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**Sorting Reality from Hype: Creating
Rules for Social Media Crises**

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The logo for the International Crisis & Risk Communication Conference (ICRC) features the letters I, C, R, and C in a stylized, overlapping arrangement. Each letter is contained within a red speech bubble shape. The 'I' and 'C' are on the top row, and the 'R' and 'C' are on the bottom row, with the 'R' overlapping the 'C' above it.

Sorting Reality from Hype: Creating Rules for Social Media Crises

The Hype and Reality

Understanding social media crises

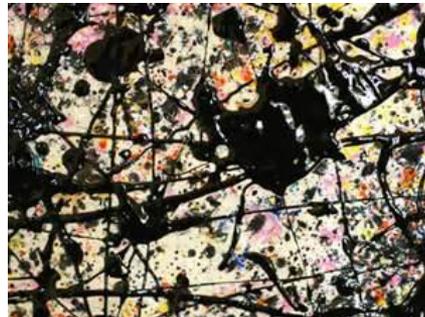
New rules for new crises

Hype

Social media changes everything

Old crisis knowledge is useless

Social media crises unique



THE SKY IS
FALLING!
THE SKY IS
FALLING!



What are we talking about?



Differences in Focus

Traditional Crises

- Public safety and welfare



Social Media Crises

- Organizational reputation



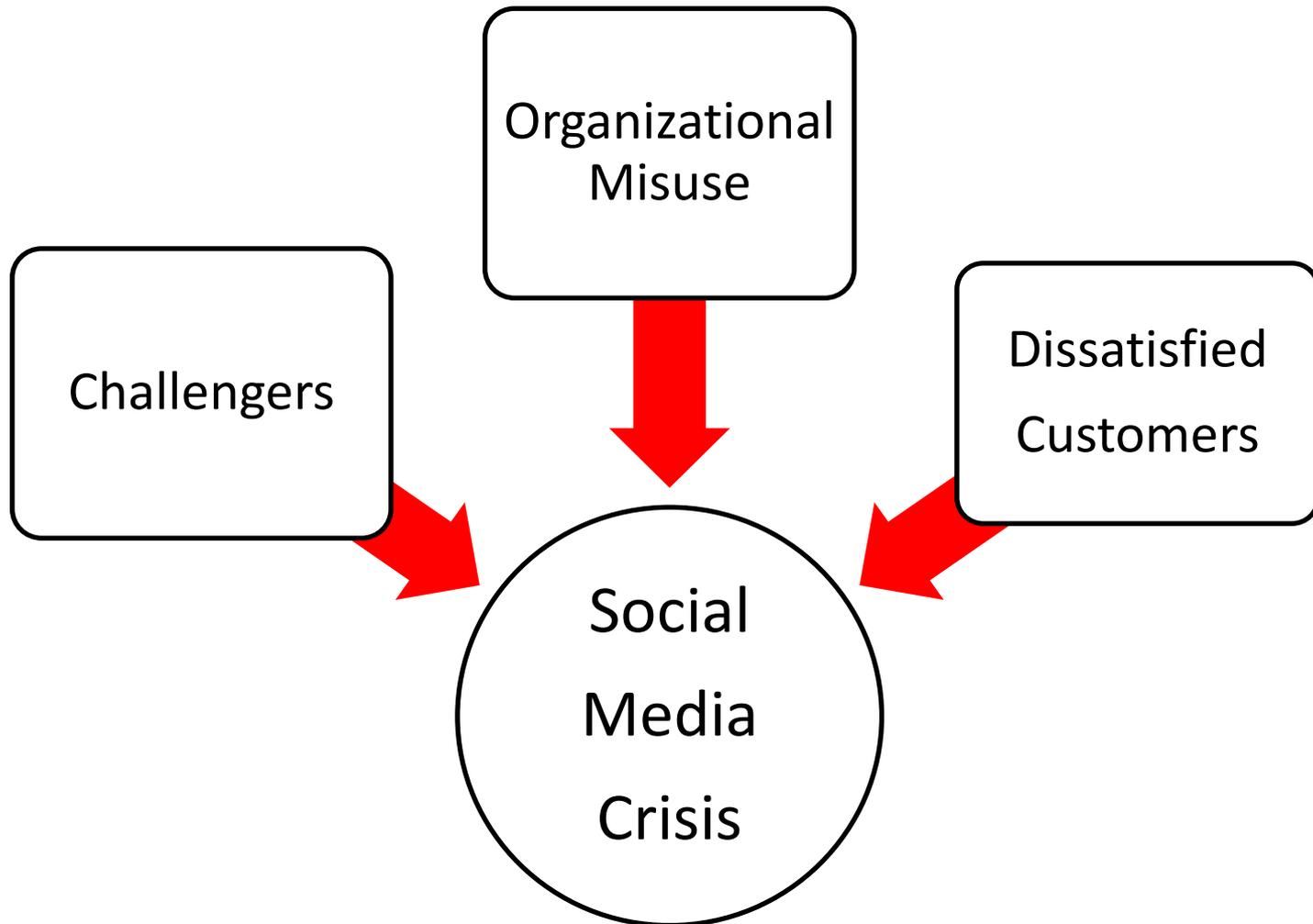
Social Media Crises

- Concerns that **arises in** or is **amplified by** social media and can harm the organization

