

MARCH 2022

# Your Next Crisis Will Be a Digital Crisis:

Are you ready?



**WELCOME!**



Hi, I'm Molly!



# Your Next Crisis Will Be a Digital Crisis:



Signs You're In Danger



Ways to Prepare



How to Respond



YES

NO



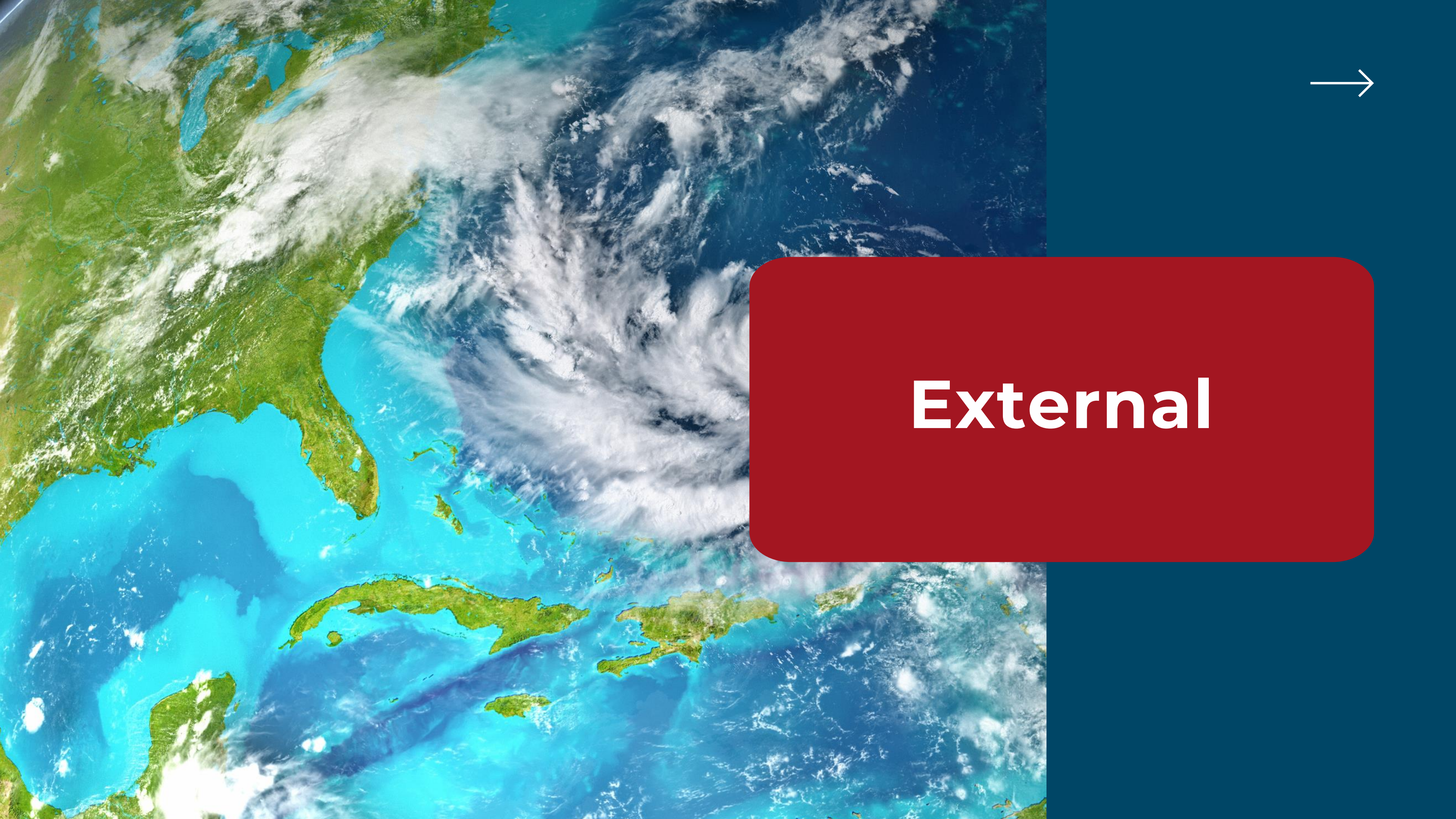
**Events, Incidents,  
Issues, Crises -**

