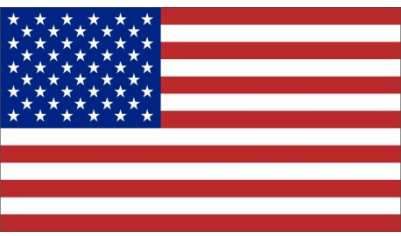**Crisis Management**

One negative tweet is not a crisis.
You will always face difficulty with fans.

What is Crisis ?

A sudden and unexpected event leading to major unrest. In other words, crisis is defined as any emergency situation which occur all over your Social Media Platforms

What is Crisis ?

Characteristics of Crisis

- Crisis is a sequence of sudden disturbing events harming your brand

- Crisis generally arises on a short notice.

- Crisis triggers a feeling of fear and threat amongst the Group.

Three perspectives to cover

- Pre-crisis
- Crisis Event
- Post-crisis

Three perspectives to cover

Pre-crisis – What are the steps you can take to minimize the risk of each failing?

Crisis Event – When a component does fail or meets a significant challenge, how can you quickly get the component functioning fully again? How will you keep the failure of that component from harming other areas of your brand
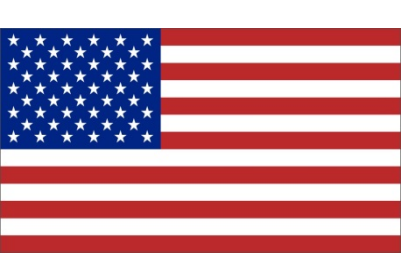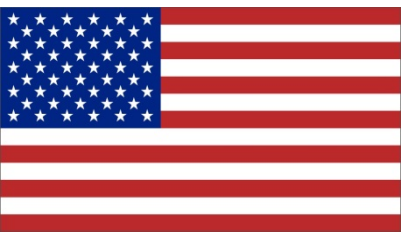
Three perspectives to cover

Post-crisis – How could you have improved your response to the crisis event and how can you better monitor the signals that a crisis may be coming?
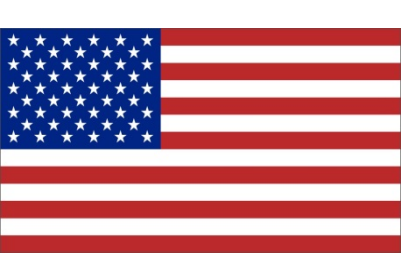
Social Media Crisis Management Plan

A Social Media crisis management plan can help you to be prepared and respond quickly and effectively to these situations. Here are a few tips for developing your own.
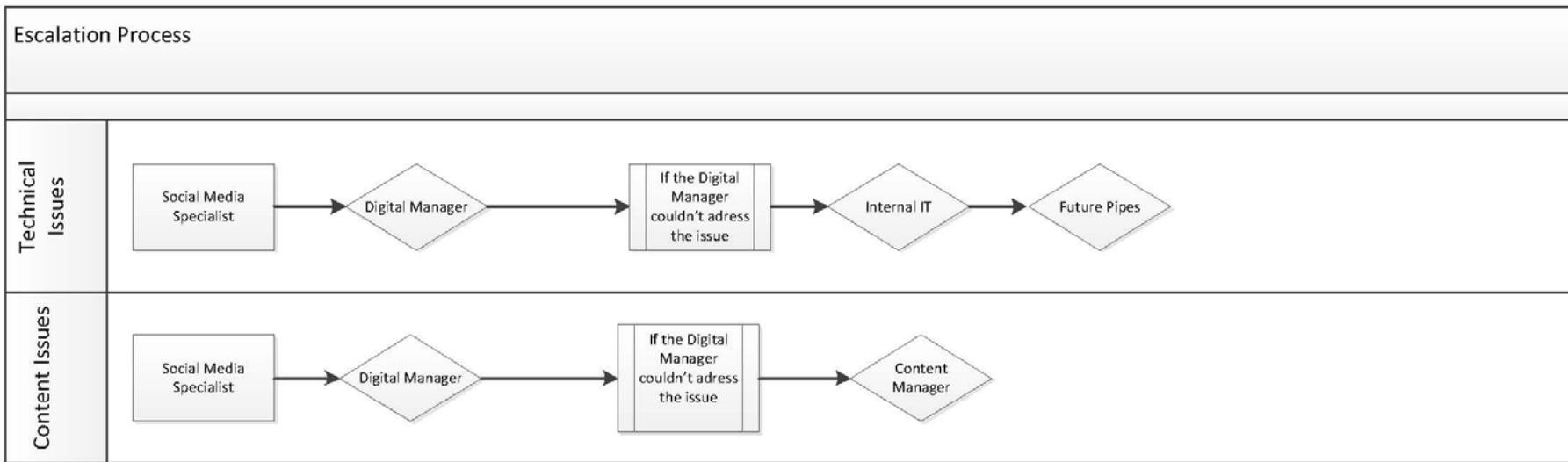
Pre-crisis
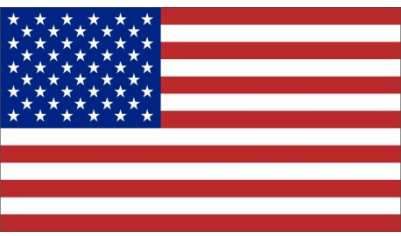
Establish a Procedure

