

CRISIS PR IN THE AGE OF SOCIAL MEDIA AND SOCIAL UNREST

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RED BANYAN



“It takes many good deeds to build a good reputation, and only one bad one to lose it.”

— Benjamin Franklin



PERCEPTION IS REALITY

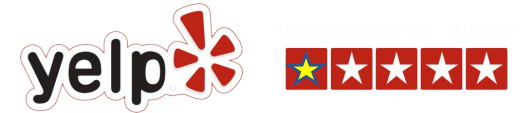


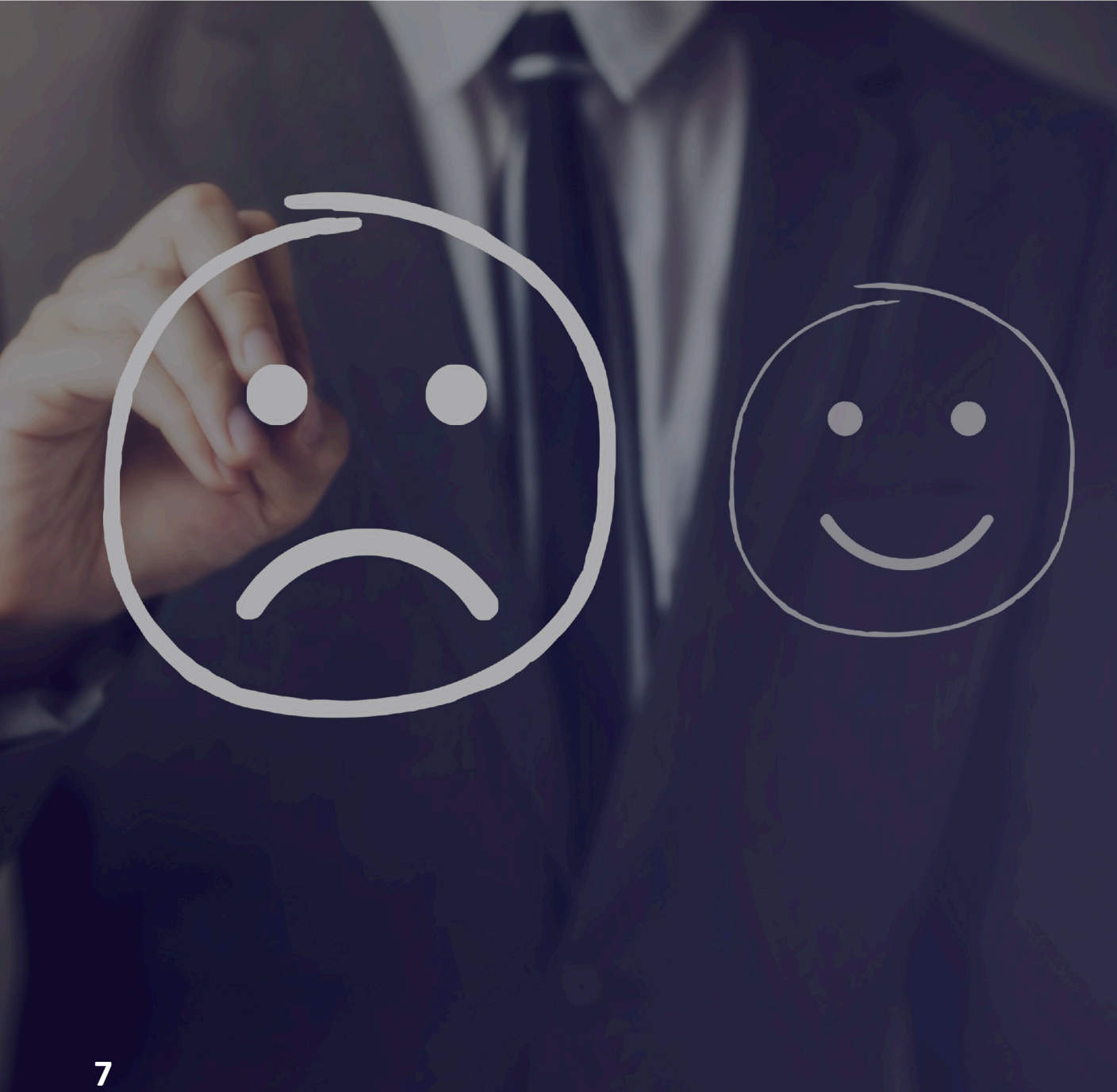
NEW INTERCONNECTED UNIVERSE



EVERYONE IS A REPORTER

IGNORE AT
YOUR OWN
PERIL



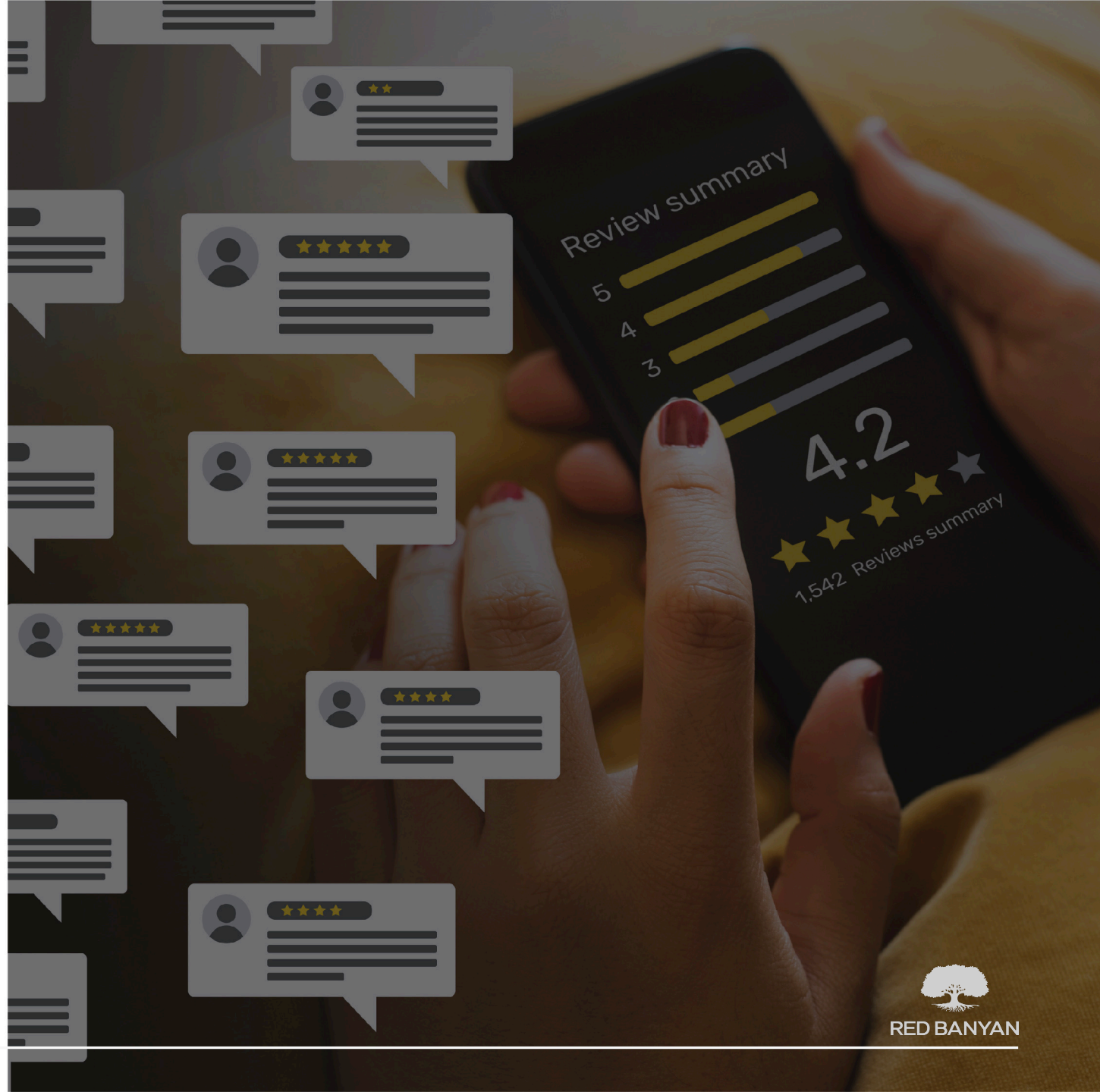


4X

times longer
customers spend
interacting with
negative comments
than positive ones