**What's the difference?**





# 2 Types of Crises



**External**





# **EXTERNAL INCIDENTS**

- **Natural Disaster**
- **Terrorism**
- **Political Event**
- **Financial Event**
- **Pandemic**



**Internal**

# INTERNAL INCIDENTS

- 
- **Workplace**
  - **Employee**
  - **Leadership**
  - **Financial**
  - **Product**
  - **Culture**
  - **Behavior**

**EXTERNAL**



**PR ISSUE**

**INTERNAL**



**PR CRISIS**



# Managing a Digital Crisis





# **INTERNAL INCIDENTS**

- 
- **Workplace**
  - **Employee**
  - **Leadership**
  - **Financial**
  - **Product**
  - **Culture**
  - **Behavior**

# Crisis Management Theory: *Apologia*

W. Timothy Coombs  
(2005)

# Crisis Management Theory: **Apologia**

Impression Management &  
Image Restoration



# Personality





# Asset





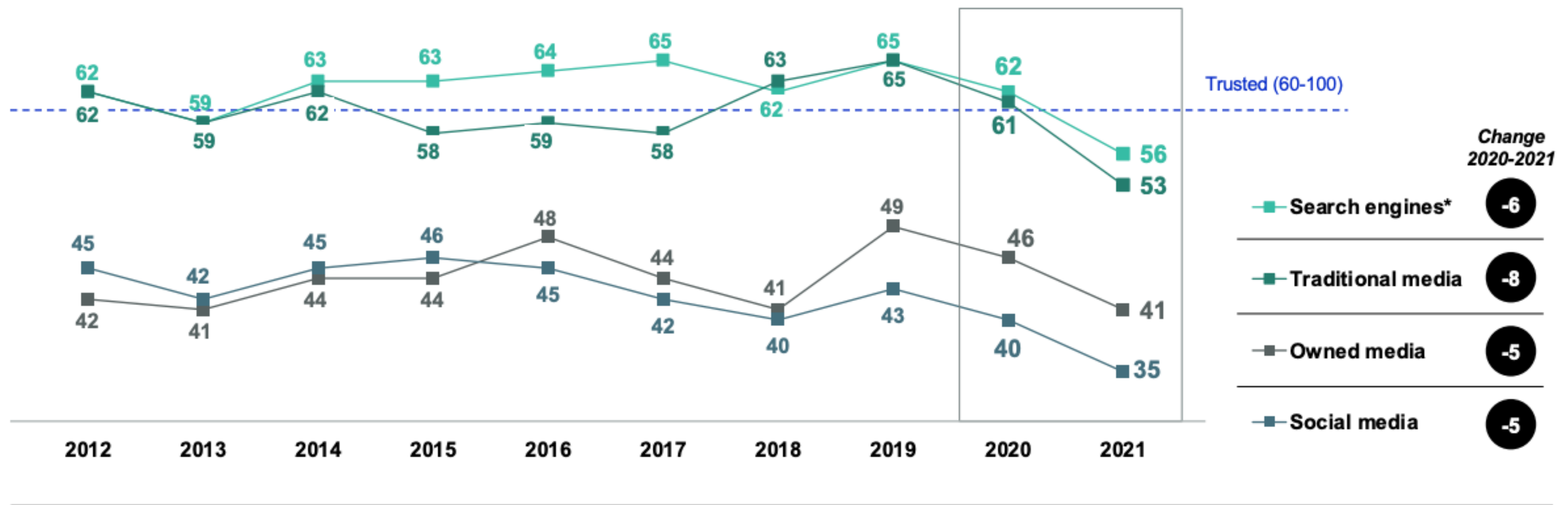
joerogan  • [Follow](#)



# Cost to a Damaged Reputation



# Trust in all information sources at record lows



A smartphone is centered in the image, displaying a large, angry emoji on its screen. The emoji has a red face, furrowed brows, and a downturned mouth. The phone is set against a background of a wooden floor with a diagonal plank pattern.

