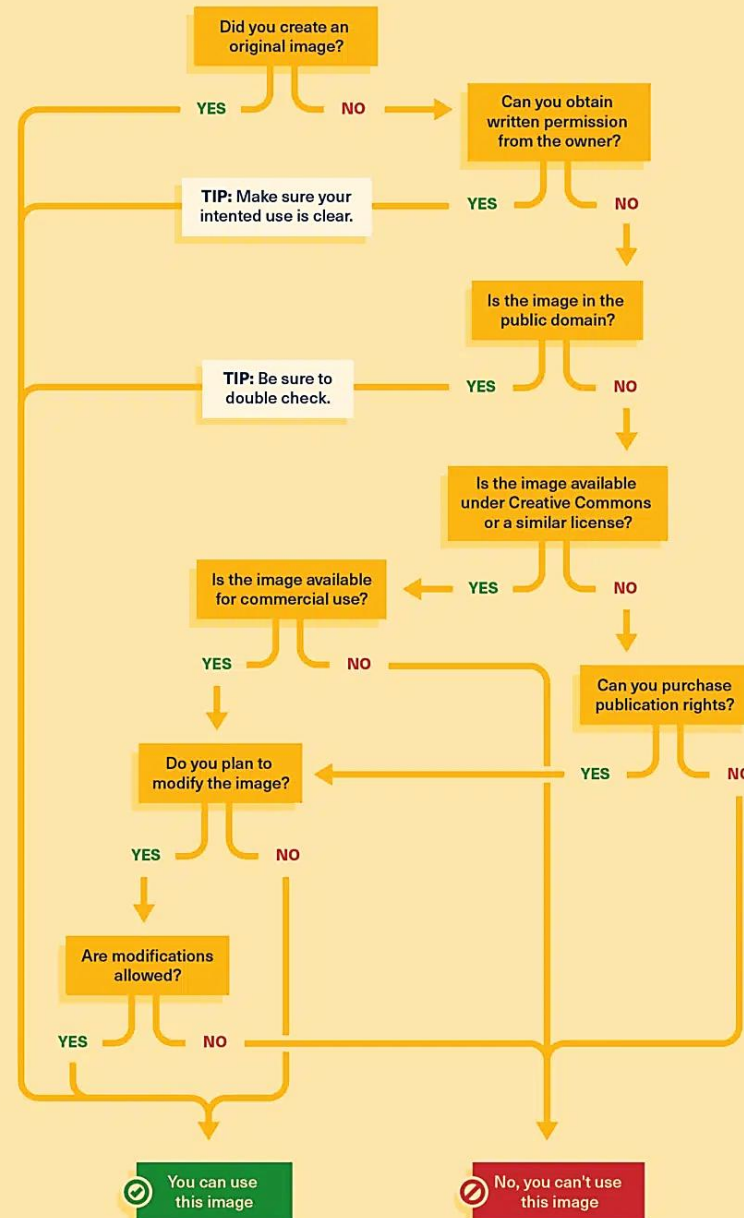
Pro-User

Creative Commons shows more advantages to the user as it allows free reproduction and utilization under certain circumstances. On the other hand, Copyright features more advantages to the owner regarding protection and commercial use.

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

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.

Disclosure and Transparency

Why transparency is essential?

Seeing all that is involved in implementing transparency measures brings us back to one question: Why do this at all? What good does transparency do? In general, the answer is that it provides public accountability.

Without transparency, due process for social media users is impossible. If users do not know what the rules are, how can they stay within the guardrails? If they have no mechanism to complain about problematic content or about mistaken moderation decisions, how can the content moderation process satisfy the demands of procedural fairness for users?

Disclosure and Transparency

Why transparency is essential?

Disclosure and due process are so intimately linked that user transparency measures often include due process requirements. For instance, often legislation does not merely require platforms to disclose whatever complaint process they happen to have, it also requires platforms to have a complaint process.

Policy makers should explore various transparency measures for digital social media platforms. A balanced and clear legal structure for disclosure can help to restore public trust in these platforms and provide assurances that they are operating in the public interest.

Disclosure and Transparency

Why transparency is essential?

Mandated public reports on moderation practices are likely to improve content moderation, just as accounting reporting requirements encourage good corporate financial conduct. When companies know that they will have to issue these detailed assessments, they are more likely to take steps to mitigate problems to reduce the reputational risks that would come with a poor report card.

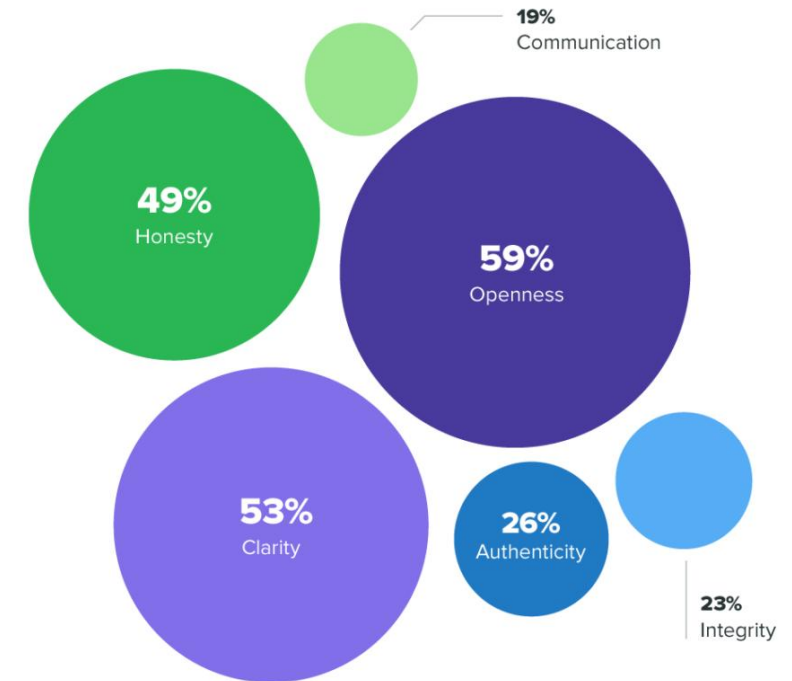
Researcher access to internal company data allows independent outside assessments of company conduct and can indicate areas for improvement that the companies themselves might have missed or tried to cover up in their public reports.

Disclosure and Transparency

The largest number of people say transparency is when businesses are open (59%), clear (53%) and honest (49%).

These guiding principles give a sense of what consumers are looking for. A study proves no channel is better suited than social media as communication channel to make good on the interest in more transparency.

How Consumers Define Transparency



sproutsocial

sproutsocial.com/brandsgotreal

Social Media risks and rewards

Social media is a powerful tool that gives organizations the ability to expand their brand value; it can also tarnish a brand overnight.

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.



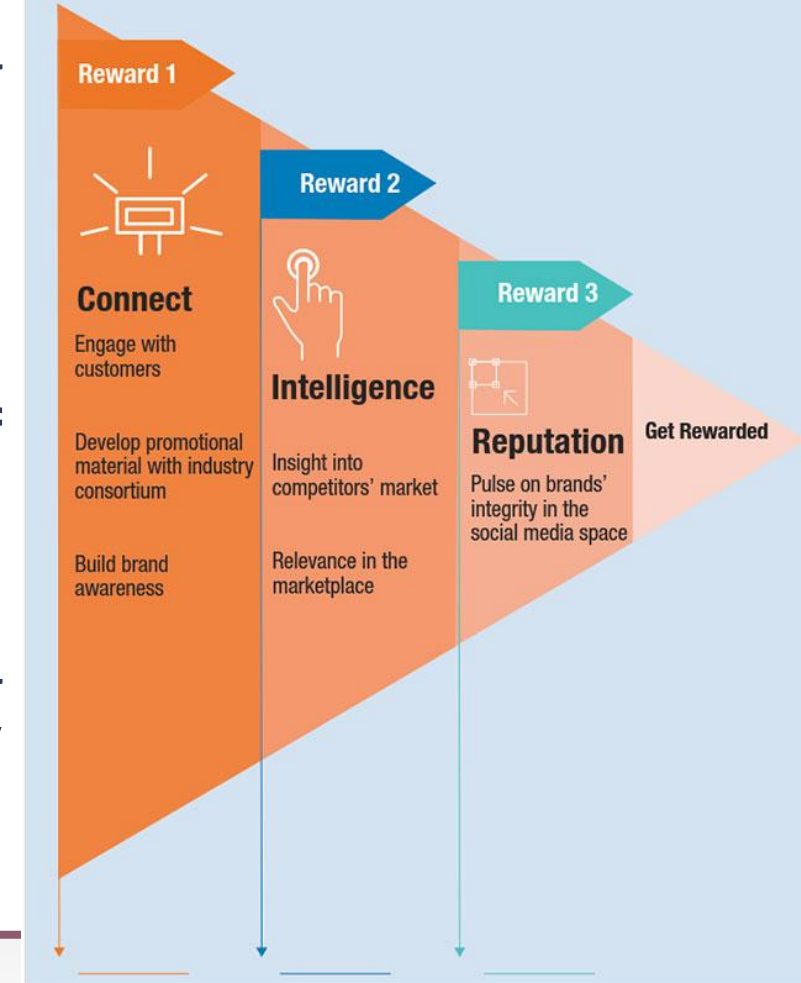
Social Media risks and rewards

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—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



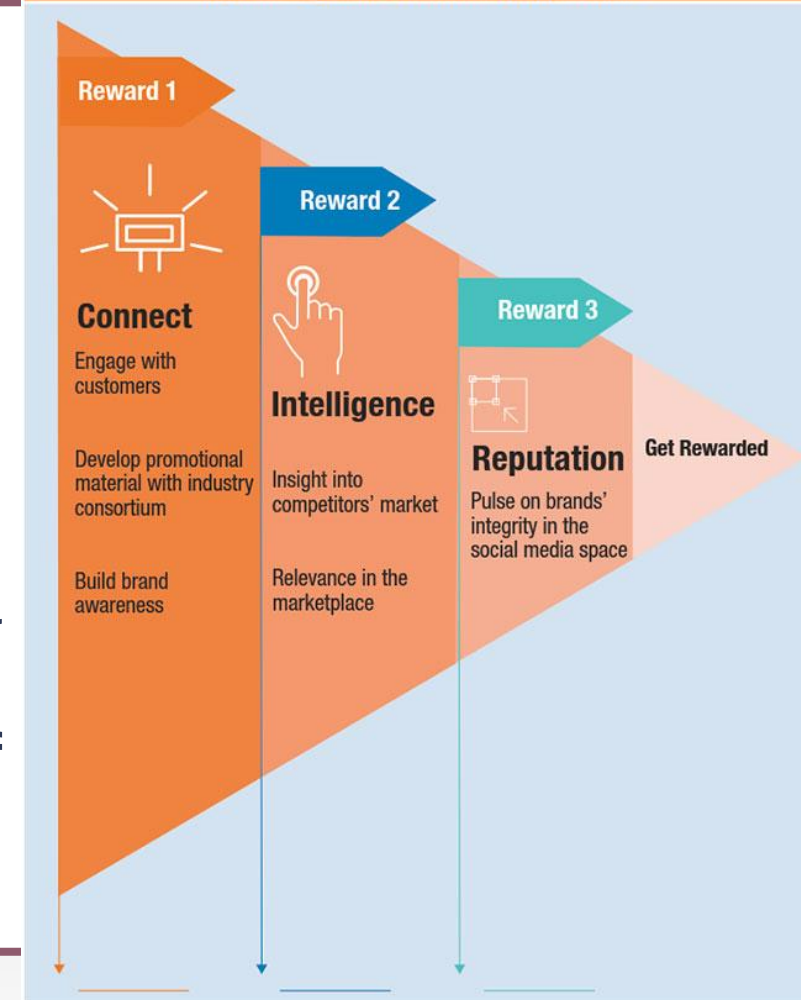
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Social Media risks and rewards

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.

Figure 1—Organizational Benefits of Social Media

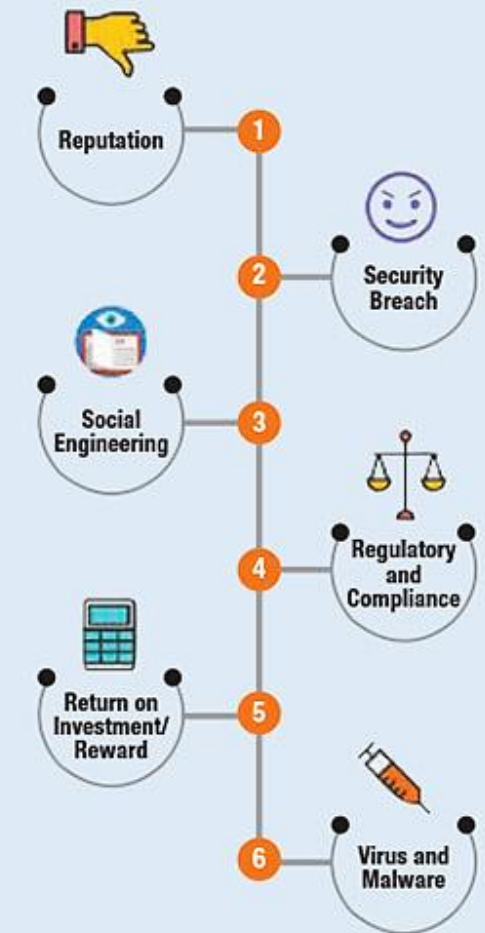


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Social Media risks and rewards

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



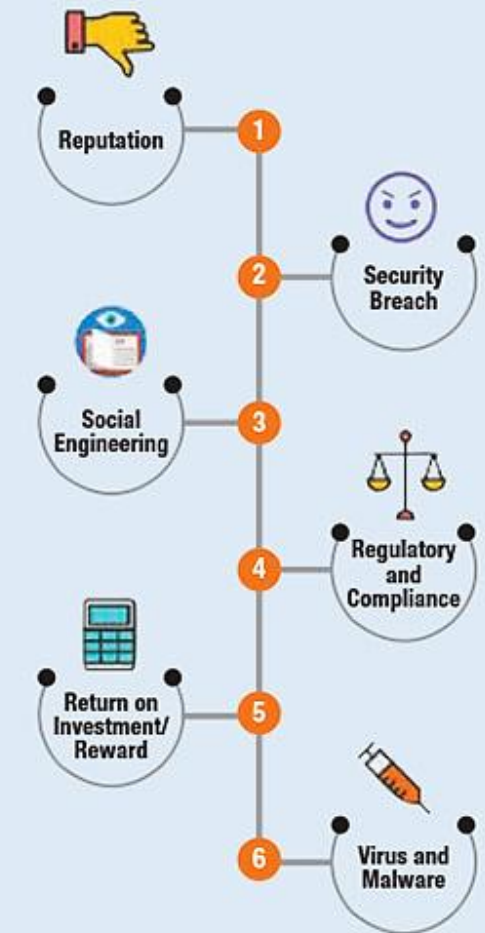
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Social Media risks and rewards

Data security breach—According to research from Forrester:

From reconnaissance to brand hijacking and threat coordination, cyber criminals have been using social media to boost the effectiveness of their attacks for years. It's clear that social media risk isn't solely about brand and reputation damage but is a sinister cybersecurity threat that can lead to major data breaches, numerous compliance issues, and large amounts of lost revenue due to fraud and counterfeit sales, along with a slew of other risks.

