crisis management

PROTECT YOUR BRAND'S REPUTATION IN TIMES OF CRISIS.

If you had a data breach, how would your brand respond? Would your team be able to ramp up quickly or would they be scrambling? How would they be able to manage the chaos and represent your brand well when time is at a premium?

If your people, processes and technology aren't centralized and aligned, your brand is at increased risk. This lack of preparation relinquishes your control and ability to protect your brand. Don't be a victim of the viral web.

Take the driver's seat when managing crises. You need a centralized, strategic line of attack to leverage social media as a powerful opportunity—instead of a reactive threat—to protect your brand reputation.

You're ready to protect your brand when you have:

prevention

- ☐ A comprehensive security analysis
- ☐ Quarterly security audits
- ☐ SAML integration
- ☐ Two-factor authentication
- ☐ Source IP monitoring
- ☐ Key management system
- ☐ Encryption of specific application data and specific custom fields

mitigation

- ☐ Designated people to respond on behalf of your brand
- ☐ Guardrails to prevent the wrong people from responding on behalf of your brand
- ☐ Updated breakdown of global regulations affecting your brand

- [ ] Mapped regulations and associated processes as rules to ensure compliance

- [ ] Integrated crisis communications plan that includes traditional and social guidelines

- [ ] Critical social escalation workflows identified and configured in technology

- [ ] Specific approval processes and notifications to ensure on-brand messages

- [ ] Approval paths and restrictions programmed to automatically trigger during crisis

- [ ] Updated lists of known brand advocates and detractors

- [ ] Historic visibility into previous cases, scenarios or groups of known detractors

- [ ] The ability to automatically kill planned organic and paid ads simultaneously

- [ ] Proactive notifications and alerts for spikes in volume or known crisis keywords

- [ ] Monitoring of all social channels to detect a crisis before it goes viral

- [ ] Crisis-tracking dashboards to quickly identify and analyze key components of a crisis: the conversation velocity, geographic areas, channels, and people involved

- [ ] Early identification and visualization of potential threats to proactively align teams

- [ ] Pre-approved message and response templates to cut down response times

- [ ] Supportive content to target and promote branded messages during a crisis

- [ ] Engaged advocates to rally and share branded messages

- [ ] A dedicated team to monitor, respond and report during the chaos of a crisis

- [ ] A dedicated team of product experts to optimize your playbook, technology and training programs

business process

- [ ] A defined crisis definition aligned with monitoring and reporting efforts

- [ ] Defined crisis KPIs and metrics that most impact brand reputation

- [ ] Reporting and SLA dashboards programmed to reflect your crisis KPIs

- [ ] The data to continuously improve business intelligence and optimize your social crisis playbook

- [ ] Training workshops covering social crisis playbook and optimized response plans

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