# Cancel Culture





**Crisis**

**Responsibility**



max ORIGINAL

# AND JUST LIKE THAT...

A NEW CHAPTER OF *Sex and the City*





# Peloton Said HBO Never Told It How Its Bike Would Be Used In "And Just Like That"

(WARNING: Big spoilers for the premiere ahead.)



**David Mack**  
BuzzFeed News Reporter

Posted on December 9, 2021, at 4:28 p.m. ET

Tweet

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HBO Max

Thursday saw the release of the first episode of *And Just Like That...*, the HBO Max reboot of *Sex and the City*, and fans were in for a, well, Big surprise.





TELEVISION

# Peloton really filmed that snarky Mr. Big ‘And Just Like That’ commercial in 48 hours



Chris Noth and Sarah Jessica Parker in "And Just Like That." (HBO Max)

BY CHRISTI CARRAS | STAFF WRITER

DEC. 13, 2021 9:56 AM PT

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**4** WINNER  
GOTHAM AWARDS  
BEST PICTURE  
OUTSTANDING LEAD PERFORMANCE OLIVIA COLMAN

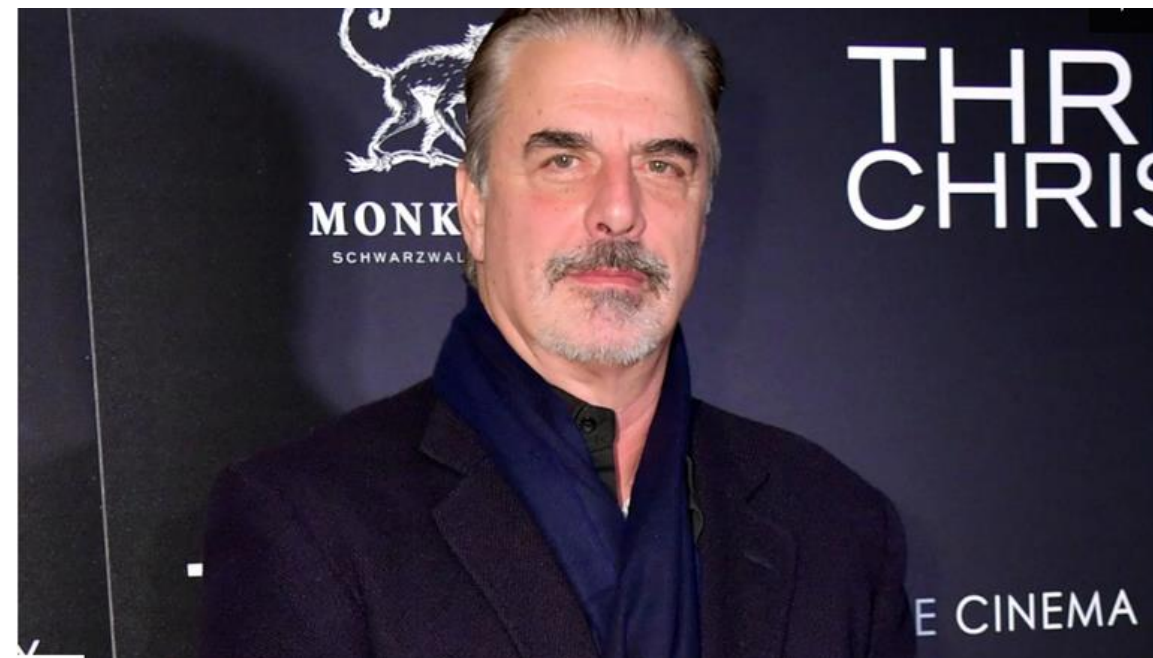
SAG AWARDS' NOMINEE  
BEST ACTRESS  
OLIVIA COLMAN



# Everyone who has dropped Chris Noth amid sexual assault allegations

Peloton, CBS' *The Equalizer*, and a talent agency are among those who have cut ties with the actor following sexual misconduct allegations by multiple women.