Figure 2—Risk Factors for Social Media

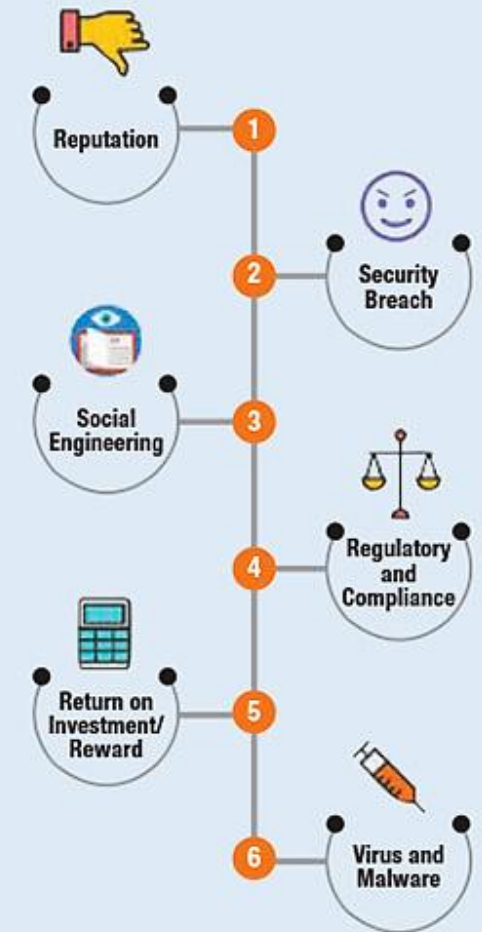


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Social Media risks and rewards

Social engineering—Employees in almost all organizations are savvy, and many have a social media presence on major sites such as Facebook, LinkedIn, Quora and Twitter. Each platform has the potential to provide a hacker several key data points about employees, which can enable use of the data to hack the employee account at the enterprise layer by spoofing and launching a social engineering attack on the company. Due to the multitude of options of going through social media accounts with exposed data, attackers can gather these data to further their advances in terms of hacking into accounts.

Figure 2—Risk Factors for Social Media



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Social Media risks and rewards

Compliance or regulatory violations—The growing number of privacy changes and regulations globally is impacting how customer data are utilized in the social media space. There are four key areas with which to be concerned:

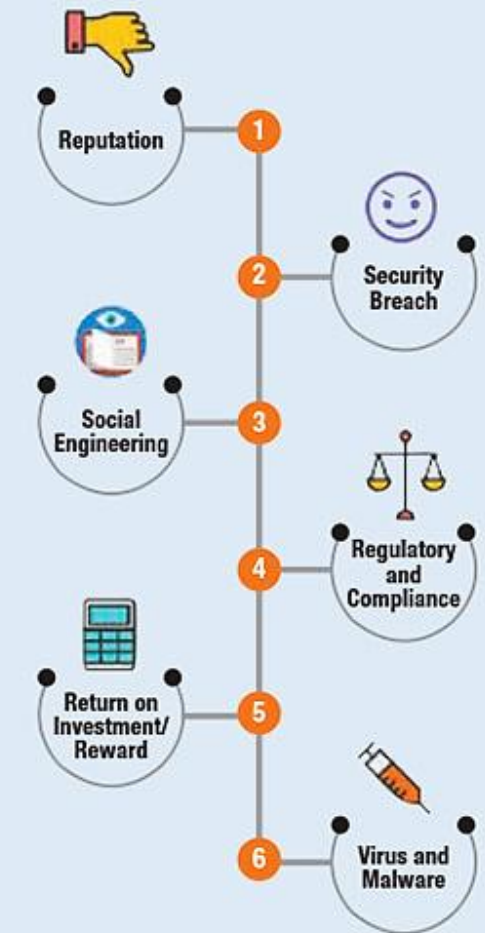
Privacy

Content ownership

Intellectual property (IP) infringement

Unauthorized activities

Figure 2—Risk Factors for Social Media



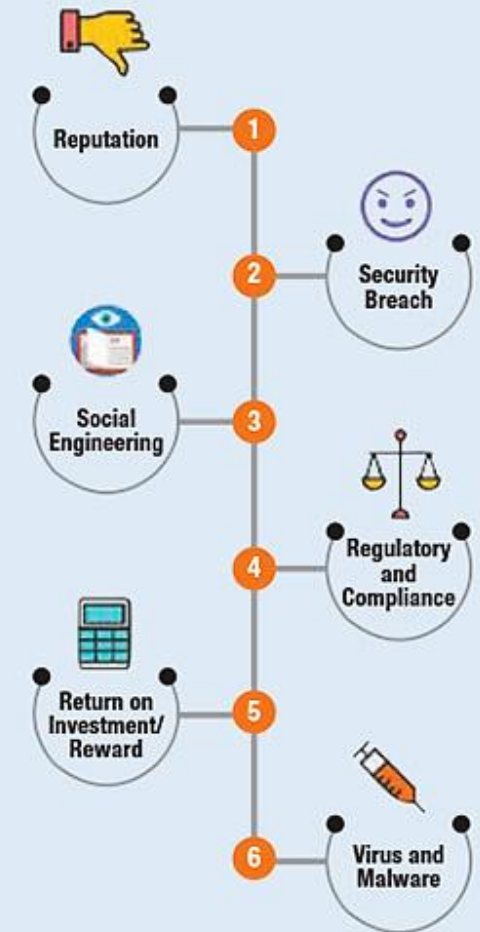
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Social Media risks and rewards

Compliance to changing the regulatory climate— These regulatory changes require the organization to adapt its strategy if it wishes to comply on a global basis. This approach, while necessary for an organization that uses social media regularly, may result in the organization's increased visibility with authorities.

Some industries may shy away from this situation in light of audits that occur due to being in the social media space so frequently.

Figure 2—Risk Factors for Social Media

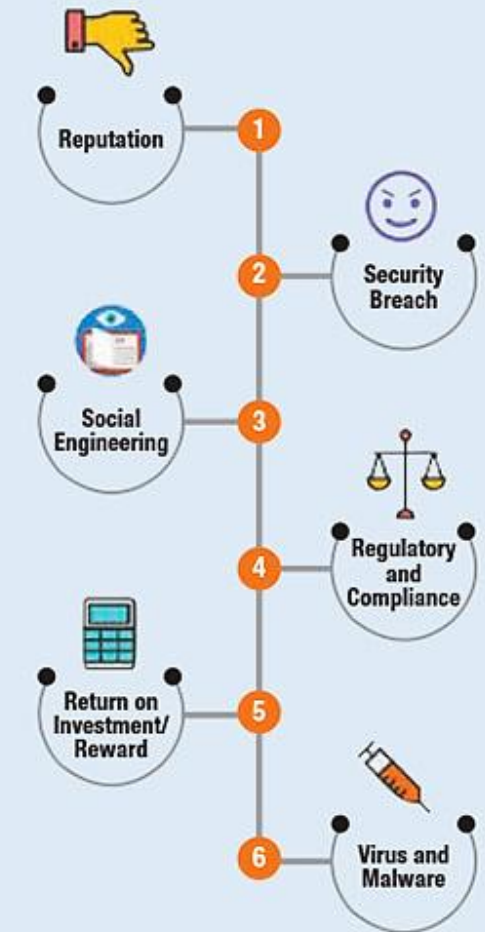


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Social Media risks and rewards

Return on investment—The benefit the organization gains from being present in the social media space is hard to calculate and very subjective. The risk over reward, therefore, cannot be calculated without proper assurance, which leaves the decision to enter the social media space questionable for some industries.

Figure 2—Risk Factors for Social Media

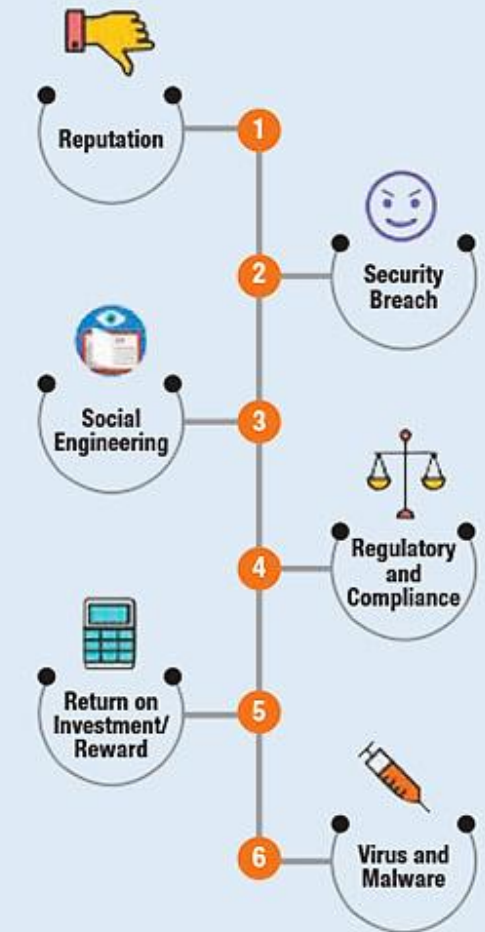


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Social Media risks and rewards

Phishing—One of the popular techniques used by criminals is to get unknowing individuals to disclose personal information while posing as a fictitious representative of a legitimate professional or company. This, primarily, is the key driver for collecting personal data for financial gain to individuals or organizations. Due to the lack of awareness about the phishing techniques used by hackers, employees fall victim to email, phone call and website phishing schemes, resulting in exposure to enterprise-level risk.

Figure 2—Risk Factors for Social Media

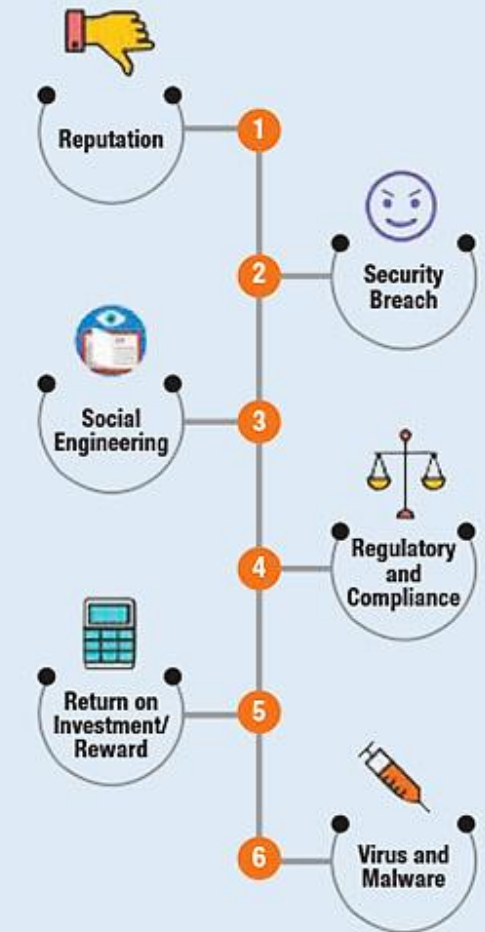


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Social Media risks and rewards

Viruses and malware—Hackers' ability to penetrate the organization's network via unsafe social media websites and accounts opens a new threat vector. On one hand, employees who access social media websites can act as brand ambassadors; on the other hand, their activity may leave an open door for viruses and malware to enter into the network. According to security experts, "A majority of current attacks simply use the social platforms as a delivery mechanism, and have been modeled after the older Koobface malware."

Figure 2—Risk Factors for Social Media



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Social Media and Crises

Lecture 2

DGM 730

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

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.

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 indispensable in humanity because it is believed that no human being/organization can be good at everything. Organizations may be very good at something's and at the same time be a complete novice at something else. When faced with the same problem, different organizations have different ideas on how to solve that problem. It is for this reason that every organization should have a PR department that deals with crisis management.

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 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 النزاعات , **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.

تتخذ الإدارة
قرارات معينة مع
العلم بالعواقب
الضارة وذلك تجاه
أصحاب المصلحة
والأطراف
الخارجية.

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 **يتجاهل الرؤساء الآثار اللاحقة** 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.

Types of 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.

Crisis created by use of social media



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.

Crisis created by use of social media

You can no longer avoid these risks by not having a social media presence. Whether you're engaging or not, many of your stakeholders are on social media, including your employees, customers, competitors and, of course, the traditional media.

If you have been in your position for over five years, there is an 85% chance you have faced at least one major corporate reputation crisis.*

*Source: Oxford Metrica, Aon Reputation Review 2011

Crisis created by use of social media

Your reputation is more important than ever

The asset value of corporate reputation has increased significantly over recent years, but so did the associated risks. Indeed, reputational risk was identified as the greatest risk facing global companies, even higher than regulatory, human capital, IT, market and credit risk.

63% of a company's market value is attributable to reputation

'Safeguarding Reputation' research by Weber Shandwick and KRC Research, 2007

66% of board members identify reputational risk as their primary concern when it comes to risk management

EisnerAmper, May 2012

Crisis created by use of social media

Regardless of what started it or how it started, a crisis will almost always find its way online. According to a 2011 report of the Federation of European Risk Management Associations, reputational risk from social media is cited as a material risk by 50% of risk managers and a bigger cause for concern than cyber attack.

So, how is a social media - fueled crisis different?

Crisis created by use of social media

Increased Frequency

With social media, people are creating and sharing more information than ever before. As more information about the organization is created and shared in social media the frequency of reputational crises has also increased. The greater transparency provided by social media is another reason why the frequency of crises has increased.

Crisis created by use of social media

Staggering Speed

Sharing information with your entire friend network and followers is only one click away. There are 2.85 billion active Facebook users, each of them having many friends. Equally, Twitter has incredible reach, with opinion formers and journalists over-represented amongst its users. A reputation-damaging scandal can spread in a matter of minutes.

Crisis created by use of social media

Global Reach

What happens at a local level doesn't stay local anymore. A company's failure to provide proper work conditions in one isolated factory in China can become the talk of London and New York the next day (if not sooner).

Total Visibility

Investors, factory workers and all your stakeholders now have free access to information about your company, its suppliers and customers. And that information is no longer controlled by you: it is created by third parties.

Crisis created by use of social media

Easy recollection of the crisis

They used to say that today's newspaper is tomorrow's fish and chip paper. Not any more. Long after the crisis has passed, a simple Google search for your Company's name will bring back all the articles and posts related to the controversial issues.

More Measurability

On the plus side, in the online space everything can be measured and scaled. You can more easily assess the dimensions of a crisis in order to deliver a proportionate response. It also helps with post-crisis review so that you can put plans in place to prevent similar events from occurring again.

Crisis created by use of social media

More interaction

Social Media can facilitate instant dialogue with concerned stakeholders. Addressing concerns quickly, empathetically and directly can go a long way towards defusing a crisis situation and having a positive impact on how the company is viewed.