- We were very clear on what the chain of command is in all situations. Remember, a Social Media crisis can occur any time. Make sure those who need to know about it Especially the Digital Manager and the Management are always reachable.

- Q&A of pre-prepared answers and examples.

Escalation Process

Escalation Process

Technical Issues

Social Media Specialist → Digital Manager → If the Digital Manager couldn't adress the issue → Internal IT → Future Pipes

Content Issues

Social Media Specialist → Digital Manager → If the Digital Manager couldn't adress the issue → Content Manager

The Digital Manager should be able to contain and fix all issues.
If Not please refer to the escalation process.

Monitor

Always monitor all your brand's Social Media Platforms, competitors', the names of your products, blog name, names of events and any name related to events or business.

An effective way to do this is to set up **TweetDeck.**

This tool will notify the team via email, and pop ups when anything is mentioned on the Internet regarding the keywords that were set.

Q&A Previously Prepared

1- Never attack back or delete any interaction that doesn't go into the house rules section. Calm the anger by responding quickly to let them know they were heard and you are working to address the situation.
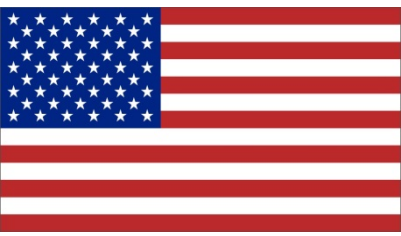
2- The Digital manager should always prepare a Q&A of all the questions and answers probability and share them with the Digital team. Updating the Q&A on daily basis is a must.
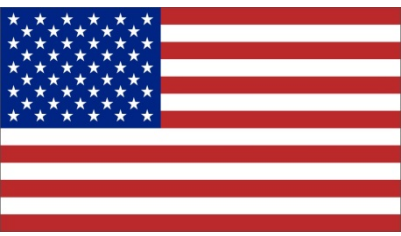
3- Remember, all eyes are on you. Make sure to keep updates flowing regarding how the situation is being addressed until it is resolved.

Q&A Previously Prepared

Once the Q&A is prepared, and approve for posts designed for specific Social Media platforms ready to be edited and published in case of a Social Media crisis.

These may save much time when a quick response can mean the difference between minor complaining and a complete attack.

Remember, responding in a quick and considerate manner is essential on Social Media.
Ignoring complaints when they have the potential to go viral, is not an option.

Night Shifts

As the Digital team develops the Q & A plan, they need to remember that the objective is to respond in a quick, responsible, and understanding way.

Trying to ignore, cover, or pretend that issues tat doesn't exist will only add gas to the fire and expose ignorance of the Social Media team.
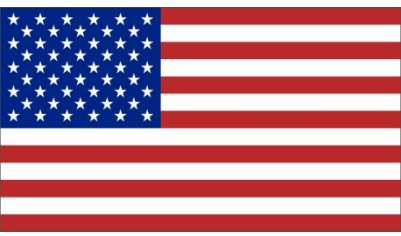
Therefore a night shift is essential for active Social Media Platforms

Post-crisis

Feedback

- Make sure the fans feel heard by replying to them
- Answer questions directly, and quickly
- Be gracious for their feedback, and don't delete negative comments if you don't have your house rules clear and published

Resolution

After any crisis, the way to cool down your Social Media platforms are as follows:

- Change the outcome of all Social Media platforms by updating the websites.
- Notify all Media channels for additional outreach.
- Outline what the resolution was, what was learned, and how similar situations can be avoided in the future.