By [Andrea Towers](#) | December 21, 2021 at 12:26 PM EST



Shortly after the premiere of HBO Max's highly anticipated *Sex and the City* revival, *And Just Like That*, multiple women have come forward with allegations of sexual misconduct by [Chris Noth](#), which include sexual assault. Following those allegations, Noth's career has taken a sharp turn as business partners, CBS, and even his agency have dropped him in quick succession.

On Dec. 16, *The Hollywood Reporter* published a detailed report featuring the stories of two women, who didn't know each other, alleging that Noth sexually assaulted them in 2004 and 2015, respectively. Backlash instantly began against the actor, who responded with his [own statement](#) to *THR* and confirmed by his representatives to *EW*, insisting the incidents were consensual and that he didn't assault the two women.



# Crisis Responsibility

Most Popular



Canada's 'Freedom Convoy' protesters block 2 more bridges to the U.S. in defiance of Trudeau's new Emergencies Act powers



Corporate donations to Ted Cruz, Josh Hawley, and other Jan. 6 election objectors have plummeted, and individual donors are Congress's biggest fundraising force



Elon Musk gave a mysterious \$5.7 billion donation weeks after he dared the UN to show him its plan for solving world hunger

FINANCE • PELOTON

## Peloton stock just hit its lowest point since March 2020. Here's why the company is in such big trouble.

BY TRISTAN BOVE

January 20, 2022 4:57 PM EST



# Crisis Responsibility



CNBC DISRUPTOR 50

## **The fall of Peloton's John Foley and the stock market's big founder problem**





# RED FLAGS THAT MAY INDICATE A CRISIS



**Attributes your  
company could  
be at risk for  
a crisis**



A thick, braided rope with frayed ends, set against a light, textured background. The rope is positioned horizontally across the center of the frame. The frayed ends are on the left and right sides, showing individual strands of the rope. The background is a light, off-white color with a subtle, grainy texture.

# **Communication Culture**





**Lack of Communication  
Understanding**

A thick, braided rope with frayed ends, set against a bright, hazy background. The rope is positioned horizontally across the center of the frame. The frayed ends are on the left and right sides, showing individual strands of the rope. The background is a soft, light-colored gradient, possibly representing a bright sky or a studio backdrop.