Crisis created by use of social media

When the crisis is triggered by events happening off-line

A crisis is often triggered by unforeseen events happening off-line. These events may concern a specific department or business unit, one of its suppliers: a work-related accident can start an enquiry on the work conditions provided by the organization; rude treatment of a customer can cause a sudden burst of accumulated dissatisfaction with the company. Regardless of the cause, once the issue is picked up in social media, it will be amplified thousands of times.

Crisis created by use of social media

United Airlines broke songwriter Dave Carroll's guitar in checked luggage. After being denied compensation, he created a YouTube video about the incident. Four days later, "United Breaks Guitars" had been watched by one million people. This video was the trigger for an outpouring of complaints from other angry customers of United Airlines, who shared, retweeted and reposted the video until more than 150 million people became familiar with the story. As a result, United Airlines' stock went down 10% - \$180 million.

Crisis created by use of social media

- ⚠ social media has created a completely new environment for reputation management. Updating your reputational risk assessment is essential if you are to be fully prepared for the new risk landscape. Simply put, social media makes crises both more likely and potentially more damaging.
- ⚠ By conducting regular reputational risk assessments companies become aware of the problem areas that could escalate into a crisis. Monitoring the social web for mentions of keywords related to these risks and setting up alerts when conversations around these topics increase can be a way to catch and address issues before they escalate into a full-blown crisis.

Crisis created by use of social media

When the crisis is 'purely social'

Social Media and the new mobile technologies have created a whole new class of reputational crises. No off-line event triggers these incidents; they arise in the online space, often because of the organization's own actions on social media. As you will see below, 'purely social' incidents can be as dangerous to the company's reputation as those triggered by offline events.

Internal causes

Your employees can be your organization's worst enemy. Many reputational crises are triggered by employees' actions on social media, either on the company's accounts or on their personal profiles.

Crisis created by use of social media

Careless posting on the organization's accounts

When an employee creates and manages the organization's social media account from their own personal account, mixing up messages can happen quite easily. There are many instances of accidental or inappropriate posting, which have caused great embarrassment and significant damage to an organization's reputation.

Crisis created by use of social media

In February, someone at Chrysler's social media agency tweeted from Chrysler's official Twitter account saying that no one can drive in Detroit, Chrysler's home city. Consequences? The employee lost his job, the agency got fired and Chrysler had to issue official apologies.



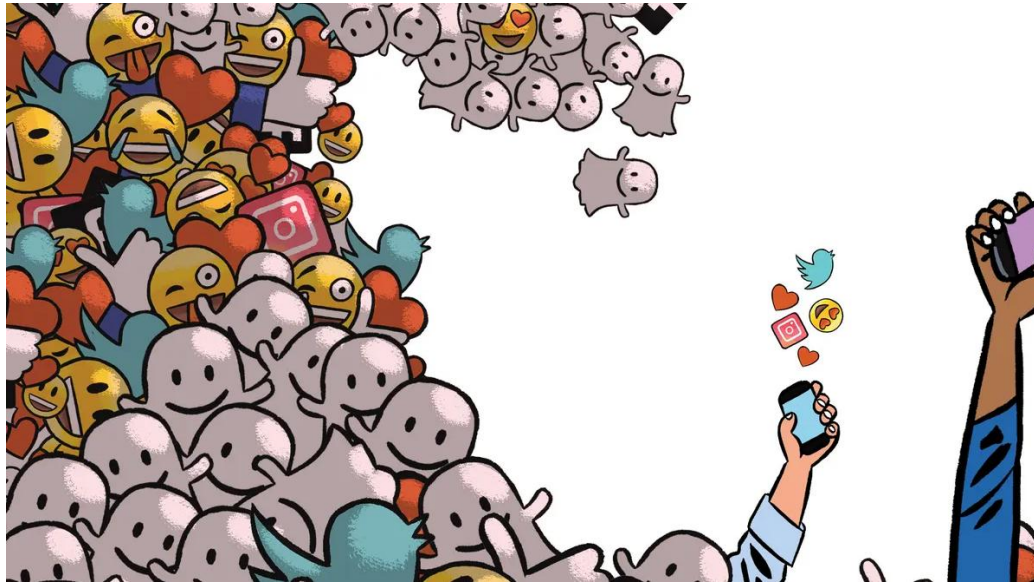
In January 2012, Boners BBQ posted on their Facebook page a picture of a customer who left a poor tip, and made abusive remarks about her. The post went viral in a couple of hours. It took Boners 16 hours to issue a public apology on their Facebook.

Crisis created by use of social media



Password and login details are often shared between multiple employees in order for them to access the company's social media accounts. If an inappropriate post goes out, tracing who is responsible can be almost impossible, especially if a large team is manning the social media accounts of the company and multiple marketing agencies have username and password access.

‘Own goals’ triggered by organizations 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

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.

The importance of speed of response



The importance of speed of response

In **Reputation Management**, John Doorley and Helio Fred Garcia outline the broad characteristics of social media. They emphasize authenticity, transparency, decentralization of authority, speed, and collaboration as primary characteristics.

With the proper approach, these characteristics can be beneficial conduits for immediate reach and accessibility to stakeholders. However, in a crisis, they can be an asset or a liability.

The importance of speed of response

“Speed is a defining element of social media and a characteristic that presents challenges for organizations in reputation management. The pace at which information is shared and propagated in social media is faster and broader than older forms of communication.”

Social trend means people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.

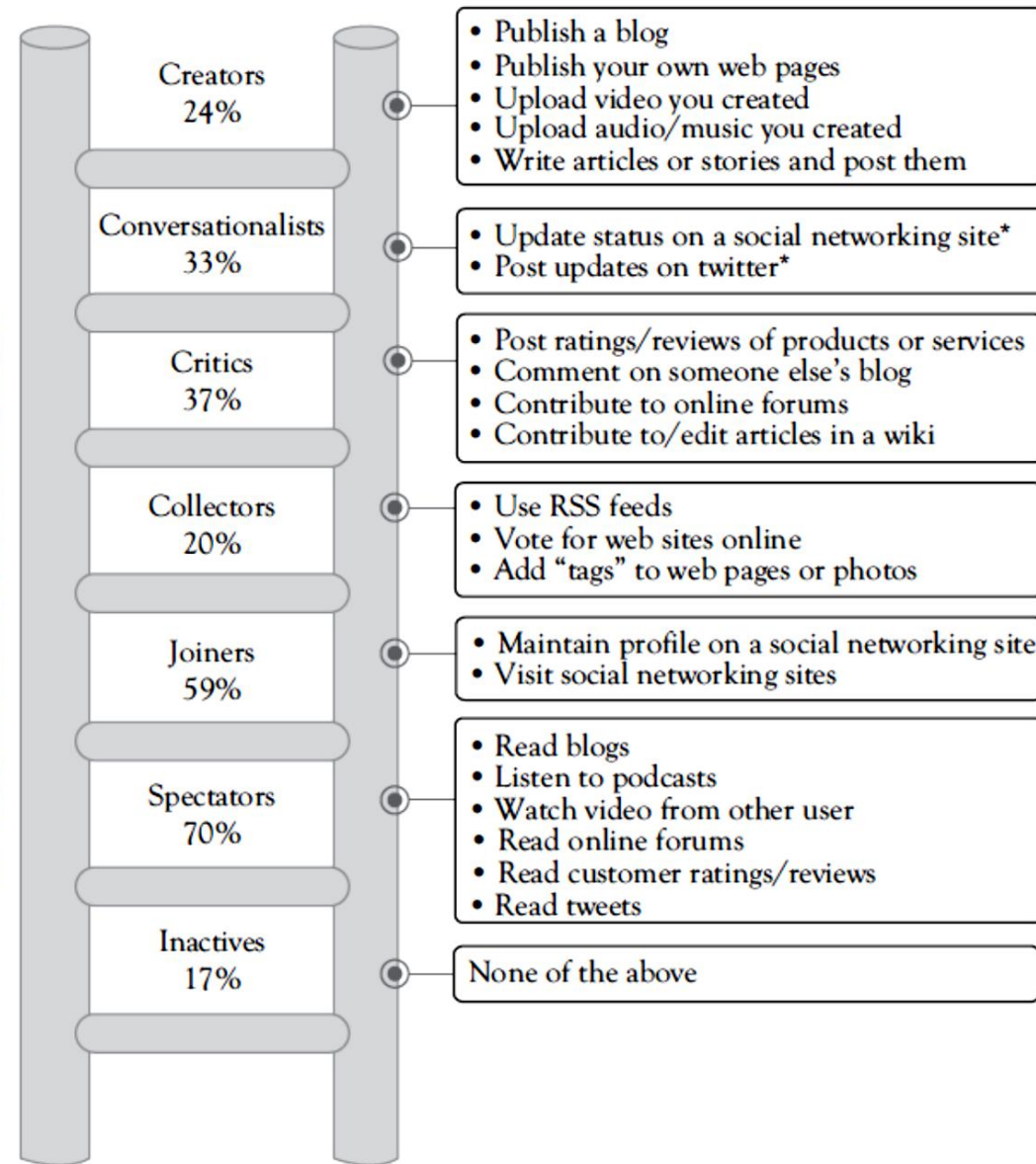
(Definition by The Groundswell Co. <https://groundswell.io/>)

The importance of speed of response

Li and Bernoff craft their argument in relation to online user profiles as demonstrated in the Figure. The majority of users (70%) are listed as “spectators”—meaning they use social media sites as a viable source of information. “Spectators” solicit the opinions of their friends via Facebook prior to making a purchase rather than consulting a company’s site.

This suggests that public relations and communication professionals need to monitor and embrace the company to guide conversations, behaviors, and potentially gain some advantage in the social media territory.

Groups include consumers participating in at least one of the indicated activities at least monthly.



Base: US online adults

Source: North American Technographics* Empowerment Online Survey, Q4 2009 (US)

*Conversationalists participate in at least one of the indicated activities at least weekly.



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MIDOCEAN
UNIVERSITY

Social Media and Crises

Lecture 3

DGM 730

Analysis of Social Media Crisis

Prepared by
Dr. Doaa Rady

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What is crisis management in social media?

Crisis management in social media is the process through which a brand uses social media to address a crisis.

Although some crises can originate from social media, often the mess happens offline and then overflows onto social media as the public takes the story and runs with it.

What is crisis management in social media?

An example:

Back in 2019, a Duke University freshman basketball player got a serious injury when his Nike shoes literally fell apart. This took place during a basketball game, and it didn't take long before the whole story was on social media, riding a wave of attention from high-profile people like Barack Obama and LeBron James.

What is crisis management in social media?



Barack Obama  
@BarackObama · [Follow](#)



Zion Williamson seems like an outstanding young man as well as an outstanding basketball player. Wishing him a speedy recovery.

6:41 AM · Feb 21, 2019



271.4K



Reply



Copy link

[Read 3.4K replies](#)

What is crisis management in social media?

An example:

Needless to say, the crisis outpaced any damage control the brand's PR tried to do, and in fact went so far as to affect Nike's stocks. That shows just how crucial crisis management is and social media's role during a crisis.

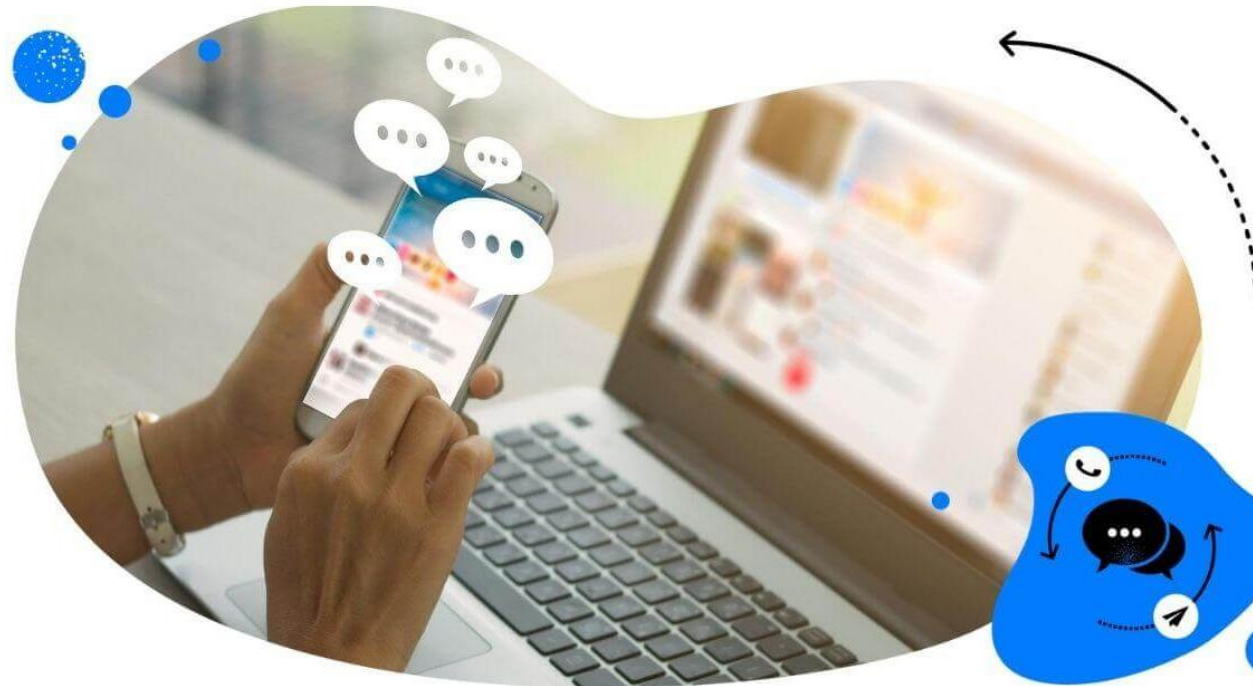
That brings us to the next question:

How does social media affect a crisis?

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.

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:

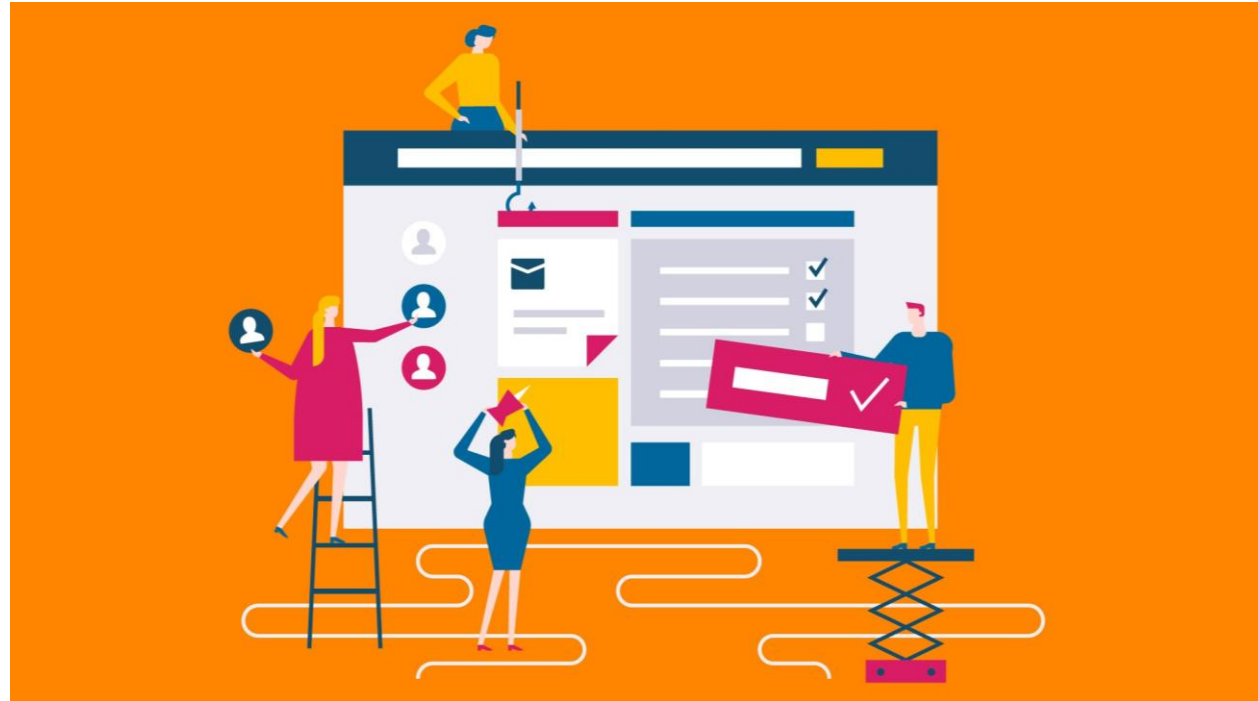
Multi-channel crisis – extremely dangerous because it has the potential to go viral and generate a great deal of negative publicity very quickly.