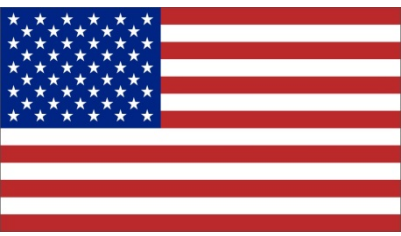# Crisis Management – Facebook Page Settings

Wall Enabled but with Moderation

The wall is enable but comments are held in moderation until an admin approves it.

Page	Activity 1	Insights	**Settings**		Build Audience ▾	Help ▾

⚙ **General**	**Page Visibility**	Page published		Edit
ⓘ Page Info	**Posting Ability**	⦿ Allow other people to post to my Page timeline	
🌐 Notifications		☐ Allow photo and video posts	
👤 Page Roles		☑ Review posts by other people before they are shown on my Page [?]	
📦 Apps		○ Disable posts by other people on my Page timeline	
		Save Changes Cancel	

Hide (not delete, not ban)

- Other users may still comment on posts so keep your eye on the notifications.

- For upcoming users of similar trolling behavior, depending on the severity level of the commenting, you can use an approach where you "Hide" the post (not delete, not banning user).

Hide (not delete, not ban)

- The post is visible to the person who wrote it and their friends (they feel that the post is still there; however, in reality it can't be seen by others on the page who are not their friends).

⚙ **General**

ⓘ Page Info

🌐 Notifications

👤 Page Roles

📦 Apps

🗓 Suggested Edits

★ Featured

📱 Mobile

⊖ Banned Users

☰ Activity Log

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Posts by other users will be moderated	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Remove Page	Delete your Page	Edit

Remove Users from Page (not ban)

You get the user to "Unlike" the page. They don't get updates in their Newsfeed (to address the case of the user seeing a post in their Newsfeed and thus triggering another wave of trolling)

Note that they can "Like" the page again

Profanity Filter

- Activate this if needed.

- Start with the "Low", then scale up to "Medium" and "High" if you have to.

Turn off "Ratings"

- The "Rating" system could attract them to give an overall low rating for the page. Temporarily disable it.
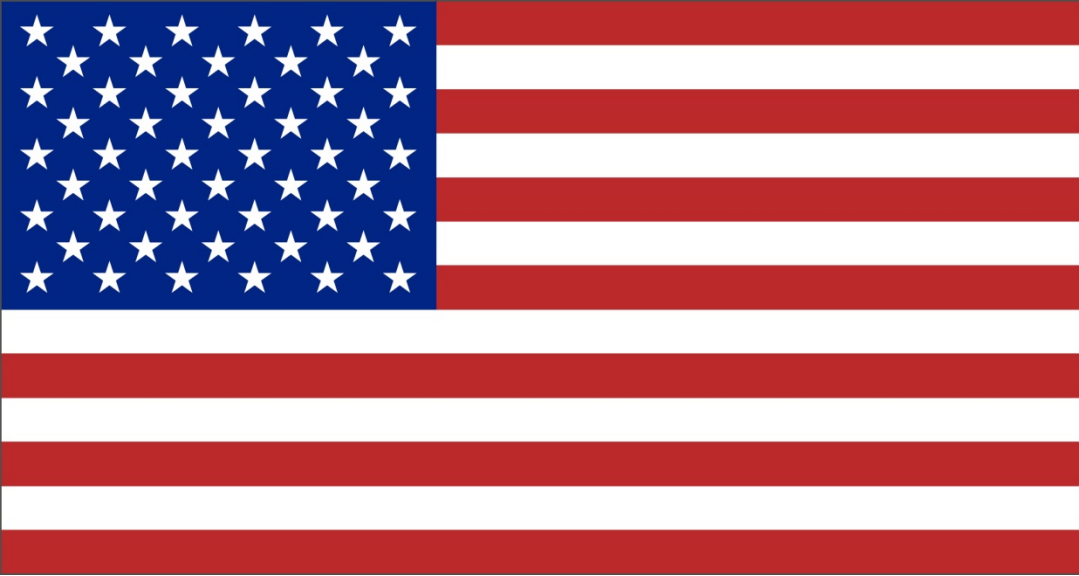
Ban the User

- Use this as a last resort and if the trolling exercise becomes very intensive and frequent

U.S.-Middle East Partnership Initiative

MEPI

MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.arabianpeninsula.mepi.state.gov.

"The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State."