



Crisis Communication in Turbulent Times:
How Social Media Changes the
Nature of Crisis Prevention

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twitter



flickr™



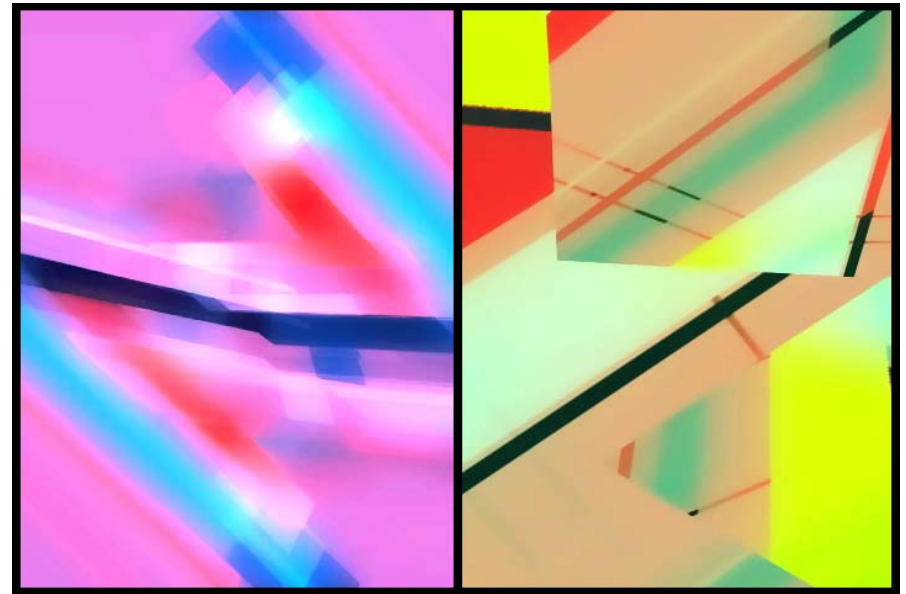
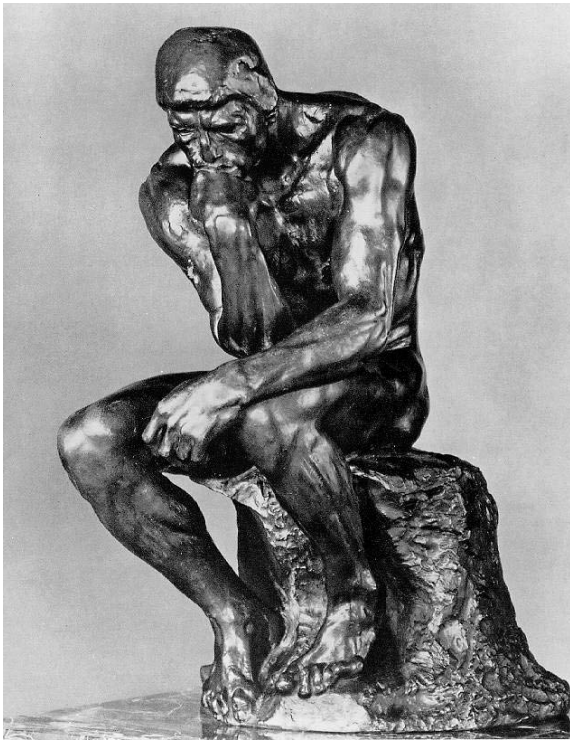
User created content



