



# CRISISCOMMMASTERY »

How does social media fit into your crisis plan? Here are the best ways.


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## Benefits of using social media during crises

- 1 Giving corrective response at unbeatable speed
- 2 Making brands' message accessible
- 3 Understanding the public's sentiment
- 4 Cutting costs

# BE WELL-PREPARED!



▶ Recommendations to integrate social media in crisis management



## CRISISCOMMSMASTERY»

- 1 Be proactive and lead the conversation
- 2 Be present and provide timely information to fill the audience's knowledge gap
- 3 Be human, sincere, and show empathy
- 4 Develop social media pre-draft updates
- 5 Integrate social listening to understand the audience's insights

**THANK YOU!**

Do you have any question?

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