**Strategy for Social Media Crisis for “ “**

Date Created:

Date last updated:

**Facebook-Who has Access?**

* Name:
* Role in Organization:
* Facebook Access: Admin Editor Moderator Advertiser Analyst
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Facebook Access: Admin Editor Moderator Advertiser Analyst
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Facebook Access: Admin Editor Moderator Advertiser Analyst
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Twitter-Who has Access?**

* Name:
* Role in Organization:
* Team Member: Yes No
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Team Member: Yes No
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Pinterest-Who has Access?**

* Name:
* Role in Organization:
* Access to shared boards: Yes No Yes, which specific ones:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Access to shared boards: Yes No Yes, which specific ones:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Youtube-Who has Access?**

* Name:
* Role in Organization:
* Youtube Access: Primary Owner Owner Manager Communications Manager
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Youtube Access: Primary Owner Owner Manager Communications Manager
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Instagram-Who has Access?**

* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Google My Business-Who has Access?**

* Name:
* Role in Organization:
* GMB Access: Primary Owner Owner Manager Site Manager
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* GMB Access: Primary Owner Owner Manager Site Manager
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Yelp-Who has Access?**

* Name:
* Role in Organization:
* Full Access: Yes No
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Full Access: Yes No
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Other Social Media Channels-Who has Access? For Lodging Add Tripadvisor and OTAs, for other hospitality, any other specific platforms that take reviews.***Cut and paste and put the level of access in if applicable:*

* Name:
* Role in Organization:
* Full Access: Yes No
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**What channels and programs are being used to monitor company reputation online?** (Be specific) include costs if applicable.

**How often are those channels be checked?**

**Who is responsible for company online monitoring?**

* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**Define what a crisis is**

**Single Event VS Massive Online Meltdown: (Define)**

**Single Event (i.e. a comment) VS Single Event that Snowballs (i.e. it keeps getting larger): (Define)**

**What constitutes an online crisis to your company (be specific if possible)?**

**What are some of the repercussions your company can face in the event of an online crisis?**

**Who will be the point person in responding to online crisis events? *(Add contact information here)***

**Who is a secondary person (in the event the first is not available or additional help is needed)? *(Add contact information here)***

**Who needs to be informed of an online crisis? *(Add contact information here) Add secondary people who can make recommendations and directions in the event the key people are not available.***

**And what are the steps and procedures point people need to follow in order to inform the above?**

**Who should an employee or company contact get in touch within the event something is seen online that the company needs to address? *(Add contact information here)***

**What steps should a point person take immediately if they are unable to get a response from a key person in charge of decisions?**

*Examples: Unpublish the Facebook Business Page, Deactivate Twitter account (you have 30 days to recover it), Instagram: temporarily deactivate account, Pinterest: temporarily deactivate account, Youtube: turn off commenting, etc. (major crisis)*

*Or*

*Delete posts, pins, boards, videos etc. (minor issue)*

*++Keep in mind people screenshot, so just deleting something doesn’t necessarily mean the problem will go away if someone saw it and took a screenshot or more it can resurface.*

**Who is responsible for company online monitoring?**

* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:
* Name:
* Role in Organization:
* Email address:
* Alternative Email Address:
* Phone Number:
* Cell Number:

**What are the goals you want accomplished?**

*Examples: minimize publicity etc.*

*Damage control doesn’t happen overnight, it takes time and attention to it.*

**Who can your company reach out to to minimize impact and even out bad reviews or other bad publicity?**

*Examples: employees, past customers, business supporters, press.*

*If you have press contacts, who are they and how can a company contact them?*

**What message in a crisis do you want to be conveying?**

**What can you put out there to promote and reinforce your brand’s core message?**

**What are your company’s values?**

**What is your company’s value proposition to your customer base?**

**In the event of an online crisis, what guidelines for each platform should your point people be following?**

*For example: Facebook-delete post or respond (outline a standard response)*

*Yelp reviews- respond (outline a standard response)*

*Google My Business reviews- respond (outline a standard response)*

**What follow-up and addition steps can be taken to mitigate an online crisis?**

*Press Releases-Who will write, who will have input*

*Website Statement-Who will write, who will have input*

*Social Media Statement-Who will write, who will have input*

**Response templates for reviews**: Customize to suit the platform, a Facebook response may not be worded quite the same way as you would word a Google My Business review or post:

Facebook:

Instagram:

Twitter: (keep in mind the 280 character count)

Google:

Yelp:

Other channels:

-Write up an initial response for each, a brief response acknowledging and the situation. This needs to go out as soon as there is a problem.

-Write up follow up responses, there will be two main types, responses to worried concerned people and responses to very unhappy/mad people.

-Create responses for key people as well. A moderator may be posting on behalf of the company owner or manager but it needs to be labeled as a response from that source.

**What are some questions that might be asked by people in the event of an online crisis?** Write some template responses in how to address these common questions.

**What follow-up will you do online and off in the event of an online crisis and for how long?**

**If a crisis, even a minor one occurs, note what were the results of this, what could you have done differently? What did not go as planned? Did the process for addressing a problem go well? If not what could be tweaked to make it better if something happens in the future?**

**Reputation Management Checklist for Platforms**

**Google My Business/Google Maps**= Checked Listing
Yes       No
No: Check

Claimed Ownership of listing
Yes       No
No; Claim

Verified Listing Information is Correct
Yes       No
No: Fix

Signed Up for Email Alerts of Reviews
Yes       No
No: Sign Up

**Yelp** = Checked Yelp Listing
Yes       No
No: Check

Claimed Ownership of listing
Yes       No
No; Claim

Verified Listing Information is Correct
Yes       No
No: Fix

Signed Up for Email Alerts of Reviews
Yes       No
No: Sign Up

**Checked Bing Local Listing**   <http://www.bing.com/businessportal>
Yes       No
No: Check

Claimed Ownership of listing   Yes    No
Yes       No
No; Claim

Verified Listing Information is Correct
Yes       No
No: Fix

Signed Up for Email Alerts of Reviews
Yes       No
No: Sign Up

**Checked Yahoo Local Listing/Yext**
Yes       No
No: Check

Claimed Ownership of listing
Yes       No
No; Claim

Verified Listing Information is Correct
Yes       No
No: Fix

Signed Up for Email Alerts of Reviews
Yes       No
No: Sign Up

++Note about Yahoo listings, the site signup is confusing, this article may help <https://localmarketinginstitute.com/yahoo-free-business-listing/>

Optional Merchant Circle, Manta, Other directories

**Other services and monitoring:**

Check to see if your business name is taken on social networks:

<http://namechk.com/>

<http://knowem.com/>

-Don’t sign up for the service, just use it check (and be cognizant of the fact that they don’t seem to be right 100% of the time)

**Free Reputation alerts:**

<http://google.com/alerts> (put in quotes for better return results)

Real time search (twitter) <https://twitter.com/search-advanced>

**Paid:**

* <https://mention.com/en/>
* <https://sproutsocial.com/plans-and-pricing/>