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.

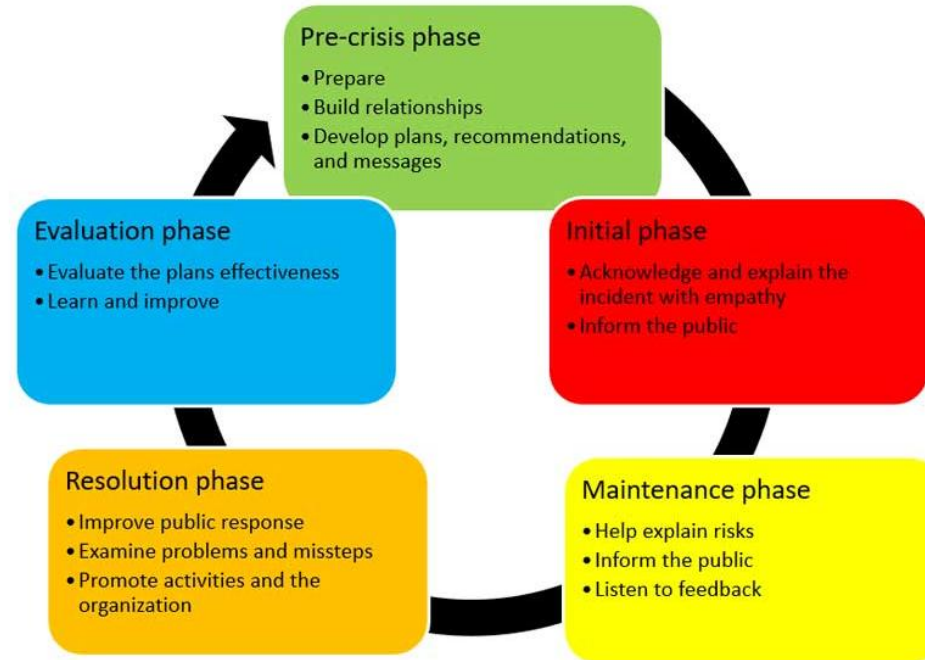
When addressing the media regarding a crisis, an organization should very carefully select their spokesperson. Ideally, the spokesperson should present information clearly and avoid using technical terms. Further, the spokesperson should appear pleasant, maintain strong eye contact, and no exhibit no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

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

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.

The life cycle of Social Media Crisis

The Crisis Containment Phase (harm containment)

In this stage, a set of measures to be taken are defined, the communication processes are organized within the crisis field itself, the situation is stopped deteriorating, the losses are reduced, the psychological and social effects resulting from the crisis are addressed, and the practical performance is improved in a better way than before. Accordingly, the plans are carried out by implementing the decree to confront the crisis, and by using the organization's resources to reduce the crisis.

The life cycle of Social Media Crisis

The Activity Recovery Stage

where the activity and operations of the organization are resumed, and the organization evaluates its loss and assesses what is required in order to fully benefit from the activity and balance, human resources play an important role in this process, provided that human resources situation must be evaluated and what are the remaining capabilities of the organization, and what are the assets used and exploited after knowing the resources available so as to use them efficiently and effectively.

The life cycle of Social Media Crisis

The Learning Stage

It is the stage of drawing morals and lessons, and benefiting from the experience of dealing with the previous crisis to form experiences capable of avoiding crises, avoiding their recurrence, and standing at weaknesses, improving and avoiding them through the process of development and improvement.

How to analyze a crisis?



How to analyze a crisis?

A social media crisis can damage your brand reputation, customer loyalty, and revenue. But it can also be an opportunity to learn from your mistakes, improve your communication, and strengthen your community.

Now every crisis finds its way onto social media, either by accident or purpose, but always with consequences. Social media had transformed the way every crisis emerges, how it's driven, and how it's handled.

How to analyze a crisis?

What are the main points to analyze a crisis recently in the news?

- The nature of the crisis.
- When it was discovered.
- The timeliness of the organization's response to the crisis.
- The nature of the response.
- Any unintended consequences of the response.
- The effectiveness of the response.
- How individual constituencies were affected by the crisis and response.
- How the crisis was resolved, if it has been.
- Your assessment of what worked, what didn't and how the organization might have been more effective in its response.

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—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)

Prepared by
Dr. Doaa Rady

www.esu.ac.ae

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”



Reputation is “a perceptual representation of a company’s past actions and future prospects that describe the firm’s appeal to all of its key constituents”.

Crises are harmful to organizations and their stakeholders who might have conflicting interests and needs.

Crisis management is the organizational actions and communication that are expected to lower the likelihood of a crisis, minimize the harm from a crisis, and re-establish orders after a crisis.

As a result, organizational research regarding crisis management usually addresses one or more of the event's three areas/stages: (a) pre-crisis preparedness, (b) proposal for handling midst crisis situations, and (c) post-crisis strategies to restore the corporate image.

Although reputation-attribution is a more straightforward psychological process, crisis communication strategies are more complicated but can influence cognitions and help lessen a crisis's negative impacts on an organization and its stakeholders

Social Media in Crisis Communication Opportunities and Challenges



Social media provides both **opportunities and challenges** for crisis communication. With more than three billion people around the globe using social media. By using social media effectively, crisis managers can ensure their communication is received by their intended audience at the time it needs to be received.

Opportunities and challenges of social media crisis communication

Opportunities	Challenges
Real-time communication	Little-to-no time to prepare
Greater ability to reach intended audiences	May not reach all audiences (offline audiences)
Increased credibility – can share information directly from official sources	Platform limitations (e.g., need to have good presence/# of followers)
Crowdsourcing and citizen journalism	Risk of misinformation spread
Tools are often for free	Risk of para-crisis
Enables two-way dialogue	Large quantity of data can cause cluttered networks
Can function as an alternative channel when traditional channels cannot be used	
Messages can be targeted	Dependent on connectivity
Can humanize the organization	Para can mean “like” something. A paracrisis is like a crisis. It can “look like” a crisis and does require action from the organization.
Event detection and monitoring	
Live reporting through photo and video	
Accessible anywhere an Internet connection exists (independent from electricity availability, thus can be used even if electrical supply is unavailable)	

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.

Models developed to explain the behavior of PR practitioners in 1970s. **Asymmetrical communication** is unbalanced in that the organization tries to change the public and **symmetrical communication** 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 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)

2)The public information model, developed as a reaction to attacks on large corporations and government agencies by journalists. Leaders of these organizations realized they needed more than the propaganda of press agents to counter the attacks in the media. The public information model is also a one-way asymmetrical model of communication, traveling from the organization to the audience, with mass media as its primary channel.

3) The two-way asymmetrical model some public relations practitioners began to base their work on the behavioral and social sciences, and, as a result, to give more credence to examining audience behavior: PR practitioners both sought information from and gave information to the public. Here, the key is to persuade publics to accept an organization's point of view. Unlike the first two models, feedback was generated through scientific research to advance and secure the interests and needs of the organization ahead of its publics.

4)The two-way symmetrical model is to use communication to create and maintain a mutual understanding and respect between an organization and its publics. The two-way symmetrical model of public relations focuses on a balanced dialogue, where the organization listens to the concerns of the public to encourage an open and honest, mutually beneficial relationship.

This model is based on a free exchange of information that is used to alter attitudes in both the organization and its public rather than the public changing to suit the organization. Given that communication is a balance between senders and receivers, both the public and the organization can, in theory, be persuaded to shift their thinking and/or practice.

Crisis Communication Theories



William Benoit (1995; 1997) developed a **theory of image restoration** to understand how corporations recover from crises. The process of image repair is most often **framed as apologia**, 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 and 2) an accusation 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,
evading responsibility,
reducing offensiveness,
corrective action, and
mortification.

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.

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** 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** enable organizations to build a positive relationship with the stakeholders.

SCCT: Situational Crisis Communication Theory

Situational Crisis Communication Theory Crisis Response Strategies.

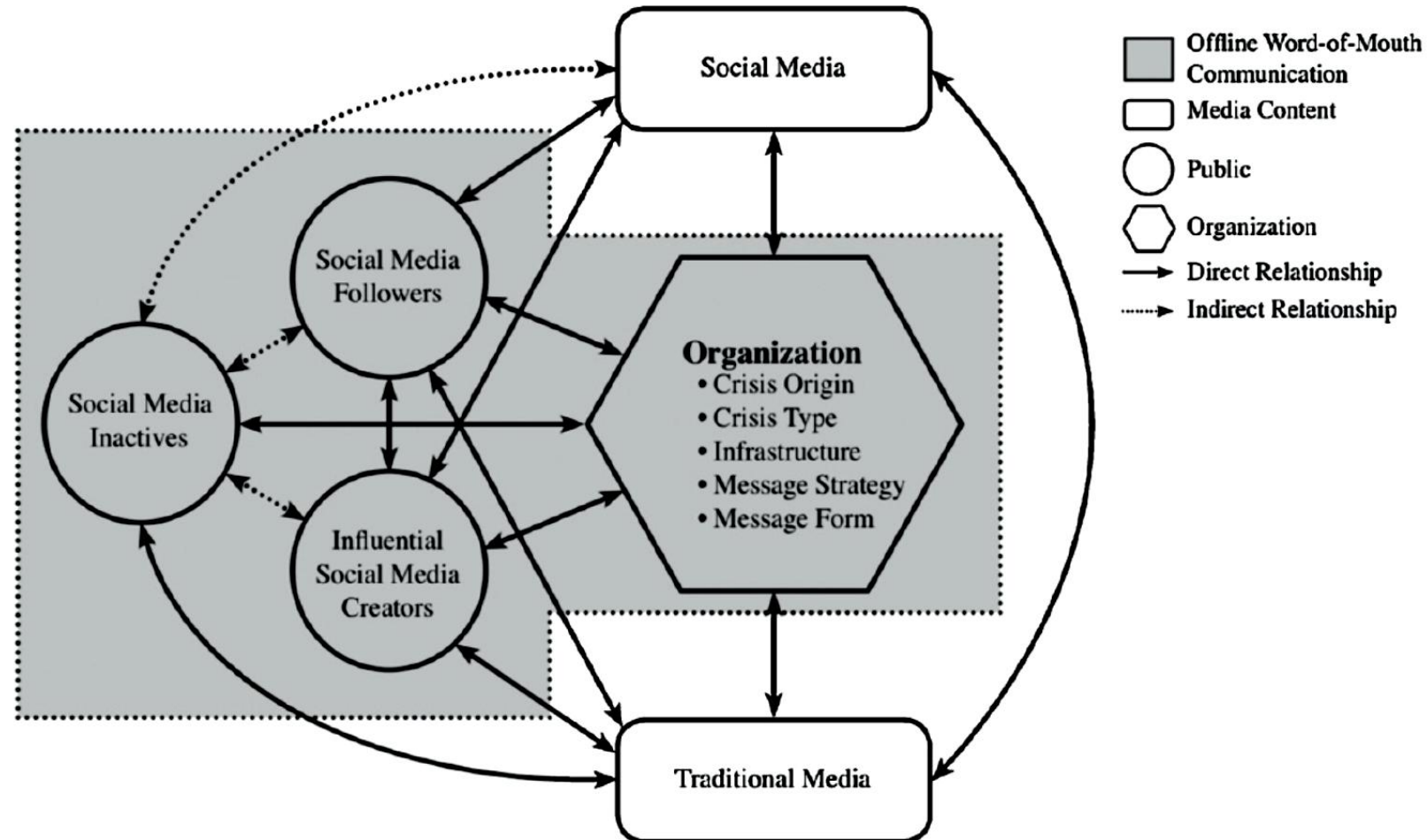
Crisis Response Cluster	Purpose/Description
Denial posture (cluster)	
1. Attack the accuser	To confront those claiming that the crisis exists
2. Denial	To deny the existence of the crisis
3. Scapegoating	To blame someone outside the organization for the crisis
Diminishment posture	
1. Excusing	To minimize 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	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)

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)

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

Outlining **a dialogic public relations theory**, 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.

How influencers can help you manage a social media PR crisis

A good response to a crisis can show your brand's commitment to looking after its community. It can turn a bad situation into good PR, helping you solidify your bond with your existing fans by showing your brand's true colors.

But for that to happen, you'll need to have a solid PR crisis management plan in place.

And as it happens, influencers can play a critical role in that plan.

How influencers can help you manage a social media PR crisis

As PR crises are an almost inevitable part of business operations, staying one step ahead of the curve is crucial. Influencer strategies can turn the tide for your business or brand when facing a public relations crisis.

Social influencers are favorable due to their instant access and connection to audiences. The trust afforded to them and their ability to speak in a voice that resonates with both customers and brands make them extremely valuable comms assets.



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Social Media and Crises

Lecture 5

DGM 730

Creating the Right Tone of Communication

Prepared by
Dr. Doaa Rady



Acceptable use policies (AUPs) 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

Acceptable use policies (AUPs) to manage social media use

Developing an AUP to cover social media

- Review all privacy settings on social media sites that contain your corporate profile. Educate staff about privacy settings too. Opting for minimal settings can expose your network to malware directed at popular social media sites
- Consider developing multiple AUPs for globally distributed staff, to cater for the laws of different countries
- Once you have taken these first steps, technology then can be used to remind employees of their responsibilities to protect company reputation and information. Rulesets within your email and web content management can then be used to enforce the social media AUP

Acceptable use policies (AUPs) to manage social media use

Basic content filters that can be used to enforce your social media policies include:

- Preventing the posting of inappropriate language or brand names to social media sites
- Preventing inappropriate images from being posted
- Blocking of incoming or outgoing file types over social media (e.g. Excel spreadsheets and databases)
- Blocking access to dangerous websites, such as gambling sites, that are known to be hosting malware
- Dividing websites into work-related and non work-related sites, to track usage
- Dividing social media access by job description, to manage non work-related usage

Acceptable use policies (AUPs) to manage social media use

Basic content filters that can be used to enforce your social media policies include:

- Applying social media controls, such as read only rules on the corporate Facebook account, depending on employees' roles. Look for social network controls that can be set by network
- Enforce AUP by allowing timed access to social media sites during working hours, to maintain productivity
- Enforce AUP by allowing timed access to non-work related sites and webmail during lunch breaks, before 9am and after 5pm
- Limit the installation of plug-ins such as games on social network sites, as these can impact productivity and network security. Look for social network controls that can be set by network

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” 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” 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**” 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.