# **Mobilization of customers**

**1. Organized and Mobilized Scrutiny**

**2. Unhappy Customers Strike Back Online**

**3. Unhappy Customers Organize**



# Solution

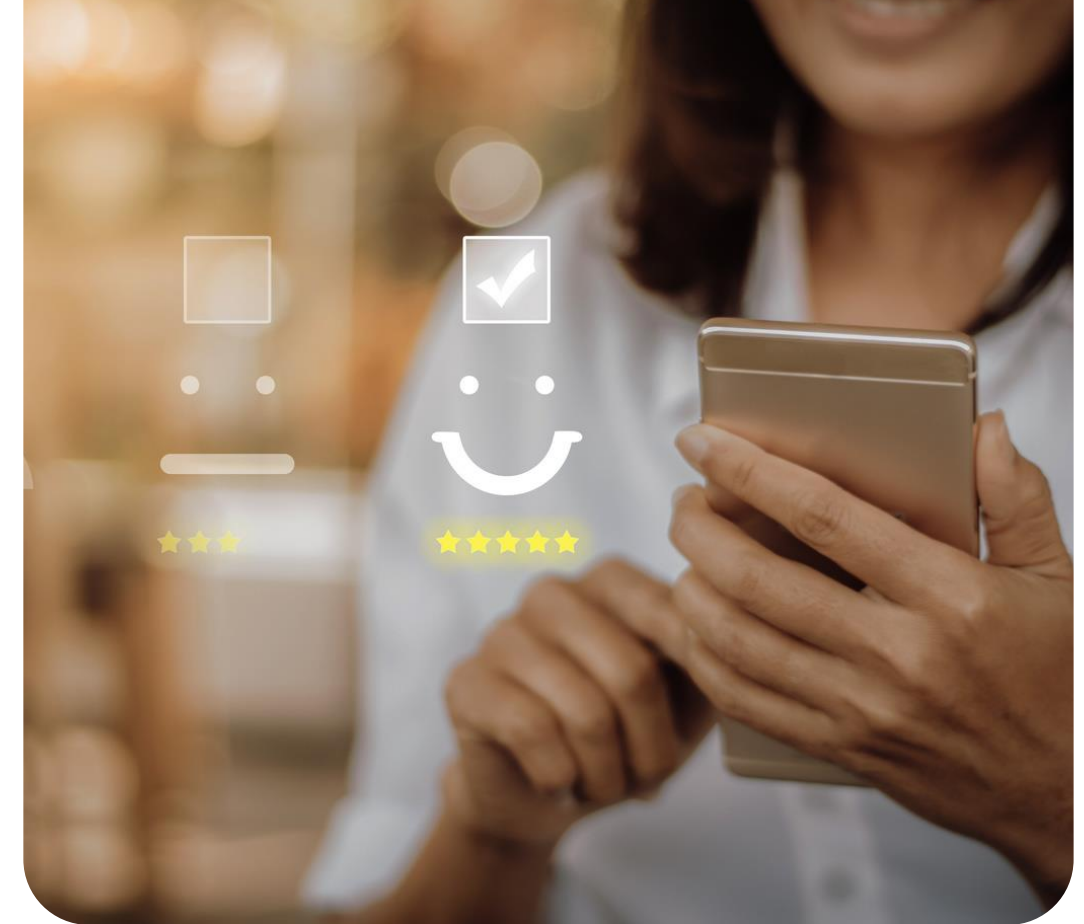


A photograph of three business professionals in a meeting. A man in a blue suit and tie is shaking hands with a woman in a white shirt. Another person in a patterned shirt is visible on the left. The background is a bright, out-of-focus indoor setting. The text is overlaid in the center in a large, white, sans-serif font.

**As a communicator,  
you're on the  
front lines.**



# SOLUTIONS for Preventing a Crisis



**Look at your  
customers' behavior.**

## STEP 1:

Complete  
an internal  
audit of  
communication  
channels.



**Where will you  
respond?**

## STEP 2:

Determine  
your  
organization's  
strengths,  
weaknesses,  
opportunities,  
and threats.

