

Social Media Crisis Communications: Preparing For, Preventing, And Surviving A Public Relations #fail - Ann Marie Van Den Hurk

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Plan, Prepare, React, and Get Ahead Of Any Crisis In Real Time! Your business or organization will face a crisis. Thats a fact. Heres another: Thanks to social media, crises happen more often and accelerate out of control faster much faster. Sowhats your crisis communications plan? Dont have one? Lets fix that. Now. This book gives you a crisis communications blueprint thats fast, flexible, realistic, complete, and doable. Youll learn how to successfully defend yourself using the same social tools others are using against you. Youll see what works (and doesnt). Youll learn from folks whove been there and lived to talk about it: leaders whove been forced to execute their own crisis plans in the most brutally tough situations. When that crisis comes, youll own this book. Youll be ready. Youll survive. You will win. Understand the radically new dynamics of todays crises Anticipate what might happen, so you can get ahead of any crisis Establish crisis response roles, teams, and notification/activation processes Use free and low-cost services to monitor online chatter for signs of trouble Respond in real time, before your crisis escalates Calibrate your response to the realities of whats happening Effectively integrate social media best practices throughout your response Avoid the disastrous mistakes panicked organizations often make Regain control of your organizations identity across the web Author: Van Den Hurk, Ann Marie Publisher: QUE Illustration: N Language: ENG Title: Social Media Crisis Communications: Preparing For, Preventing, and Surviving a Public Relations #Fail Pages: 00160 (Encrypted EPUB) / 00161 (Encrypted PDF) On Sale: 2013-04-30 SKU-13/ISBN: 9780133353914 Category: Business & Economics : Business Communication - General

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