86%

of people who
read negative
reviews say they
impact their
buying decisions



WEDDING ATTIRE STORE ATTACKED IN A CASE OF MISTAKEN IDENTITY



Monica Palmer
@monicaspalmer



Enter to win a private dress fitting party for a bride and 10 loved ones at The Wedding Shoppe in Berkley, MI, today! woobox.com/y9kud2/md92mz

12:54 PM · Mar 8, 2020 · Twitter for iPhone

16 Retweets 76 Quote Tweets 27 Likes



WEDDING ATTIRE STORE ATTACKED IN A CASE OF MISTAKEN IDENTITY

- Engages expert crisis PR support
- Promptly issues a response
- Connects with people responsible for the confusion and has them issue clarifications
- Amplifies messaging via news channels



A hand is shown in the lower right corner, using a yellow chalk to draw a star on a dark, textured surface. In the background, several white arrows are scattered across the surface, pointing in various directions. The lighting is soft, highlighting the texture of the surface and the hand.

“Never let a good
crisis go to waste.”

FAKE NEWS

PRESS THE TRUTH

- Strategy
- Facts
- Timing

3 F'S OF CRISIS RESPONSE

FOUL UP

FESS UP

FIX UP

3 P'S TO KEEP AN ORGANIZATION AFLOAT

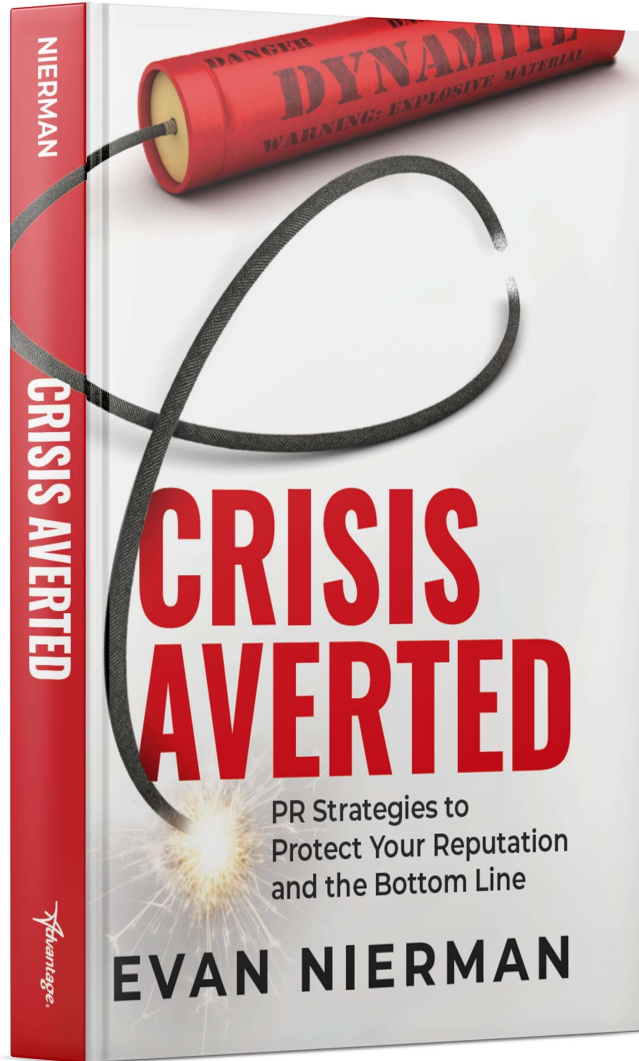
PREVENTION

PREPARATION

PRACTICE

A close-up, dimly lit photograph of a hand typing on a laptop keyboard. A pair of glasses with dark frames and clear lenses is resting on the keyboard to the left of the hand. The background is blurred, showing a red object. The overall mood is professional and focused.

SHARE WITH CARE
POST WITH PURPOSE



A no-nonsense guide to helping organizations of all sizes no matter the industry.

This book is an invaluable resource for business leaders in today's fast-moving world.

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KEEP IN TOUCH

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