

# How to use social media to survive a brand crisis

BRAND CRISIS ARE A MORE COMMON SITUATION FOR COMPANIES SINCE SOCIAL MEDIA GOT TO OUR LIVES. SOME COMPANIES THINK THAT SOCIAL MEDIA CREATE BRAND CRISIS, BUT FROM MY POINT OF VIEW IS NOT TRUE.



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**W**hat is happening is the user has the power of knowledge and the power of spreading information fast and easily using social networks, so companies which are not transparent with users, will suffer the cost of a Brand Crisis in the present and in the future.

But sometimes the crisis are not based in real information because a lot of fake news can appear on the Internet. At this point the Company has to prevent this situation and manage it using social listening tools to prevent and minimize the impact of misinformation.

Pay attention to this figures from a research study made by Freshfields Bruckhaus Deringer: “28% of crisis

spread internationally within 1 hour, and on average it takes 21 hours before companies are able to issue meaningful external communications to defend themselves”.

We have two sides of the same coin, on the one hand we have the danger that users on Social Networks could spread a message to create a crisis, but on the other hand companies can listen almost any online conversation to interact in real time for avoiding that a small crisis get huge, and this is just a responsibility of each Company.

Do you remember Volkswagen crisis in 2015? Look at this figures of the increase of tweets in just one week.

Sept 18, 2015



54K Tweets

The Next Week



1.3M Tweets  
(8K/hour)

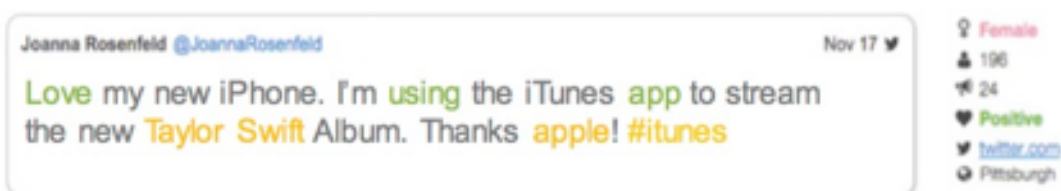


100K/day

So best practices is working on a reputation preservation strategy align with a good social listening tool, who allow companies to know how to interact with users on Social Media in some steps of the crisis in real time saving time, what kind of messages send to them and what would be the best way in each step of the process. Some indicators that you must track are conversation volumen, share

of buzz, sentiment and Brand passion in order to understand consumers, opinions, behaviors and emotions.

If you look at this tweet, you could know the gender, sentiment, location, influence and source, and using IA algorithms understand deeper attributes and contextual information around the conversation.



Another point that we have to focus on are the emojis, cause they are symbols

which could change the whole meaning of a sentence. [B]



### KEY POINTS

To sum up i would like to share with you the keypoint that you have to keep in mind for using social media to survive a Brand Crisis:

- Monitor your Brand and keywords 24/7
- Track conversations that are flaring up
  - Track your competitors
  - Using a social listening tool for alerts in real time
- Build a crisis response plan with roles and tactics.