Social Media Crisis Management Strategy

1. Purpose

This document outlines our strategy and protocols for managing and responding to potential social media crises to protect our brand reputation and maintain trust with our online community.

2. Crisis Definition

A social media crisis is any online activity or conversation that threatens the integrity, reputation, or normal business operations of the organization.

3. Crisis Team & Roles

Role	Name/Contact	Responsibility
Team Lead	Jane Doe / jane@email.com	Decision making, coordination
Social Media Manager	John Smith / john@email.com	Monitoring, publishing responses
PR Contact	Alex Lee / alex@email.com	Press communications
Legal Advisor	Sara Kim / sara@email.com	Legal assessment

4. Crisis Identification

- Unusual spikes in negative mentions or comments
- Viral content with false/misleading claims
- Threats to brand safety or customer data

5. Assessment & Escalation

1. Verify accuracy and impact of the issue
2. Assign severity level (Low, Medium, High)
3. Notify Crisis Team and stakeholders

6. Response Guidelines

1. Acknowledge issue within 1 hour
2. Communicate facts only; don't speculate
3. Prepare and approve key messages
4. Monitor ongoing conversations

7. Post-Crisis Review

- Summarize resolution steps taken
- Analyze outcomes and public feedback
- Update policies and protocols as needed

8. Contact Sheet

Team Member	Email	Phone
Jane Doe	jane@email.com	555-123-4567
John Smith	john@email.com	555-987-6543

9. Revision History

Date	Version	Changes
2024-06-01	1.0	Initial document