You Tube

Fear

- Precipitate crisis
- Reputation damage

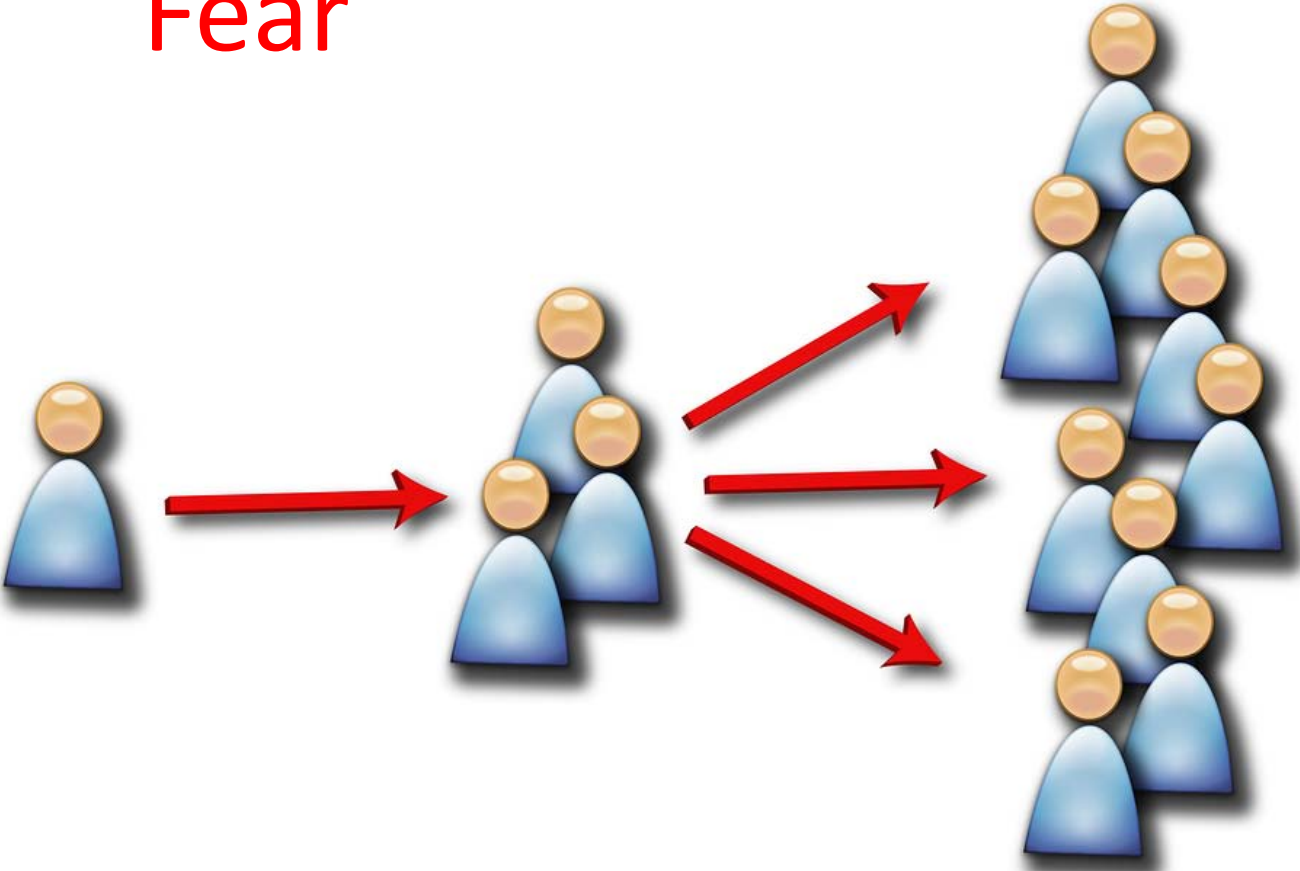