Creating social media messages



Hai Poké

July 14 · 🌐

Yes, we are a part of the craze! Come on, how could we not be with a name like ours?!

Snap a photo of a poké bowl along with a pokemon and use the hashtag **#pokebowlgo** to be entered into a raffle for free Hai Poké merchandise!

... See More



“Poké” social media campaign image from Hai Poké’s Facebook page.

Consistency

The **core message** needs to be articulated **across all social media platforms** in a **consistent way** that conveys **a unified voice**.

The message also needs to **reflect the brand image**; in other words, it should **reinforce the brand “feel” or personality**.

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.

Activate your social media plan



Activate your social media plan

When it's time to activate your plan, Remember, you're prepared for this—which gives you a strong foundation and clear sense of next steps.

Now, your job is to find a resolution and put your audience at ease.

1. Remain flexible

A social media crisis communications plan, of course, should cover the most crucial steps, but your team should also feel empowered to take actions that best suit the challenge at hand. Just keep all stakeholders in the loop if you deviate from the established plan.

This flexibility extends to how you handle your scheduled social messages. Many brands have their social posts queued several days or weeks in advance to promote an ongoing campaign or to provide a signal boost to evergreen content. When an emergency hits, turn off any scheduled messages. It doesn't reflect well on a business to share serious information about a product recall, then have a funny Tweet go out an hour later.

Activate your social media plan**2. Develop a message protocol document**

A social media crisis communications plan, of course, should cover the most you work with other communications stakeholders or the rest of your social team to plan your response, an agreed-upon message protocol document will be an invaluable resource.

Focus your social approach on responding to your community's questions and fostering a sense of connection. Through this approach, you can position your brand as a leader, a pillar of support and source of helpful information—especially for larger, non-brand-specific crises.

This document should outline:

- Your brand's position, stance or formal response
- Your brand's messaging strategy
- Approved social media copy to publish
- Approved social media messaging or 1:1 responses

Activate your social media plan

2. Develop a message protocol document

This document should be approved by the crisis communications team leader as well as your company's legal team as needed. With your message protocol in place, you'll be ready to communicate with your audience as soon as you get the green light.

Pro tip: Having pre-approved social media copy for FAQs you receive during a crisis—even if a response just includes a snippet of copy and a link to a page that offers more information—is crucial. In Sprout, the Asset Library simplifies collaborative publishing by making all of your pre-approved, go-to answers easy to find.

Activate your social media plan**3. Set up your social media crisis communications operations**

Next, you'll want to establish your social media management plan and processes. On social, you'll need to consider several factors:

- How you will publish information and which platforms to prioritize
- Communications going out on other channels (e.g. customer emails) and timing
- How you will manage and respond to inbound messages
- What language you will use in outbound communications
- Whether you will monitor any specific influencers amid the conversation
- How you will assess the situation (at the outset and through the end) and provide insights to the rest of your crisis communications team

Activate your social media plan

4. Choose the right platforms

Depending on the crisis at hand and the field you're in, different social platforms may be better for distributing your messages. Know where your core audience is—and it may not just be on the biggest platforms.

The social platforms of choice should also make sense for the situation: a fire at one of your facilities may require immediate notification on Facebook, Instagram and Twitter, whereas a response to an insensitive public comment about an employee might require messaging on LinkedIn and Facebook.

Activate your social media plan**5. Manage and engage with inbound messages**

Using the message protocol document you've developed, you'll know what types of messages you can and should respond to. But in order to find all of the relevant messages, you'll also need to be able to surface posts where people aren't tagging your brand.

To mitigate major issues before or as they arise, have a solid monitoring process in place.

In times of crisis, your brand's inbound message volume will likely surge. Determine what kinds of tools can help you provide swift and appropriate responses to people reaching out. Consider implementing or updating a social media chatbot to help get your community answers and resources as quickly as possible. Just make sure your chatbot is updated to reflect the current situation and questions being asked.

Considering more than 75% of consumers expect a response from brands in less than 24 hours, speed matters.

Activate your social media plan**6. Assess big picture insights for company leadership**

Use social listening to get a bird's eye view of the situation, understand the trajectory of the crisis and identify what specific issues are driving negative sentiment.

One of the first things to do is set up a Listening Topic in Sprout or your tool of choice to access insights from aggregate social data. This will enable you to see how fluctuations in the volume of messages and sentiment about the issue, what moments in the social conversation caused inflection points and what specific messaging is or isn't resonating with your audience.

With social listening, you can quickly export these insights as a report to share with your team and leadership. Doing this at the beginning of a crisis can inform a customer-centric messaging strategy and continuously empower you to adapt as the situation unfolds.

Activate your social media plan

7. Manage the aftermath

Whether you just went through a small hiccup or a major emergency, you should analyze your long-term audience response and the reaction over time on social. A comprehensive report that shows you impressions, shares, comments and sentiment, as well as internal metrics like average response time to critical questions, will help you to measure your success and outline areas for improvement moving forward.

Ideally, you will want to set the dates for what you measure so that you can compare your brand's baseline performance at a normal time against how data points changed at the beginning, middle and end of a problem.

Activate your social media plan

7. Manage the aftermath

Major impacts of how a crisis was handled might not show up until much later in the form of decreased revenue or customer loss. But a social savvy organization can track customer sentiment in real time and use analytics to show how well a situation was handled. Remember that your success isn't just about the numbers—it's how well you connected with your audience.

After your brand has hopefully mitigated the crisis, you'll also be able to report on the lifecycle of the situation and how your brand's response changed the tone of the conversation. These insights will give your crisis communications team information to improve or build on your plan for the future. Just in case.



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Social Media and Crises

Lecture 6

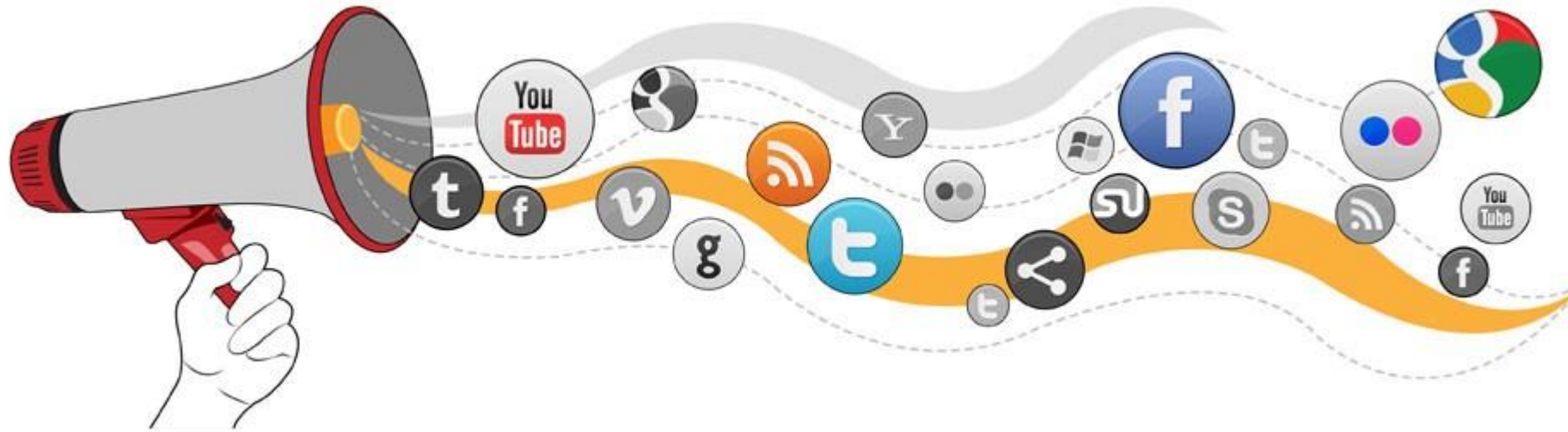
DGM 730

The Social Media Crisis Plan
(Issues & Risks)

Prepared by
Dr. Doaa Rady

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The Seven Functional Blocks of Social Media



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.)

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.)

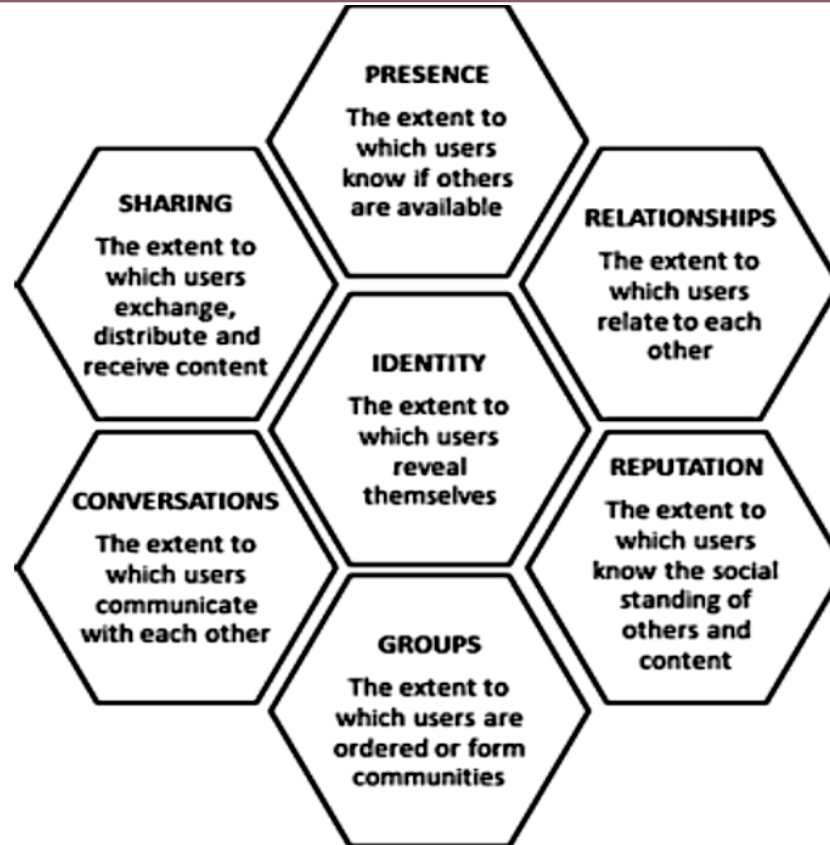
The Seven Functional Blocks of Social Media

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.

The Seven Functional Blocks of Social Media



Social Media Functionality



Implications of the Functionality

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**.

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)

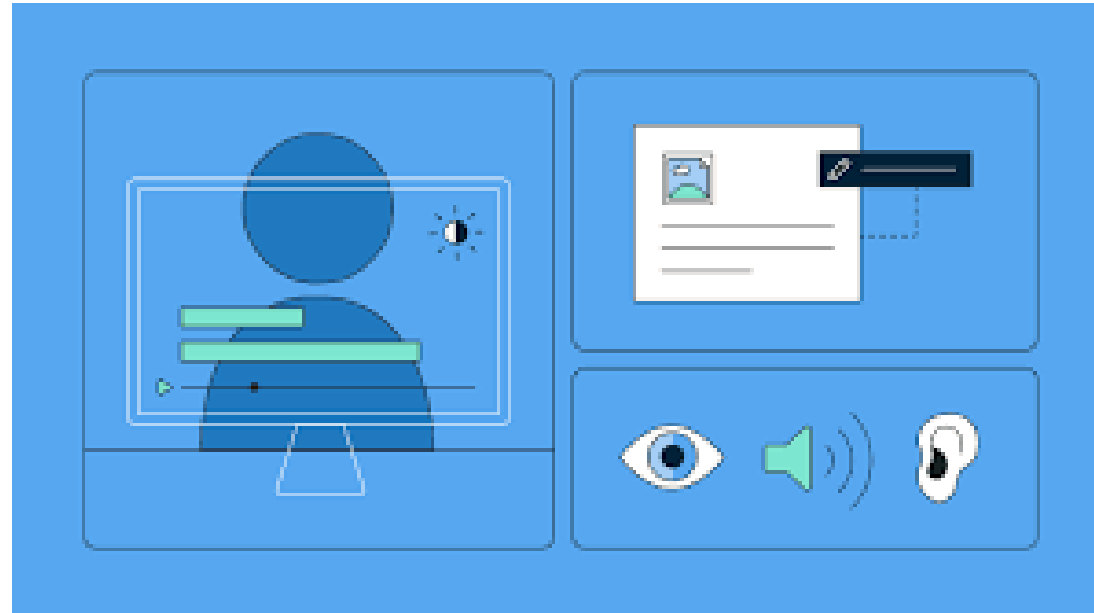
You can use social listening tools to evaluate a wide spectrum of global social media messages, or you can simply search for keywords or hashtags to find examples to inspire your next steps.

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.

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.

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.

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

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

Managing a 24/7 information stream



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.

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

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

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.

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.

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.

Best practices in risk and crisis communication



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.

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

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.

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.

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.

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.

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.

Assessing and Managing Social Media Issues and Risks



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.

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.)

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.

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.

Preventing Social Media Risk



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.

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

Preventing Social Media Risk

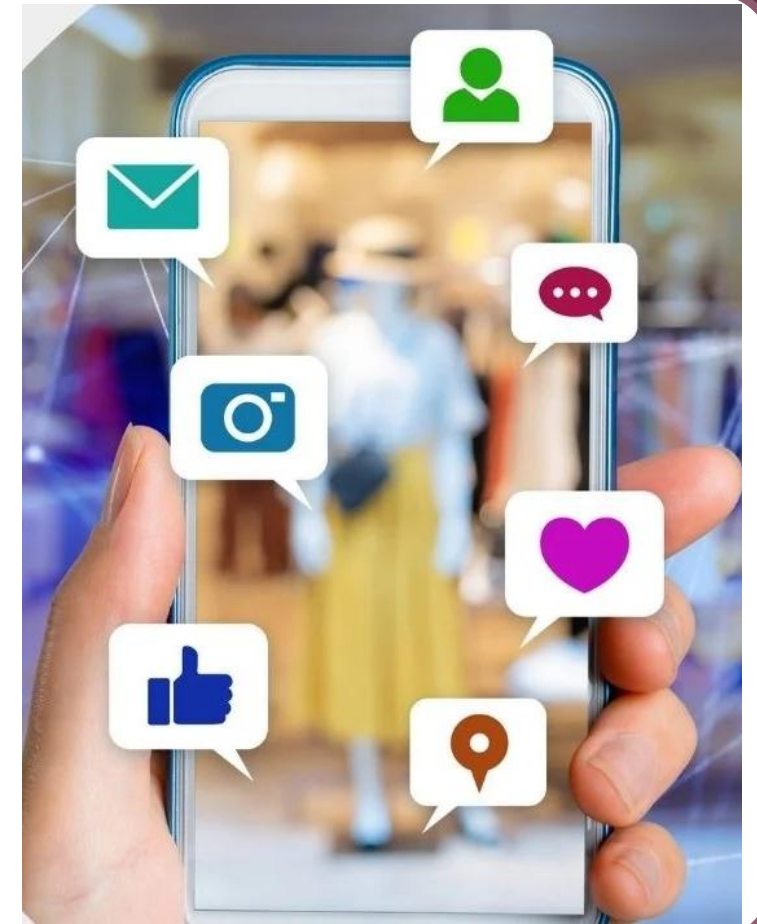
2) Training and awareness

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.