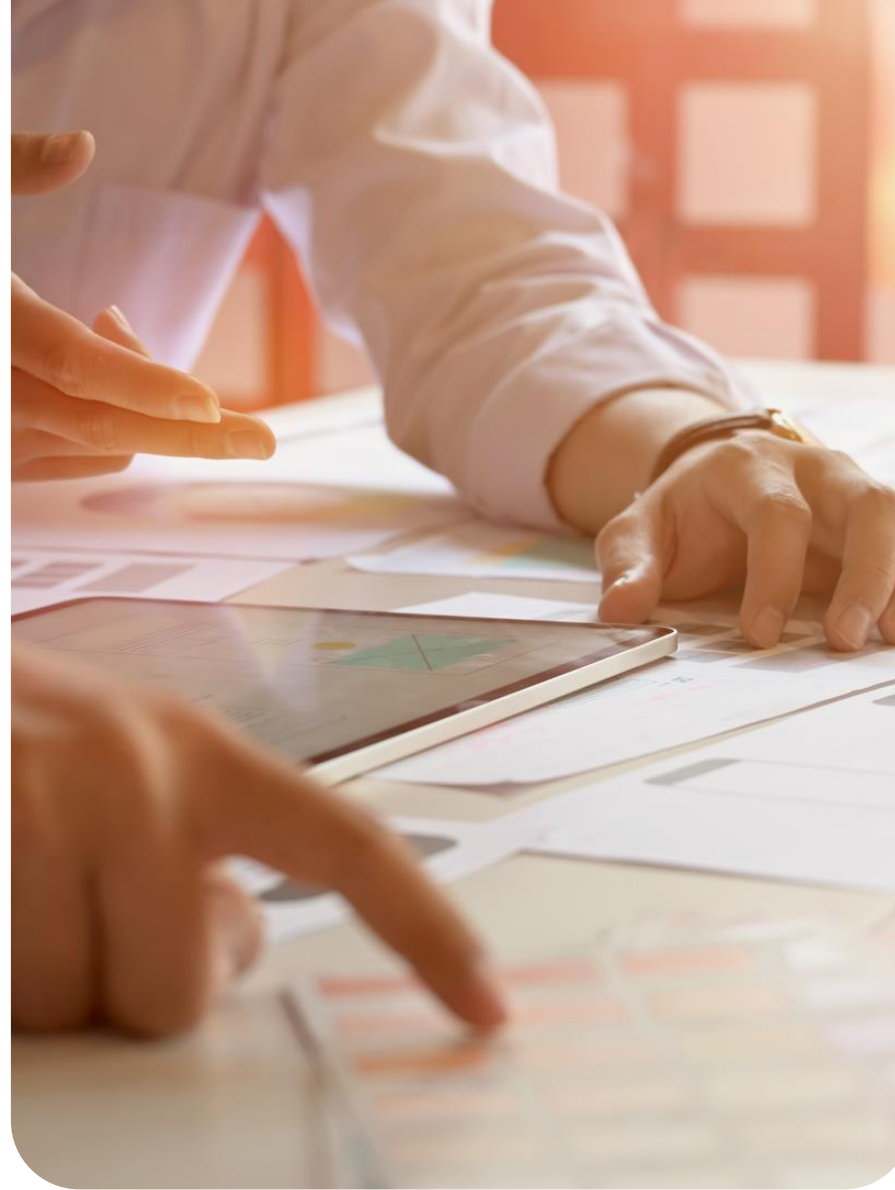


**Keep an eye on  
the weakness**



## STEP 3:

Have key messages to respond to all threats.



**A key message keeps your PR crisis from going adrift**

## STEP 4:

Embrace the  
Digital Native  
Ecosystem



**Live like GenX,  
but communicate  
like Gen Z.**

## STEP 5:

Plan for a  
real-time  
response



- **Take to Twitter**
- **Face your customers on Facebook**



**Check your  
Trust  
Quotient**

**QUESTION 1:**  
**Why are customers  
complaining online  
in the first place?**



**QUESTION 2:**  
**How long have these  
online complainers held  
a grudge against your  
company?**



**QUESTION 3:**  
**How does your  
company respond after  
the online complaint?**



**QUESTION 4:**  
**How can your company  
prevent online  
complaining?**





A collage of hands pointing in various directions against a red background. The hands are in various shades of red and are pointing towards the center of the image. The word "Betrayal" is written in large, white, sans-serif font across the middle of the image.

