

Social Media and Crises

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DGM 730
Introduction

Orientation Lecture



OUTLINE

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I. Course description

Social media has changed the way we look at crisis management. There are many examples of large reputable brands going through challenging times and poorly dealing with crises, especially in the digital domain. A huge percentage of issues now start within social media platforms and spread through this space very quickly. Social media has become the preferred outlet where opinion is formed and also where a crisis is managed, in a very public manner. Therefore, if businesses and organizations have not made their crisis management plan social media compliant, it may now be ineffective and out of date.

II. Course Objectives

This course will teach what to do in order to create a crisis management plan that is social media compliant and effective when so exposed via online platforms and channels. It will also provide an understanding of how customers and citizens use social media to vent opinions and give feedback, as well as how organizations can respond in crisis situations, including areas such as correcting negative brand perceptions as well as removing abuse and spam content on social media platforms.

III. Learning Outcomes

Following this course, you will have a deeper understanding of:

- **Understand How social media is changing crisis communications.**
- **understand the framework to manage a social media crisis.**
- **Identify and assess online reputational vulnerabilities.**
- **know social media crisis and issues communications protocols.**
- **Classify different types of social media crisis and plan and allocate the resources accordingly.**
- **Moving From Crisis to Opportunity.**

III. Learning Outcomes

Following this course, you will have a deeper understanding of:

- Understand how to manage the crisis without further escalation.
- The emerging field of digital activism and how this can impact on the way organizations manage their relationships with the customers, consumers or stakeholders.
- How to create a real-time monitoring dashboard.
- What tools and platforms you will need to deploy.
- How a crisis plan can become a bridge into developing an effective social media strategy for the organisation as a whole.

IV. Student Assessment.

- **10 weekly Quizzes**
- **Final Exam**



IV. Student Assessment.

- **Weekly Discussion session – Live Sessions**



V. Topics

Social Media and Ethics

- Social Media Policy and adherence
- Understanding copyright and creative commons
- Disclosure and Transparency
- Social Media risks and rewards



V. Topics

Understanding Types of Crisis

- Conventional crises which now play-out differently
- Crisis created by use of social media by customers, citizens or employees
- 'Own goals' triggered by organizations misuse of social media
- The importance of speed of response



V. Topics

Social Media Crisis

- The categories of Social Media Crisis
- The levels of Social Media Crisis
- The life cycle of Social Media Crisis
- The influencer impact on Social Media Crisis



V. Topics

Crisis Communication and Crisis Management

- Approaches and theories



V. Topics

Creating the right tone of communication

- Creating socially acceptable behavior
- Managing accessibility
- Creating a plan
- Managing a 24/7 information stream
- How to appear transparent, visible and accessible



V. Topics

The Social Media Crisis Plan

- Assessing Social Media Issues and Risks
- Managing and mitigating issues and risks
- Social Media Escalation Plans
- Handle Negative Publicity on Social Media Forums



V. Topics

Digital activism

- Avoiding appearing as a remote and inflexible organisation
- What is digital activism and who are digital activists?
- How to respond to 'radicalized' customers or stakeholders
- The importance of monitoring
- A look at available monitoring tools



V. Topics

Managing real-time publication

- A lesson in establishing a real-time monitoring dashboard
- Managing real-time publication
- A look at the tools required to manage real time information publication



V. Topics

Social Media Strategy

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



V. Topics

Crisis Communication and Management

- Internal Communication
- Media Communication
- Influencer Communication
- Communication on Social Channels
- Crisis Scenario Planning



Social media role in crisis

- Today, social media play an important role in disaster and crisis events with significant national security implications, enabling citizens' involvement through the provision, seeking and brokering of information, connecting those within and outside the event's geographical space, with implications for both the informal and the formal response effort.
- In this context, often characterized by underdeveloped and degraded operational environments, public safety and security organizations are required to deal with the new trend of a digitally enabled social arena in disasters and crises. Social media indeed qualify as changing the rules of the game, forging a loudly silent transformation from a need-to-know to a need-to-share principle and from a command and control to a connect and collaborate paradigm.

Social media role in crisis

- Social media can provide a window into social networks in times of crisis or disaster. The rapid reaction time of microblogging creates potential to track reactions to such events in near real time, to assess damage and suffering, and to identify individuals and networks of interest, if the relevant communications can be recognized from within the larger stream.
- This provides opportunities for performance improvements in emergency management, law-enforcement, and for more effective government communication and improved transparency.
- If such knowledge were available to everyday citizens, they might benefit from a richer understanding of information and resource flow in extreme circumstances.

Social media role in crisis

- They might be better able to contribute to response and recovery by sharing personal knowledge or observation more effectively. Their ability to gather critical information or resources in a timely fashion could be magnified. To the degree that the social networks that emerge in times of crisis have some common core prior to the emergency, it might even be possible to proactively nurture, or plug into, these networks.
- In today's current digital age where an estimated 3.53 billion people worldwide are active on at least one social media platform (Statista 2019), the power of social media for crisis communication cannot and should not be ignored. Social media is a tool that enables information about a crisis to reach global audiences within seconds.

Social media role in crisis

- Through the power of the Internet and Web people are able to obtain, comment on, and share information about a crisis even when they are not directly involved or impacted. As more and more users share crisis news, information can easily become distorted. Therefore, it is critical that organizations use social media to both monitor the discussions surrounding the crisis and communicate reliable information.
- While social media enables crisis information to spread rapidly and vastly, it also provides organizations and destination managers with the opportunity to use these tools effectively to mitigate the negative outcomes of a crisis. Therefore, employing social media in crisis communication is vital to crisis management and the management of perceptions.

VII. Conclusion.

- **Social media is an increasingly important element in a successful crisis management.**
- **The power of the social web has created both opportunities and threats that management need to consider.**
- **A business' reputation never only depends on company management, but also on what is said about it in social media.**
- **Social Media has become a powerful tool for communicating directly with consumers and engaging them with targeted content and creative contests. PR professionals have adapted to the usage of social media platforms to enhance the reach of the organizations they represent.**

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Thank You