

The 4 Pillars of Crisis Management (Infographic)



THE 4 PILLARS OF Crisis Management

Websites, blogs, and social media have afforded brands and individuals many opportunities to be authentic, transparent, and easily accessible to their audience. However, all of these powerful avenues have also created spaces for negative narratives to spin out of control quickly. Learn how to proactively mitigate damage with crisis management.

MONITOR



Google image search

Social media sites assume no responsibility if unsavory images are shared and spread.



Online review sites

(Google, Yelp, Angie's List, Trip Advisor, etc.)

Be aware of niche review sites that can make or break your brand.



Social Media Channels

Social media sites typically do not police the content that's shared.



Your own website

Stay on top of any user generated content on your site.

DID YOU KNOW?

59%



59% of businesses have experienced a crisis, but only 54% of businesses have a plan in place to deal with them

22%



Research suggests that businesses are at risk of losing 22% of their business when potential customers find *just one* negative article on the first page of their search results.

BE PROACTIVE



Have a team of rep management experts

Make sure they offer 24/7 monitoring.



Build your digital footprint

Establish a consistent publishing schedule.



Optimize and verify your online properties

This ensures your plan's success.



Develop step-by-step action plans

Cover every possible scenario.

TAKE ACTION



Be patient and responsive

Don't make too many statements.



Communicate with tact

A miscalculated response can make things worse.

REVIEW AND LEARN



Analyze the efficacy of your plan

Ask yourself if you were you in control.



Focus on recovering public opinion

Shift the digital conversation to positive news, missions and offerings from your brand.

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