Both

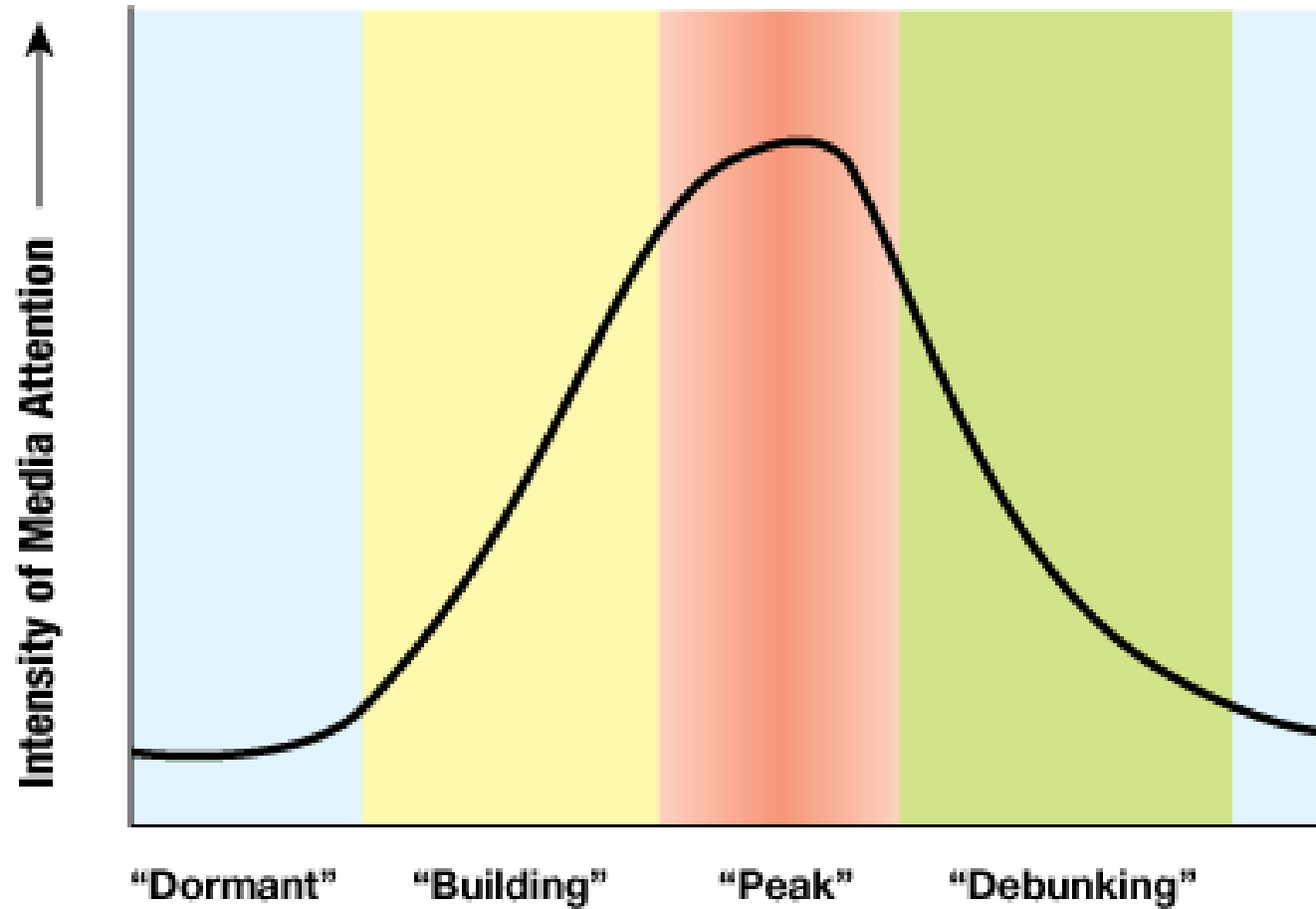
- Millions might see it
- Millions might ignore it