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.





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Social Media and Crises

Lecture 7

DGM 730

Digital Activism & Monitoring Tools

Prepared by
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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).

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** 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



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”, a more-complex text-based online practice, hacktivists alter the home page of an organization.

What is digital activism? and who are digital activists?

- ❑ More-performative actions, such as virtual sit-ins and e-mail bombs, provoke a concrete disruption of the servers' functionality through the concerted action of participants around the world. Virtual sit-ins are a form of online demonstration in which a networked community gathers on one or several sites to carry out an act of digital dissent.
- ❑ The action is undertaken through a Web-based program that sends repetitive requests to the targeted Web pages. The protesters' automated "clickings," simultaneously enacted from multiple computers around the world, provoke such an excess of traffic that the targeted site's server is unable to handle it. By clogging the bandwidth, the action slows down the site and eventually causes it to shut down.

What is digital activism? and who are digital activists?

- ❑ Independent activists over the world are using the internet and digital tools to build their community, connect with other similar-minded people outside their physical surroundings as well as lobby, raise funds and organise events.
- ❑ D.A. includes research and documentation activities. These may be used by **activists** as a precursor to information dissemination and may consist of any type of human rights abuse documentation or citizen reporting, directly (for instance via mobile phones)
- ❑ While an online post does not in itself carry significant risks, activists have been persecuted based on their online activities, (e.g. Arab Spring, Hong Kong protests, ...). As such, the consequences of clicking do carry physical risks, although these may appear somewhat later than is the case with live street protests.

What is digital activism? and who are digital activists?

- ❑ The tools used by digital activists are vast and changing constantly as technology evolves.
- ❑ **Online petitions.** Websites such as Change.org, ipetitions.org, Avaaz.org are hubs of online activism, where people can communicate with others worldwide regarding their cause.
- ❑ **Social networks.** Sites with high usage numbers such as Facebook and YouTube have proven beneficial in spreading a message, garnering support, shining information on a subject that might otherwise be overlooked by mainstream media. Protests in 2011 in Tunisia and Egypt against their respective governments were in part organised and promoted via Facebook. Social media also played a role in mobilising people in Hong Kong's pro-democracy protests in 2019.

What is digital activism? and who are digital activists?

- ❑ **Blogs.** Essentially a form of citizen journalism for the masses, blogs provide an effective means of non-filtered communication with an audience about any topic and have been used in numerous online campaigns.
- ❑ **Micro-blogging.** Micro-blogging sites such as Twitter are used to help spread awareness of an issue or activist event. Twitter's hashtag function, which allows people to have their tweets contribute to a multi-user conversation by typing a keyword or phrase preceded by a hashtag, is used frequently as a digital tool for spreading a message. The Chinese equivalent to Twitter is Weibo.

What is digital activism? and who are digital activists?

- ❑ **Proxy servers.** As means of circumventing government intervention when it comes to online protesting, many people employ proxy servers, which act as intermediaries between a user and a site.
- ❑ **Crowdsourcing platforms.** Using the internet to distribute problem-solving and resource acquisition, these platforms help individuals and initiatives to mobilize a global community and create collaboration opportunities between groups of (otherwise) unconnected people. Wikipedia is a good example, as well as popular collective funding platforms such as Kickstarter and Indiegogo.

How to respond to 'radicalised' customers or stakeholders?



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.

How to respond to 'radicalised' customers or stakeholders?

- ❑ To define radicalization: It is a process by which individuals or groups come to embrace attitudes, or engage in actions, that support violence in the pursuit of extremist causes.
- ❑ It is a profoundly social phenomenon. It focuses on environments in which radicalisation messages are found, rather than terrorist events or individuals. Its focus is not individual profiles and trajectories but the process and meaning of engagement with radicalisation for individuals (in context). It envisages radicalisation as a phenomenon that is complex (not linear); situational (emerging as the outcome of interaction, including choice); emotional (as well as ideological); dynamic (spatially and temporally); and also looks at online radicalisation, which is the most common outcome of encounters/engagement with radical ideology.

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

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**

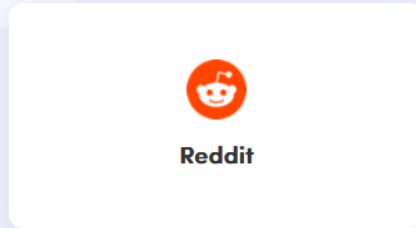
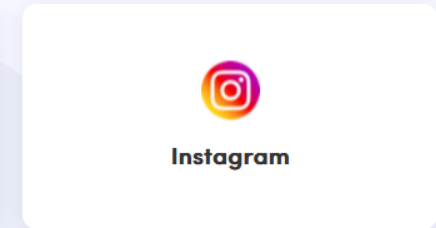
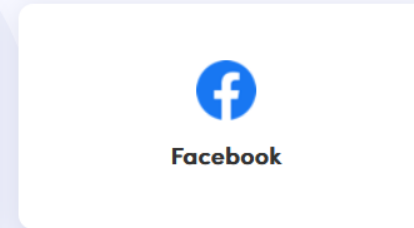
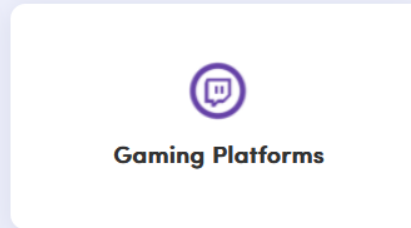
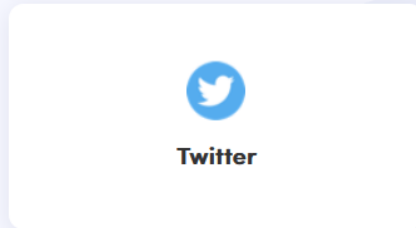
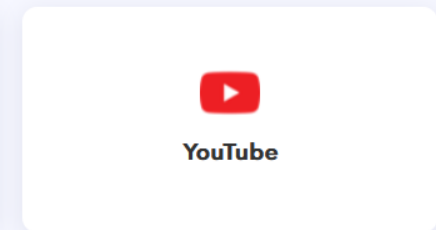
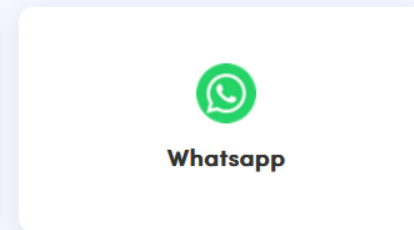
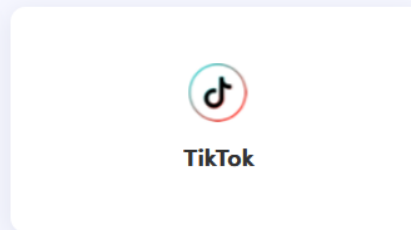
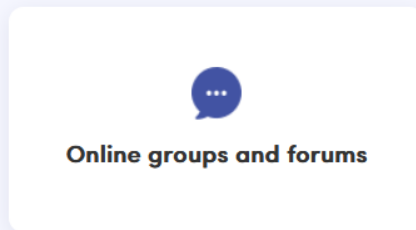
How to respond to 'radicalised' customers or stakeholders?

Propaganda and extremist content online

- ❑ Radicalisers are using the internet to target, persuade and recruit vulnerable people. They do this by posting extreme and often violent images, messages, speeches and videos on social media, private messaging platforms, gaming platforms and forums.
- ❑ They use a number of tactics to recruit people including actively spreading fake news, which has been created to exploit people's worries and insecurities. They will also look to distort news stories about unemployment or homelessness for example, and start to build their own narrative around it.

How to respond to 'radicalised' customers or stakeholders?

What online channels are used to target vulnerable people online?



Extremists use lots of different channels to try to connect with someone who they think could be vulnerable and persuadable. They will look at posts/tweets, likes and shares and social media profiles and friend lists to identify people to target.

Prevent/Reduce Radicalisation



How can you reduce the risk of someone becoming radicalised?

Radicalisers try to create a bubble of social isolation, so no one can contradict the narrative they are telling the person. But there are steps you can take to help stop them from being drawn in.

1.

Be vigilant and find out who they are connecting with online and on gaming platforms.

2.

Ask them who they are talking to online, how they met them and what information or posts they are sharing.

3.

Remind them that it could be anyone behind the screen and not who the person thinks they are.

4.

Let them know if they are approached or feel worried about someone who is connecting with them online they can talk to you about it.

How can you reduce the risk of someone becoming radicalised?

5.

Discuss and challenge fake news and misinformation on social media. It's important to talk about this as it will help the person become more critical and less accepting about what they are seeing on social media.

6.

Talk about the effect expressing extreme views can have on themselves, their family and others and the consequences if they go too far down this route.

7.

Keep up to date with technology and understand how to use parental control settings.

Social Media Escalation Plans

Level	1	2	3	4
Stakeholders	Who needs to be involved? 	Who needs to be involved? 	Who needs to be involved? 	Who needs to be involved?
Conditions	Are these conditions met? 	Are these conditions met? 	Are these conditions met? 	Are these conditions met?
	Yes No Escalate	Yes No Escalate	Yes No Escalate	Yes
Response	What do we do? 	What action do we take? 	What action do we take? 	What action do we take?

Accelerators

- **Attention:** The issue is highly visible in social media
- **Momentum:** The issue appears to be gaining steam
- **Source:** The person is credible, not a troll
- **Support:** Our community is not defending us

- **Legitimacy:** The issue and facts are accurate
- **Risk:** The issue has negative consequences for us
- **Precedence:** This is not an issue we have faced before
- **Other:** What else can cause our customers or business harm?

- ❑ The purpose of a Social Media Escalation plan is to determine when an issue has reached a point where it needs to be addressed with more gravity.
- ❑ It is an important decision-making mechanism to document so that everyone has a shared understanding of how to respond quickly when different issues arise.
- ❑ While issue management is not new, marketers often need to create escalation plans for social media given how influential comments and posts can be on brand reputation. Escalation plans align teams on the conditions that need to be met to involve more senior stakeholders for greater authority and support. Social Media Escalation plans can be created using different formats, including **decision trees**. Use the format this is most clear and relevant for you.



DECISION TREE

❑ How do we address urgent issues in social media?

❑ Steps

1. Meet with senior stakeholders to identify the types of issues that represent the highest levels of risk for your organization. What may cause long-term harm? These issues will be unique to your organization.
2. Explore how these 'hot button' issues may manifest themselves in social media. What might be posted or shared? Assign a level of severity to each of these issues and group together. These represent Levels.
3. Review the issues for each Level and discuss the response(s) that you should take. Determine the threshold for when you need to involve more senior stakeholders for even greater authority or support.

❑ How do we address urgent issues in social media?

❑ Steps

4. Capture the Stakeholders, Conditions, and Response for each Level in your Plan. Consider how any of the issue Accelerators listed below may change how you respond or escalate the specific issue.
5. Review the final Social Media Escalation Plan with all stakeholders for final feedback and alignment. Consider stress-testing your plan by running a few practice drills to see if escalation can be properly supported.

How to respond to 'radicalised' customers or stakeholders?

Avoiding appearing as a remote and inflexible organization

- ❑ Deep Learning (DL) has the potential to improve social media analysis in crises situations because of its ability to learn patterns from unlabelled data. This property has enabled DL to produce breakthroughs in the domain of image, text and speech recognition.
- ❑ Social media has become an open crises communication medium. There is no doubt that valuable, high throughput data is produced on social media only seconds after a crisis occurs. However, processing and inferring valuable knowledge from such data are difficult for several reasons. The messages are typically brief, informal, and heterogeneous (mix of languages, acronyms, and misspellings) with varying quality, and it is often required to know the context of the message to understand its meaning.

How to respond to 'radicalised' customers or stakeholders?

Avoiding appearing as a remote and inflexible organization

❑ Supervised learning

- ❑ In order to classify a social media message as part of one particular crisis event, several features related to the message need to be used, including the nature of the message (factual, emotional or subjective), the information provided, the information source, credibility, time and location.
- ❑ From the message examples, the supervised learning algorithm learns a predictive function (representing the relation between the features and particular crisis) so that it can classify any new unknown message as part of one of the categories of crises. As example, the tag \breaking news" and \news" can be used to identify breaking news tweets

How to respond to 'radicalised' customers or stakeholders?

Avoiding appearing as a remote and inflexible organization

❑ Unsupervised learning

- ❑ Unsupervised methods are used to identify patterns in unlabelled data. They are most useful when the information seekers do not know specifically what information to look for in the data - which is the case in many crises situations. An example is grouping tweets into stories (clusters of tweets) after a keyword filter.

❑ Deep Learning

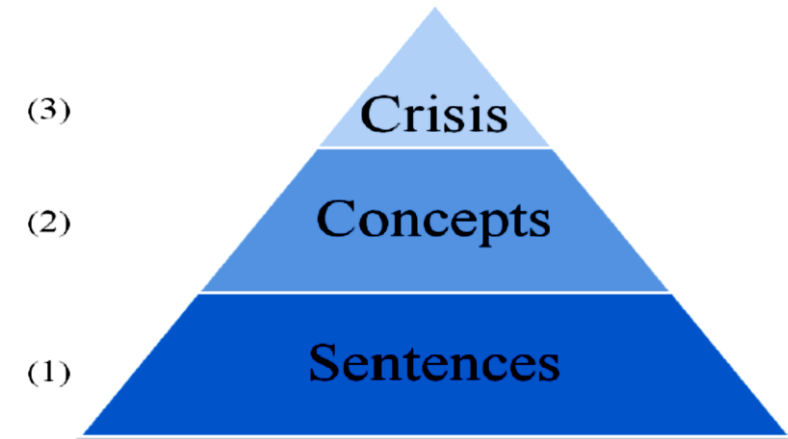
- ❑ Imitating the efficiency of the human brain has been a huge challenge for the artificial intelligence field. The emergence of DL has fueled a paradigm shift and made it a more achievable goal. DL is a machine learning technique with its roots in Neural Networks that allows learnt models composed of multiple processing layers so that the knowledge state has several layers of abstraction.

How to respond to 'radicalised' customers or stakeholders?

Avoiding appearing as a remote and inflexible organization

❑ Social Media Analysis

- ❑ This is an approach to improve the social media analysis in crises situations to achieve better understanding and decision support during a crisis. The approach consists of moving from low to high level of abstraction. We plan to proceed from: Using DL to transform non-standard words into their canonical form (1). Then, understand the semantic of the text (2). Finally, provide an overview of a crisis development (3).