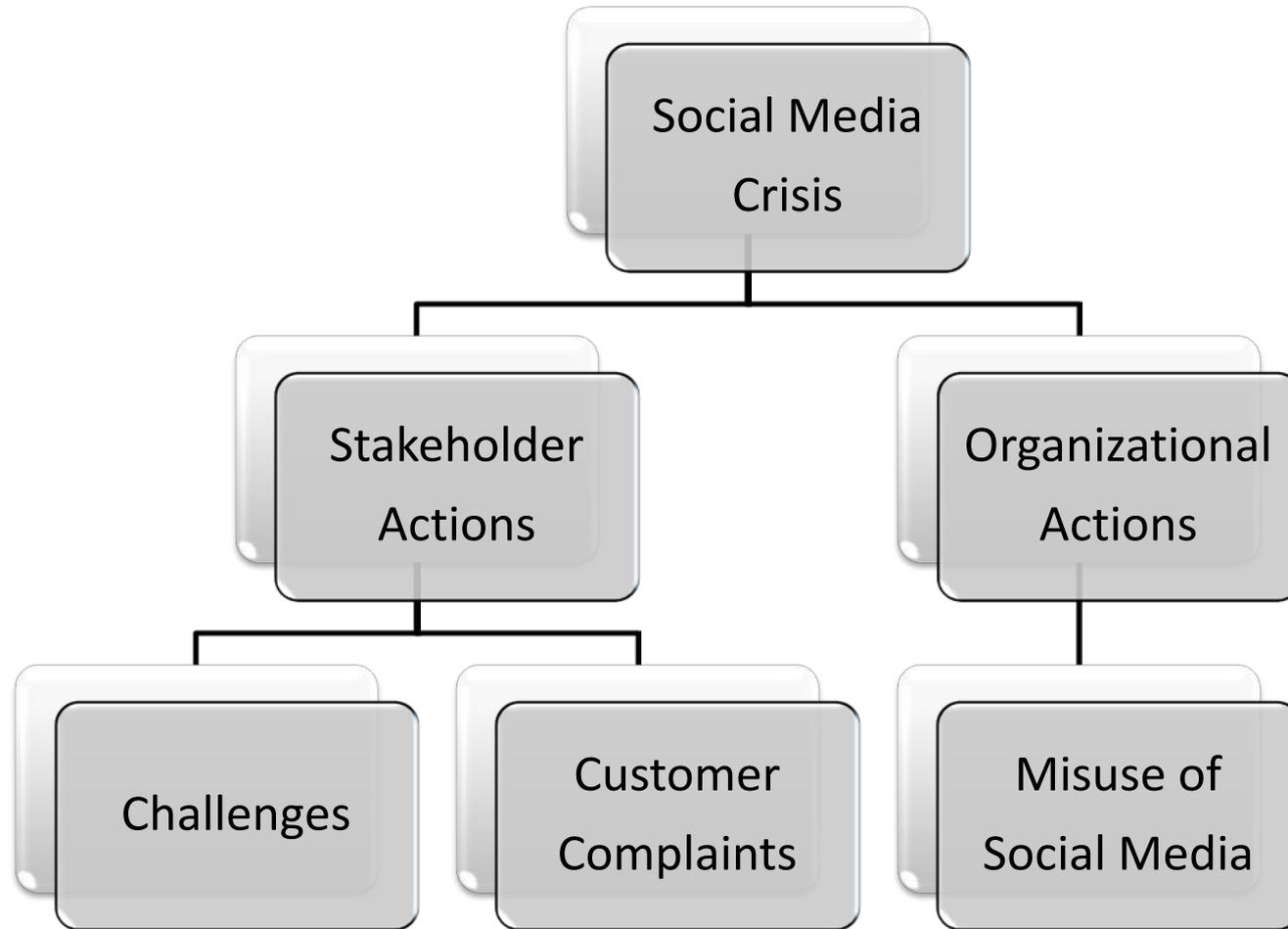
Why the concern?

- Negative comments can damage reputation
- Reputation is a valuable asset
- Threat
 - Further negative messages (legacy and social media)
 - Financial loss

Sources of social media crises



Bigger Picture



When is term “crisis” warranted?

Do not overreact

There are incidents

Organizational misuse

- Inappropriate use (competence)
 - Apologize and correct

Crisis Connection

- Purposeful misuse (moral)

Wal-Mart's Jim and Laura: The Real Story

By Pallavi Gogoi on October 09, 2008 |     |  0 Comments

Dissatisfied Customers

- Customer relations, not a crisis
 - Resolve the concern (opportunity & transparency)

Crisis Connection

- Warning of a **product harm**



Challenges

- Stakeholder claims organization is acting in irresponsible manner
 - Threat to CSR claims
 - Threat to reputations
- Crisis Connection
 - Sustained and spreading



A close-up photograph of a red cylindrical object, possibly a container or a piece of equipment. A white, rectangular label with rounded corners and a decorative dotted border is affixed to the surface. The label features the text "PLAY BY THE NEW RULES" in a bold, black, sans-serif font, arranged in two lines. The background is a blurred, dark teal color.

**PLAY BY THE
NEW RULES.**

Functions in Crisis Management

Organizing Structure for New Rules

- Prevention/Mitigation
- Preparation
- Response
- Recovery

Prevention/Mitigation

- Monitor social media
- Consider value in responding
 - Act on customer complaints
 - Do not respond to trolls
- Correct factual errors
- Review social media efforts



Preparation

- Pre-drafted messages for social media
- Established social media presence

Response

- Use your channels/be visible
 - Neglect is obvious
 - Cost is low
- Be where the action is
- Strategy still matters (social media is a tactic)
 - What do hope to accomplish?
- May be time to change

Recovery

- Update progress
 - Boeing on Twitter
 - Carnival Cruise on Facebook