50 million per day

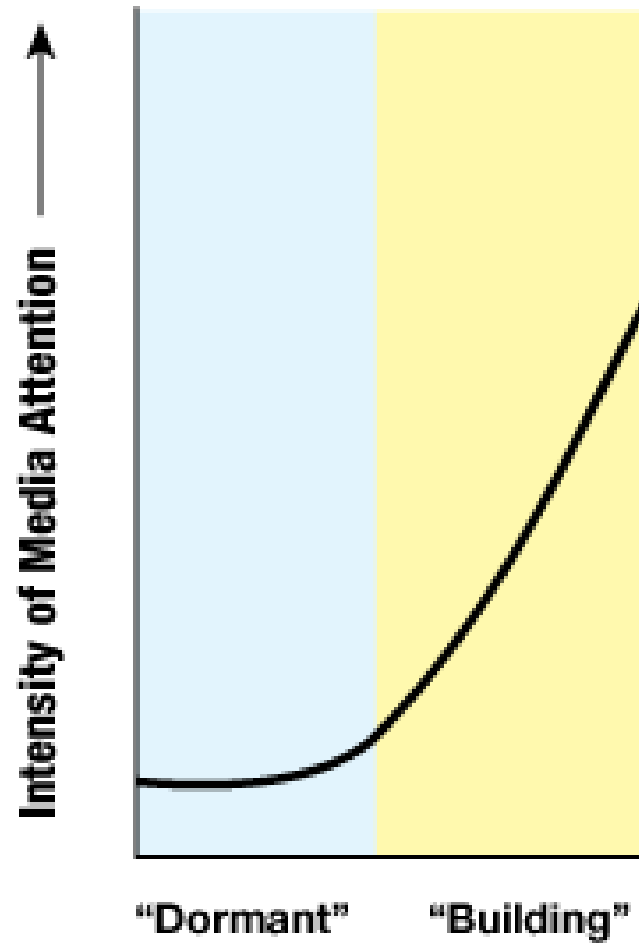
Fear



Media Hype/Attention Cycle



One Goal of Crisis Management



Who is more likely to create a virus?

- Influential?
- Average?