Monitoring Tools



❑ The importance of monitoring

- ❑ There is no denying that social media can be used for both virtuous and dreadful things.
- ❑ What must be kept in perspective is that these technological tools can be used as defensive tactics just as they can be used in an offensive manner. Organizations familiar with the use of these social media sites are aware that these new channels of communication have unlimited capability in monitoring the communication of an organization internally as well as externally.

❑ 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.



☐ The importance of monitoring

☐ 4. Know your industry and competitors

- Media monitoring is a way to find out about the latest developments in your industry: recognize future trends and predict possible spikes in demand for your products and services. Also, it lets you discover who your competitors are and what they are doing useful in your own brand work.

☐ 5. Measure the effectiveness of your communications

- Media monitoring is a great strategic tool to measure and improve the effectiveness of your communications. Media monitoring data works as a reliable source for decision-making.

☐ 6. Find ideas for new content

- It's important to create fresh content constantly. Media monitoring helps you stay inspired. Set up a monitor of your industry to see what topics are trending on a general level. If you already have a topic in your mind, try following related keywords. You can also use your opponents' ideas as a source of inspiration or as a warning for what doesn't work.

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.

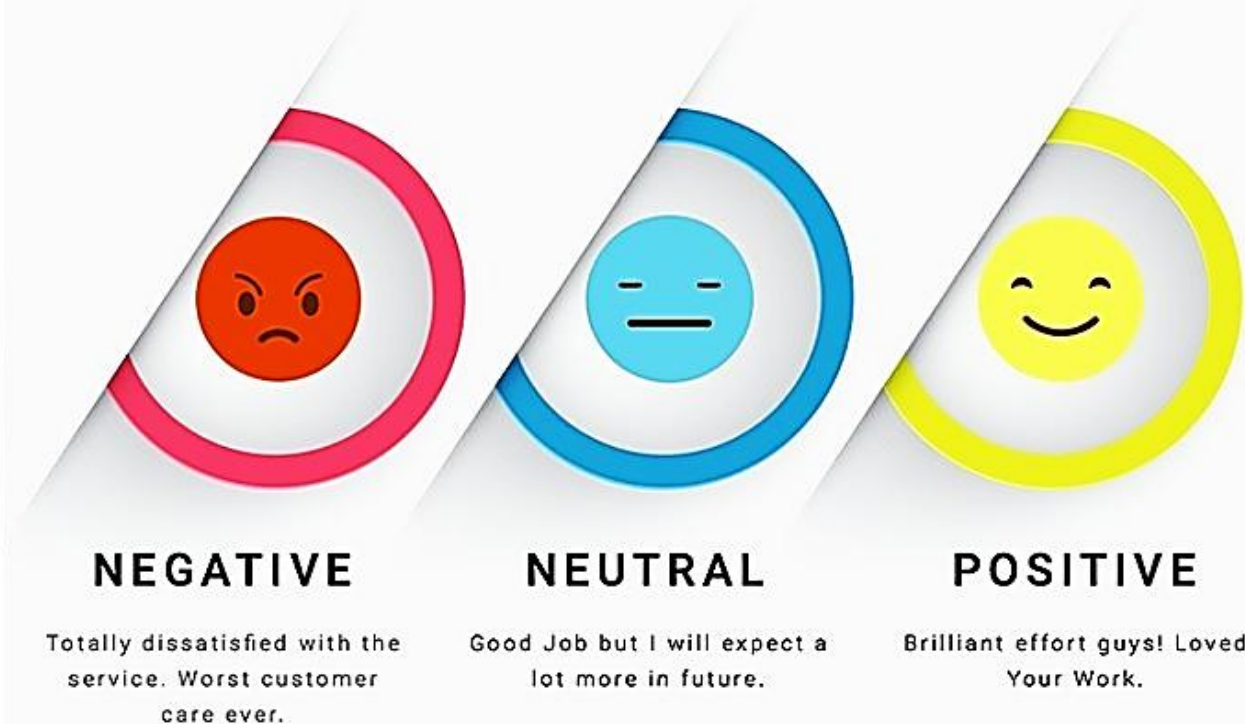
Key purposes:

- 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

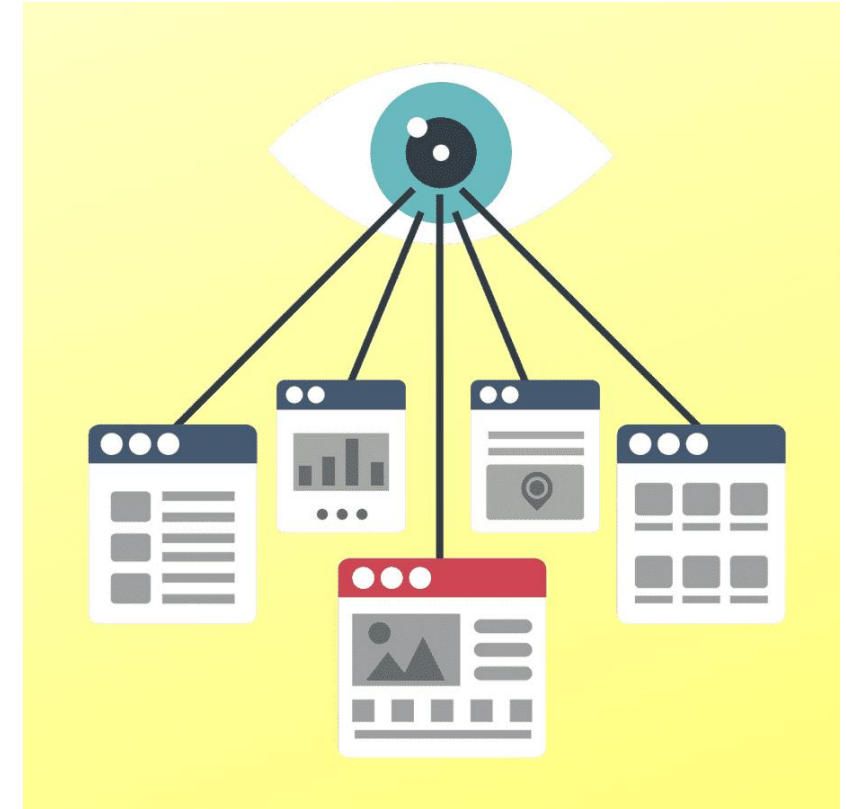
- ❑ Web analytics is the process of analyzing the behavior of visitors to a website. This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as webpages, images and videos.
- ❑ Web analytics is the collection, reporting, and 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.

5. Social media retention

❑ Retention

- Customer retention is the process of engaging existing customers to continue doing business with you and stop switching to your competitor.
- Social media retention rate is the percentage of customers who continue to buy from you or interact with you over a given period of time, as influenced by your social media activities. It reflects how well you retain and engage your social media audience.
- Social media customer lifetime value (CLV) is the estimated net profit that a customer generates for your business over their entire relationship with you, as influenced by your social media activities.



6. Conversation analysis

❑ Social Media Conversation analysis

- We analyse the conversations online users have on social media. By examining people's interactions online, we can gain valuable insights into their perception of a brand or a social issue, for example.
- Conversational analysis usually happens through the use of AI, natural language processing, machine learning, and algorithms.
- While social listening monitors mostly opinions and sentiment, the conversational analysis focuses on interpreting the data. E.G. Understand the reasons behind negative or positive comments.



Handle Negative Publicity on Social Media Forums

❑ Handle Negative Publicity on Social Media Forums

- Be sincere and transparent
- Correct any false Information
- Interact directly with your customers
- Make yourself available and visible
- Use social media management software (CRM: customer relationship management)
- Utilise social media listening to get ahead
- Address the situation
- Use Positive PR to regain your audience's trust





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Social Media and Crises

Lecture 8

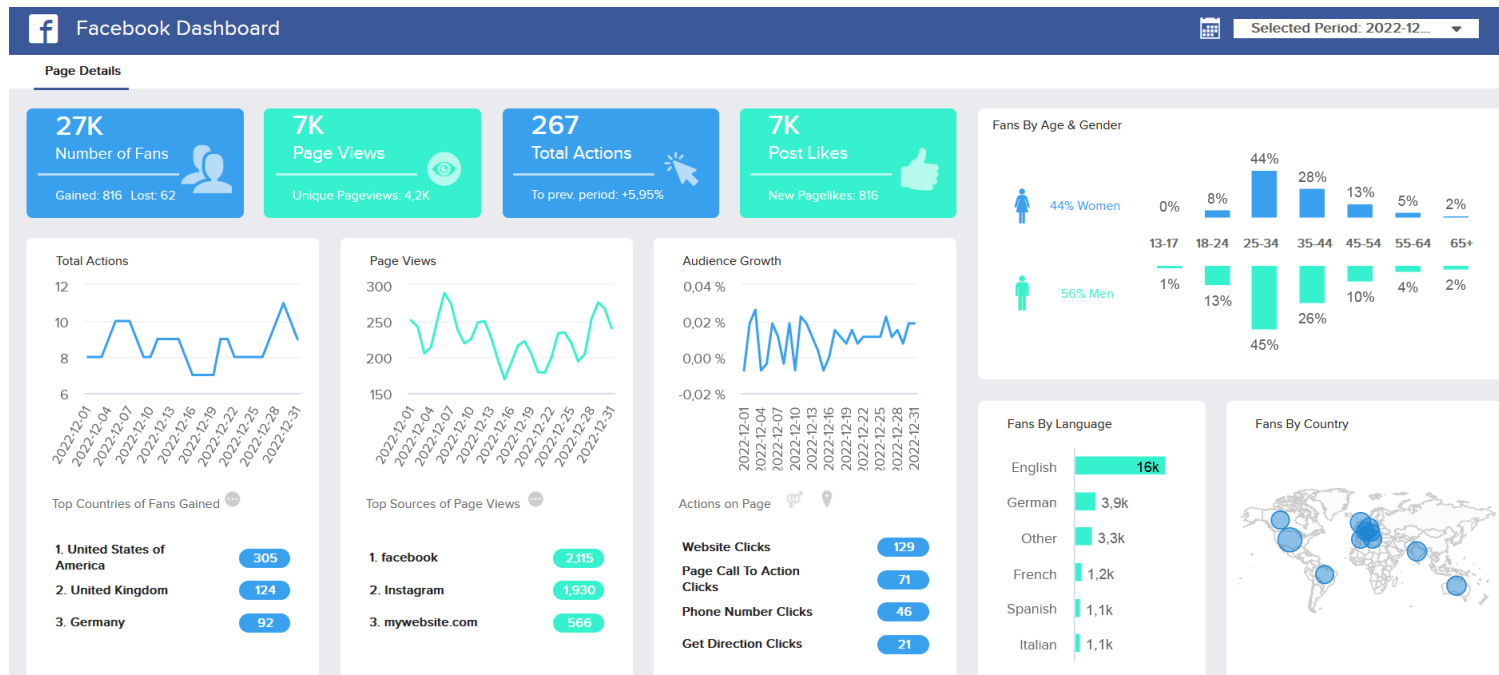
DGM 730

Managing Real-Time Publication

Prepared by
Dr. Doaa Rady

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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

- ❑ 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.

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”) publicly available posts and comments in aggregate from Internet users on social media sites; e.g.
Facebook, Twitter, Blogs, YouTube, Consumer Review Sites, Internet Discussion Boards, Other....

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).
- ❑ 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, Can be cheaper than surveys, focus groups, Consumers not "expecting" marketers and researchers to be listening.

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.

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

❑ Understand your goals

1. Increase brand awareness
2. Manage brand reputation
3. Increase traffic to your website
4. Improve community engagement
5. Boost conversions or sales
6. Generate leads
7. Deliver customer service
8. Gain market insights with social listening
9. Attract candidates for open positions

❑ SMART goals are:

Specific
Measurable
Achievable
Relevant
Time-bound

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.

A Real-time Monitoring Dashboard

❑ Determine your metrics and KPIs*

- ❑ 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.
- ❑ 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 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

- ☒ **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). 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.

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.

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.

A Real-time Monitoring Dashboard

❑ Check in on your progress regularly

- ❑ 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 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.

A Real-time Monitoring Dashboard

- ❑ **Extract insights from your data**
- ❑ 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.

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.

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* 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

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.

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 key advantages to having good social media management

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.

3 key advantages to having good social media management

2: Professional Customer Support Pays Off, 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.

3 key advantages to having good social media management

3: Cohesive work paves the way to great results

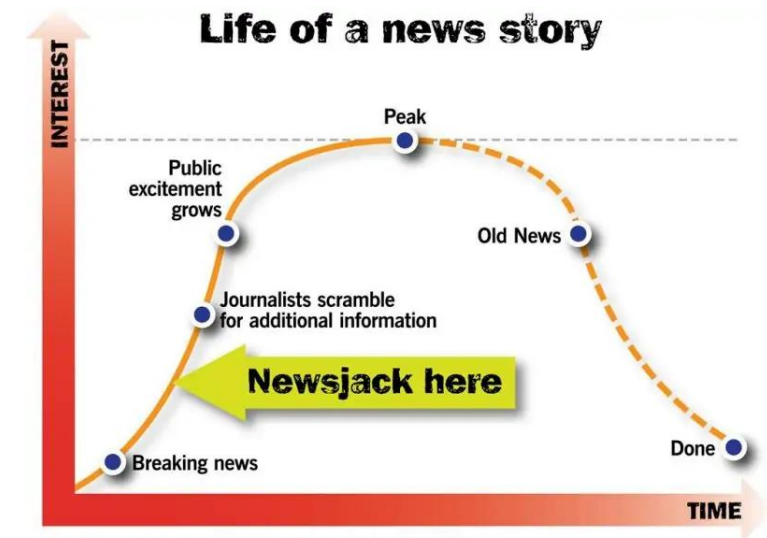
- ☐ You need a clear, cohesive strategy for your social media presence – across all departments, platforms, and activities – and a way to put that strategy into action, not just once but across a whole quarter and year.
- ☐ This is where a social media management platform shines: it gives you the transparency, 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.

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



The Tools to Manage Real-time information publication

Social monitoring platform covers networks like

- ☐ TikTok
- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Twitter
- ☐ Pinterest
- ☐ YouTube

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.

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.

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 keyword, TikTok will give you different tabs.

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.

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

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.

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

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	

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.