# Betrayal



# Indestructible PR Response

- Own it
- Explain it
- Promise it



# Second Chance



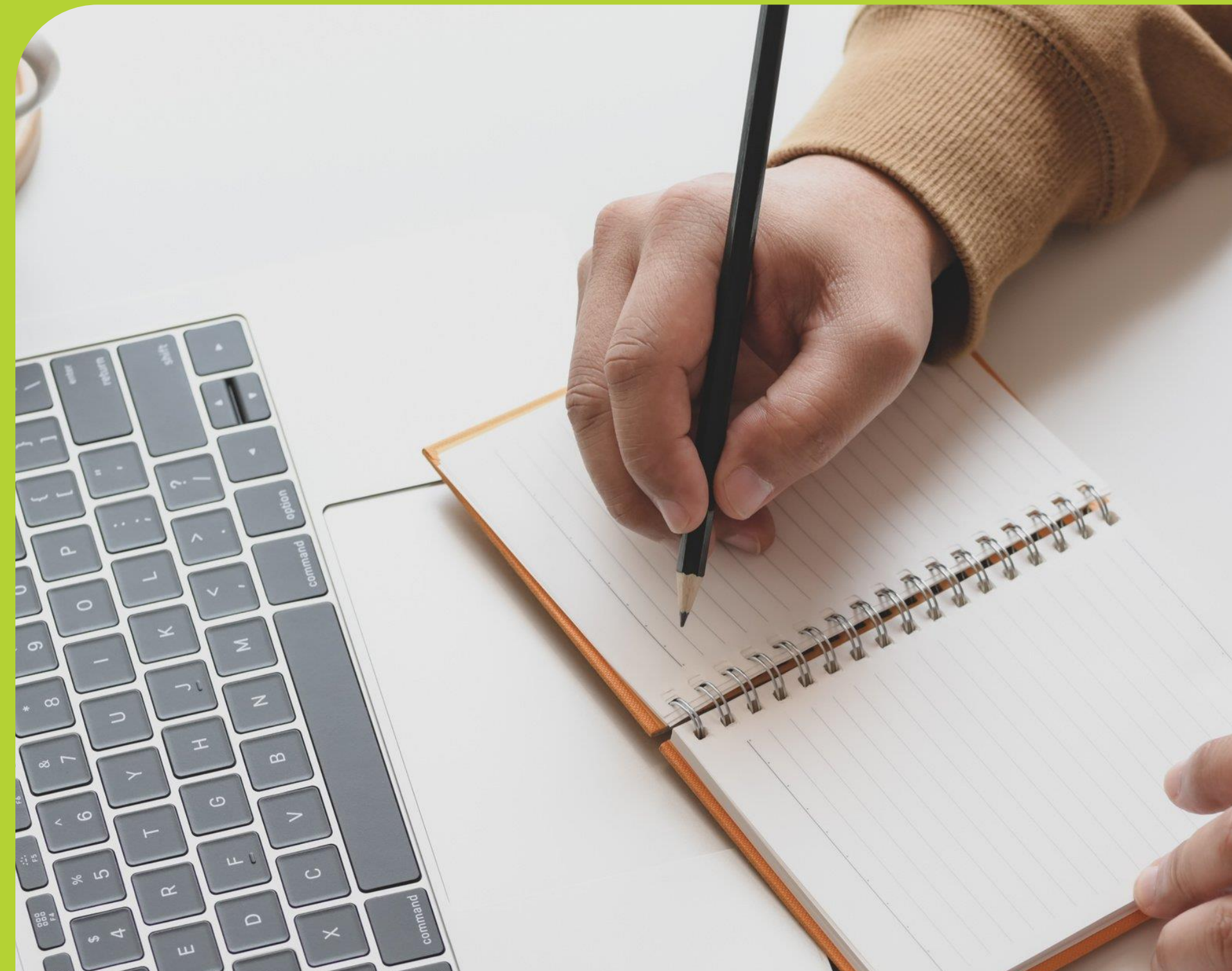
EVERYONE  
LOVES ONE



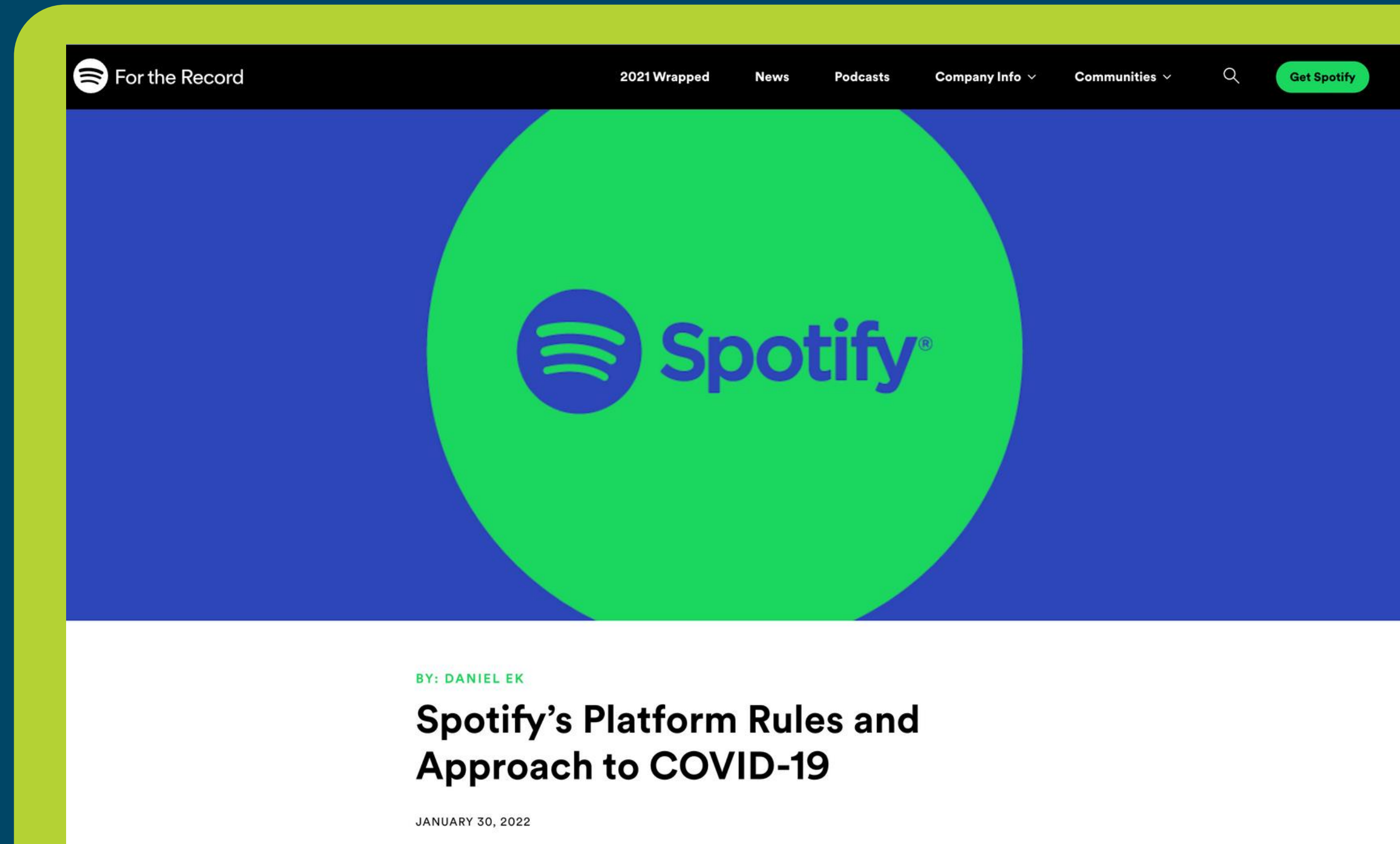
# RECAP




# Message



# Response



 For the Record

2021 Wrapped

News

Podcasts

Company Info

Communities



Get Spotify



BY: DANIEL EK

## Spotify's Platform Rules and Approach to COVID-19

JANUARY 30, 2022

**Accountability**



Trust





# Connect with Molly

CRISIS MANAGEMENT PLANNING,  
MANAGEMENT, RESPONSE, AND TRAINING

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