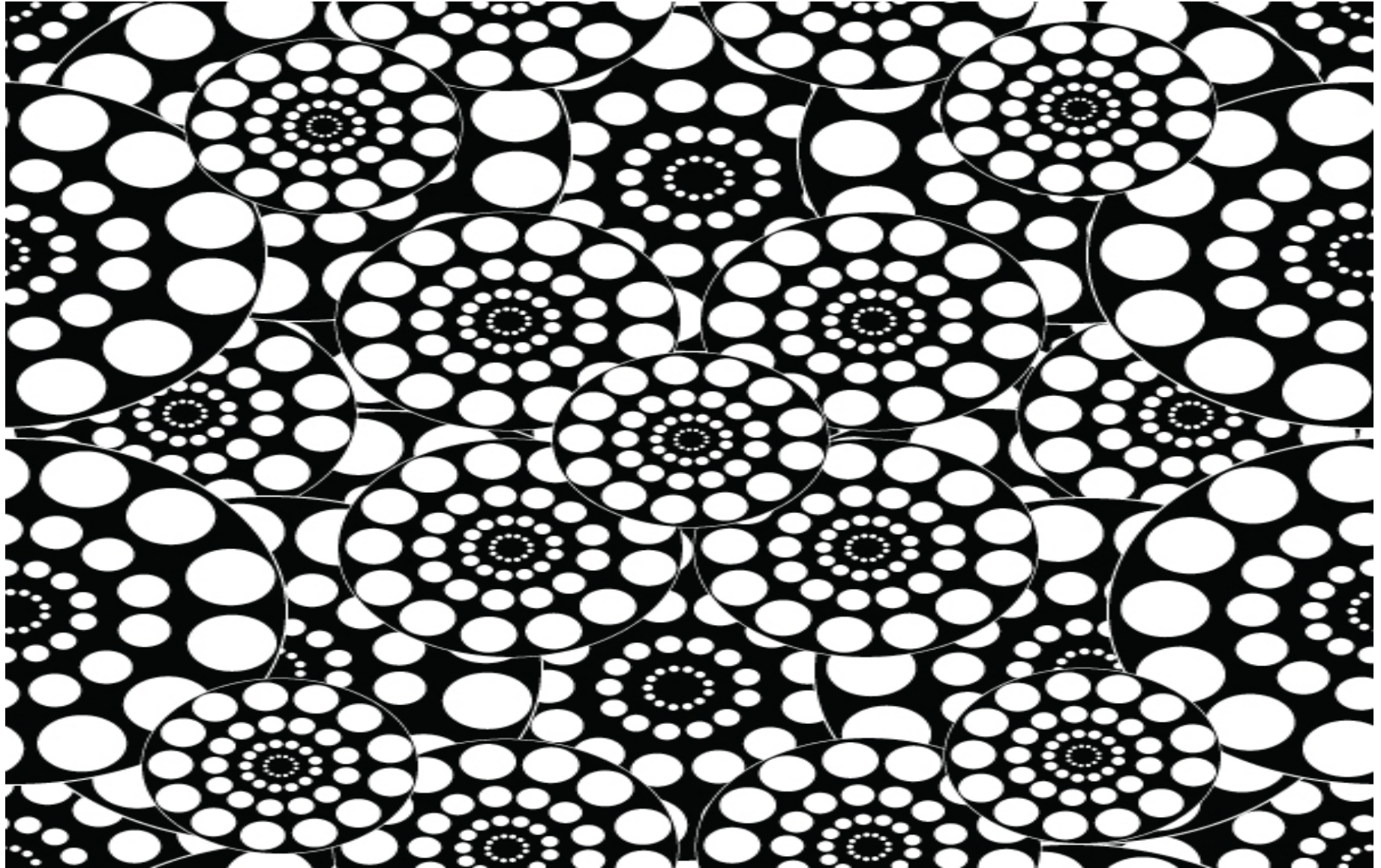
Average

Question

- How to identify potential damage?



Key



What is being said

- Danger terms



What is being said

- Danger terms
- Negative intentions
 - No purchase
 - Warn others



Social media echoes



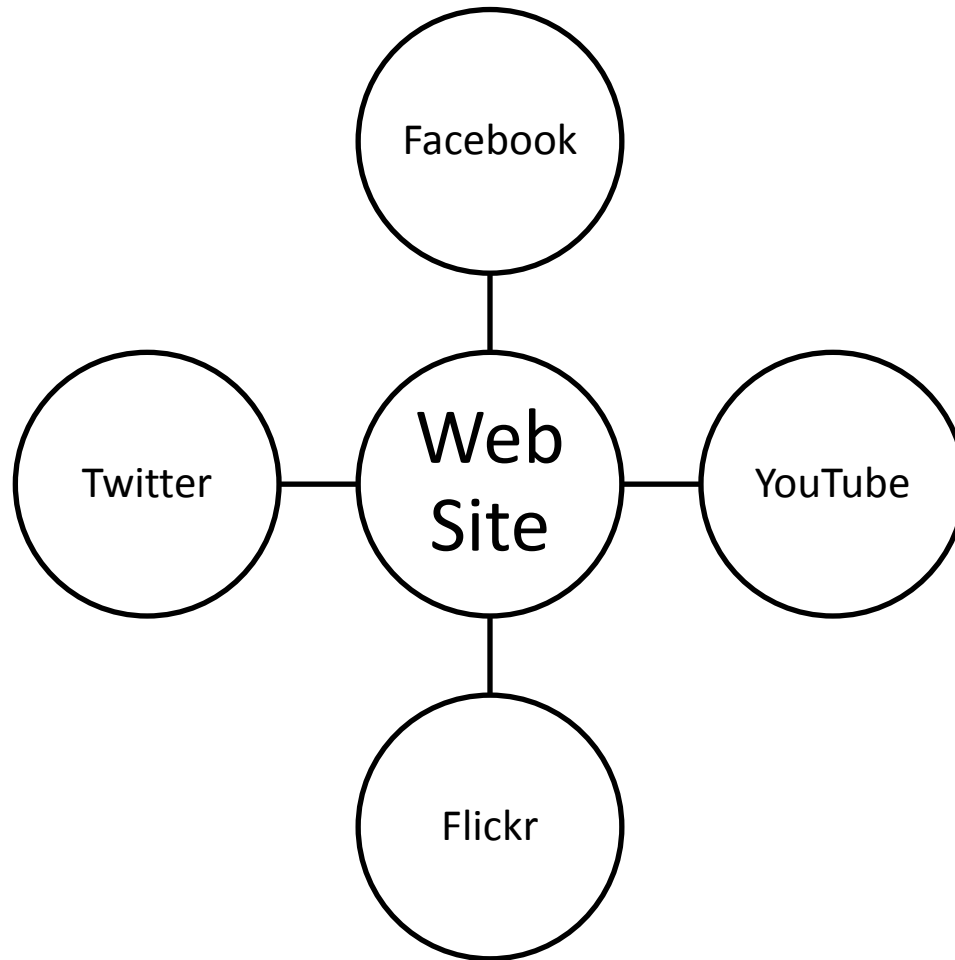
- Retweets
- Trackbacks
- Social bookmarking
- Web links

Driving force

- Spontaneous
- Planned



Hub-and-spoke



Spontaneous

- Multiple channels



Crossover

- Traditional media coverage
- Real world action





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Finally

- Impact on reputation
- Impact on strategy
- Cost

Success

