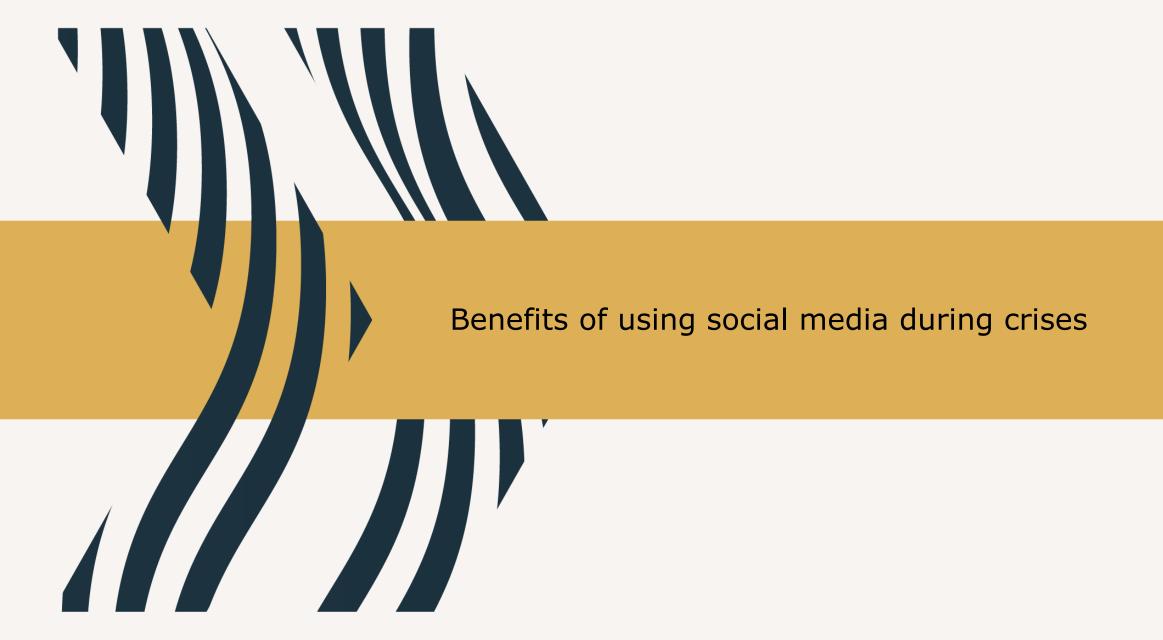


CRISISCOMMSMASTERY

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

PRESENTED BY: Dr. Clāra Ly-Le

CRISISCOMMSMASTERY »



Dr. Clāra Ly-Le / How does social media fit into your crisis plan? Here are the best ways.

CRISISCOMMSMASTERY >>



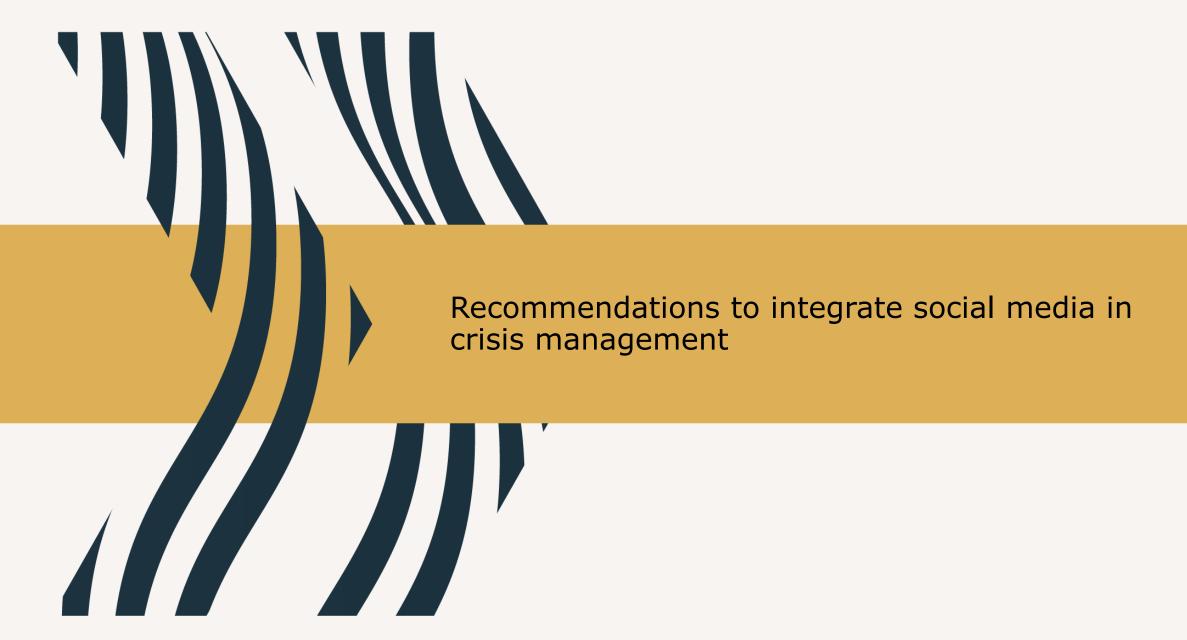
2 Making brands' message accessible

3 Understanding the public's sentiment

4 Cutting costs

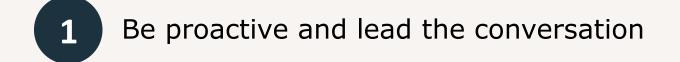


CRISISCOMMSMASTERY »



Dr. Clāra Ly-Le / How does social media fit into your crisis plan? Here are the best ways.

CRISISCOMMSMASTERY»



Be present and provide timely information to fill the audience's knowledge gap

Be human, sincere, and show empathy

4 Develop social media pre-draft updates

Integrate social listening to understand the audience's insights

Dr. Clāra Ly-Le / How does social media fit into your crisis plan? Here are the best ways.



CRISISCOMMSMASTERY »

THANK YOU!

Do you have any question?

clara@ly-le.info

LinkedIn: https://www.linkedin.com/in/minh-ly-le/