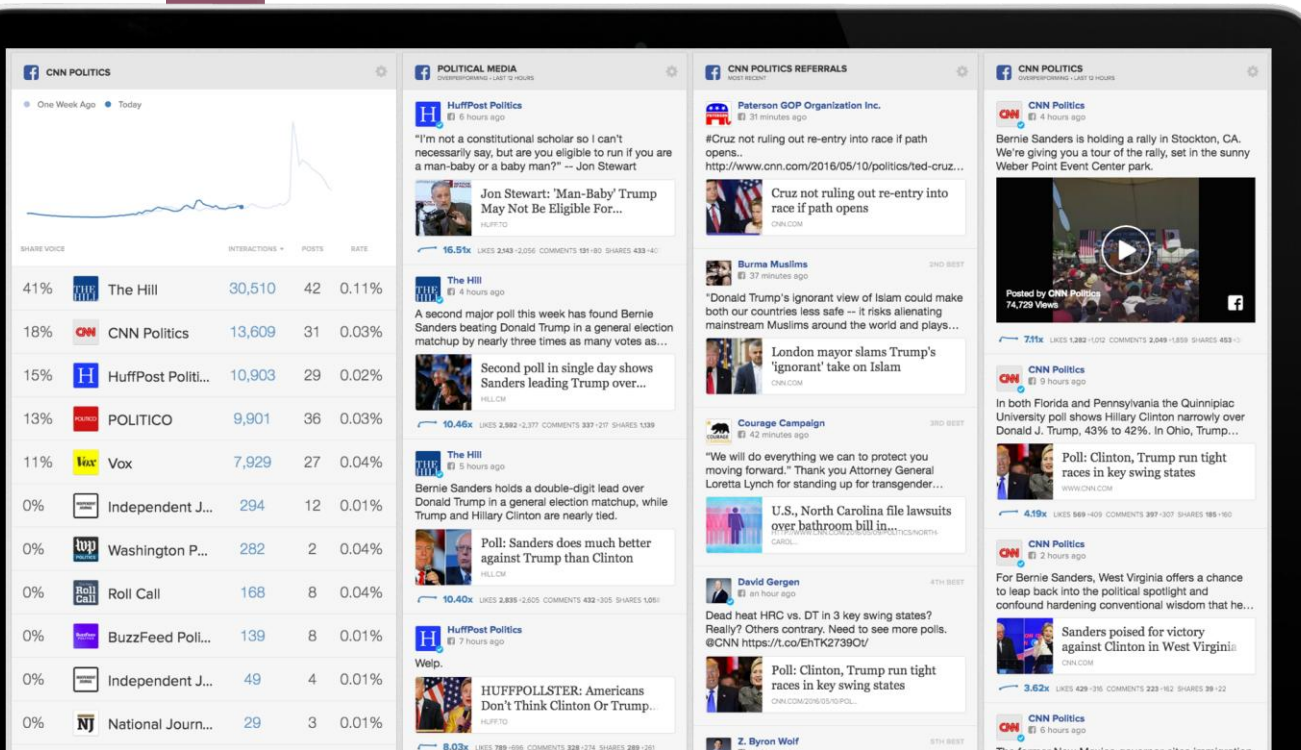


REPORT

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

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

Social Media Monitoring Tool

An Example: Crowd Tangle

The screenshot shows the Crowd Tangle dashboard. The sidebar on the left contains navigation links: Notifications, Explore, Lists, Saved Searches, Saved Posts, and Weights. The main area is titled 'Egypt - Media' and shows a 'Leaderboard' view. It includes filters for 'All Posts', 'Custom Date Range' (01/01/2022 to 01/06/2022), 'Any Page Size', and 'By Followers'. A table lists the top performing pages with the following columns: Page Name, Total Interactions, Interaction Rate, Avg. Posts Per Day, Views on Owned Videos, Page Followers, and Growth % and #.

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

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	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

Social Media Monitoring Tool

An Example: Crowd Tangle

CrowdTangle Intelligence Report

Page Report

DESCRIPTION

All Posts in the Last 3 Months by Week

PLATFORM

Facebook Pages

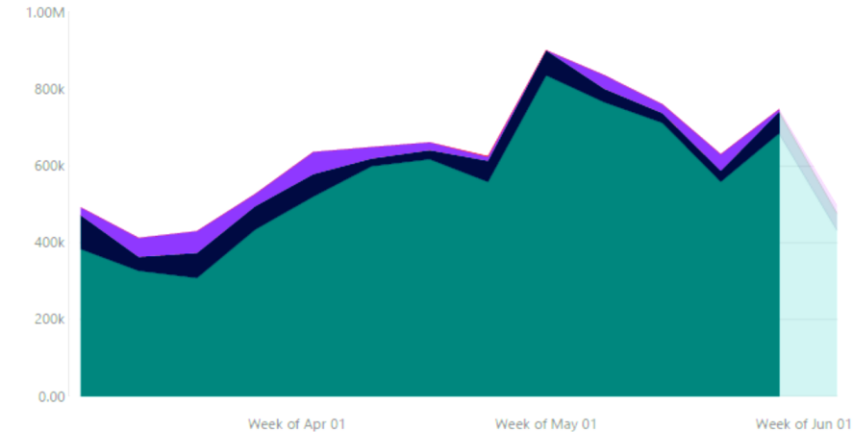
PAGE



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%		

Lecture

08

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

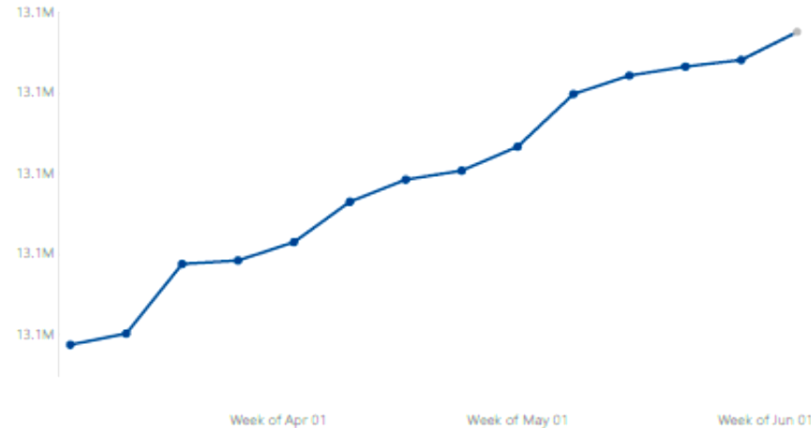
PAGE

 Akhbarak.net



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

ct FOLLOWERS



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

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

Timeframe	Total	Growth	% Growth
Mar 06 - Mar 12	13.07M	+458	+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%

MIDOCEAN
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Social Media and Crises

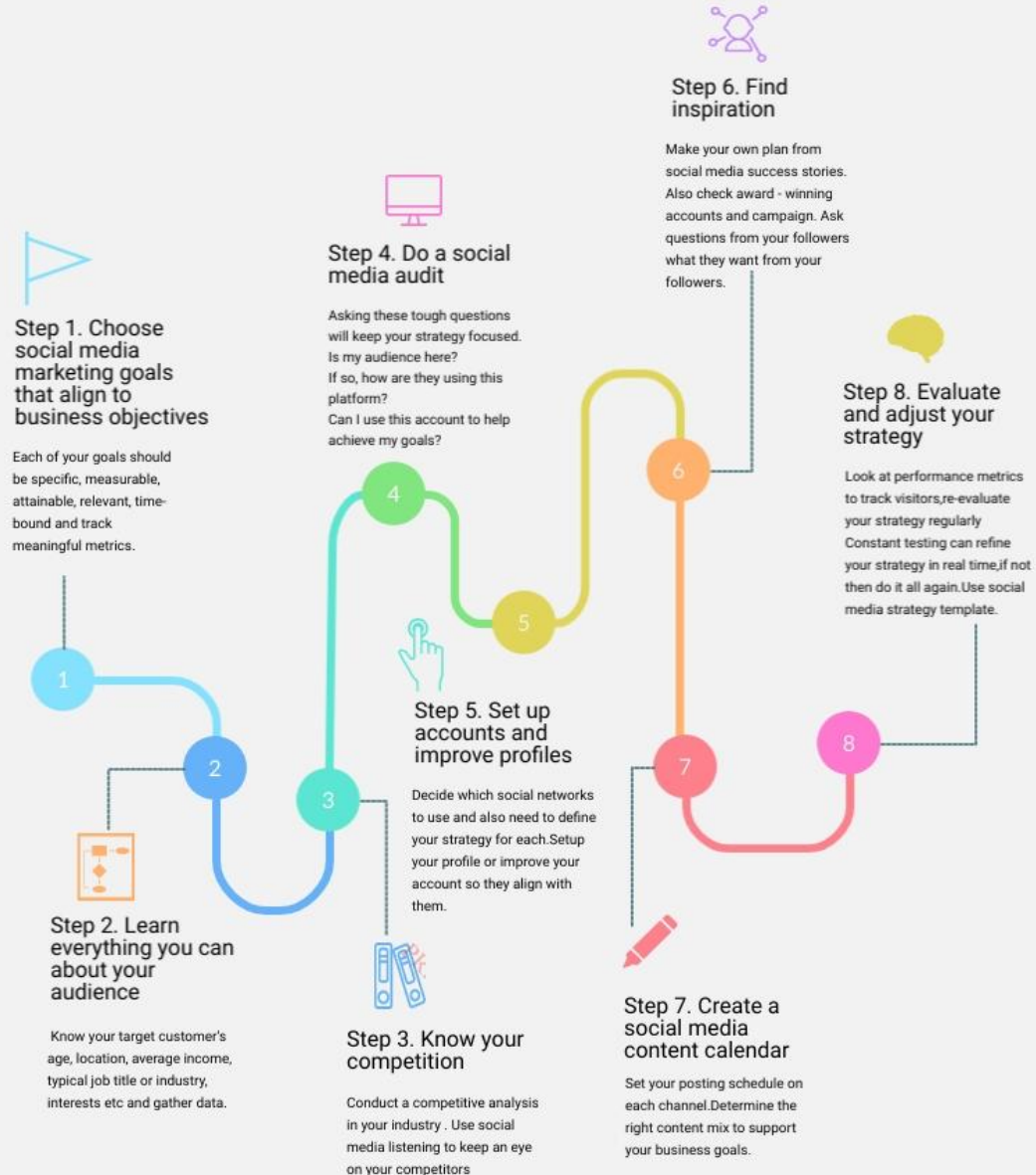
Lecture 9

DGM 730
Social Media Strategy

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How to Build Social Media Strategy?



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 business goals.

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.

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.

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.

4. Understand Your Social Media Audience

- ❑ 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.

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.

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.

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 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.

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, bearing in mind the goals you set earlier in your 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.

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.

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.

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

- ❑ 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.

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.

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.



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.

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.

Twitter

- ❑ 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.

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.

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.

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.

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.



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.
- ❑ 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.

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.

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.

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.

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

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.

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.

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. 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.

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.

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.)

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.

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.



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Social Media and Crises

Lecture 10

DGM 730

Crisis Communication and Management

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- ❑ The use of social media has increased in the world of communication, with 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.

- ❑ 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.

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.

- ❑ Communication is a complex process with potential pitfalls 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.

❑ **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.

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.

- ❑ 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 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.

- ❑ 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.
- ❑ 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"?

☐ 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.**

❑ 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

❑ 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
- ❑ Employees
- ❑ The media

❑ 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.

❑ 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
- ❑ Professional

Execution

Be brief.

Get your key messages across early and frequently.

Know when to stop talking.

Do not speculate.

Avoid sarcasm.

❑ 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.

Evaluation

1. Read your clips; watch newscasts.
2. Be critical of your performance.
3. Check your quotes — accurate or inaccurate?
4. Make corrections, if necessary.
5. Commend accuracy.
6. Follow up in writing.
7. All correspondence on an issue must be consistent.
8. Send copies of the stories that support your messages to your key audiences.

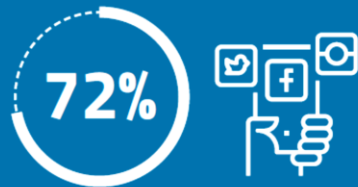
Communicating on Social Channels



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.

Communicating on Social Channels



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

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:

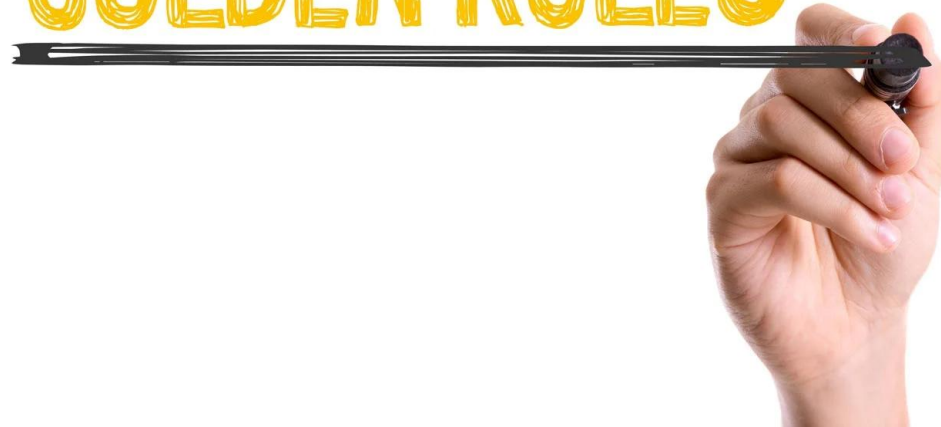
- ☐ Is this a crisis, or is it simply a continuing business problem coming to the surface?
- ☐ Is it confined to a local area, or does it have the potential to become a situation of national or international importance?
- ☐ Has someone verified the incident or crisis?
- ☐ What are the legal implications?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

Ten rules for crisis management

GOLDEN RULES



❑ 1. Respect the role of the media.

The media are not the enemy; they have direct access to the audiences you need to reach. Rather than avoiding media, use them as a channel to communicate key messages. Prepare a statement that includes the confirmed facts; communicate what the company is doing and provide background information.

❑ 2. Communicate, communicate, communicate.

The first rule of crisis management is to communicate. Early hours are critical and they set the tone for the duration of the crisis. The media's first questions are likely to be simple and predictable:

5 Ws & H?

What happened? What are you doing about it?

Why happened? Were there warning signs?

Where?

When did you know of the problem?

Who's to blame?

How will life or property be protected or compensated?

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- ❑ **3. Take responsibility.** One of the more controversial tenets of crisis management is that someone involved in a crisis must be prepared to empathize, even publicly apologize, for the events that have transpired. This is different from accepting blame. Taking responsibility means communicating what an organization is doing to remedy a situation that the media and the public have determined involve that organization in some way.
- ❑ **4. Centralize information.** A company needs to move quickly to gain control over information and the resolution of the crisis. Ensure that appropriate levels of management are updated with information from a wide variety of sources (media coverage, analyst comments, competitive intelligence, managers' first-hand reports, etc.).

Ten rules for crisis management

- ❑ **5. Establish a crisis team.** Create and train the crisis team before a crisis strikes, and establish a situation room. During a crisis, when everyone goes into action, be sure the team has access to the highest levels of management.
- ❑ **6. “Plan for the worst; hope for the best.”** Assume the worst-case scenario. Develop contingencies for the hours and days ahead, forecast possible consequences and determine plans of action.
- ❑ **7. Communicate with employees.** Remember that employees are your front-line “ambassadors” in a crisis. Be sure they are aware of what the company is doing to deal with the situation.

Ten rules for crisis management

- ❑ **8.Third parties.** Use third parties to speak on your behalf. Third parties act as character witnesses and often carry more credibility than the organization at the center of a crisis.
- ❑ **9.Use research to determine responses.** Polling, market research and focus groups provide essential insight into the magnitude of a crisis and public attitudes about where hidden issues may lie. Monitor the Internet, chat rooms and blogs.
- ❑ **10.Create a website** – If circumstances warrant, create a website to give quick, up-to-the-minute information and get the company's story out.



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