



# MANAGING SOCIAL MEDIA CRISIS [MASTERCLASS]

RESPONDING TO A SOCIAL MEDIA CRISIS

INTERACTING WITH SOCIAL MEDIA IN TIMES OF A CRISIS

CRAFTING YOUR SOCIAL MEDIA RESPONSES

## OVERVIEW

Today, no brand is immune to a social media crisis. Whether you're a small company or a giant like Amazon, the way you handle a crisis on social media matters. The biggest mistake you can make during a crisis is to SHUT DOWN and DO NOTHING.

When your social media is hit hard by negative comments, complaints, or escalating issues - you want to make sure you are prepared.

Explore how to recognize the signs of a social media crisis, embrace it, discover how and why to engage others in a process. Learn the best strategies for responding to a crisis on social media and mitigate it with the best possible outcomes.



Learn and practice how to draft social media responses.

Understand and practice how to draft and deliver social media responses that are consistent, credible, and timely.



Learn best practices from social media crises around the world.

Learn from the social media crises' experiences of world-leading brands and create your own social media response plan so you can be ready to protect your brand and reputation.



Understand the fundamentals of Netiquette and social media 'protocol'.



Build your social media response plan and prepare to take on the next social media crisis.



- Online live sessions
- Face - to - face



- Business leaders
- Business owners
- Entrepreneurs



- 120 min

## THE TRAINER



**NATASHA Konstantinova** is a towering figure in the world of corporate communications, media, crisis management, and global reputation science. What sets Natasha apart is her remarkable poise, level-headedness, and leadership qualities that allow her creativity to shine through when things get tough. And she is the one who always challenges the norm and demonstrates the courage to go above and beyond.

Natasha is a true leader with a big heart and a unique approach for every person that life connects her with. She projects the kind of class and confidence that her colleagues and clients tap for their businesses.

Fortune 500 companies, global institutions, foundations, and diverse industries across different continents are part of her work experience. She invests herself, body and soul, into her work, and she has your back when things take an unexpected turn.

## MODULES

### MANAGING SOCIAL MEDIA CRISIS FUNDAMENTALS

#### 1. Social Media Crisis response: good to know

- Learn how to respond to a social media crisis through learnings and mistakes of global brands

#### 2. Social Media Crisis response: must know

- Signs of a social media crisis
- The timeframe of your response
- Actions to take
- Communication during a social media crisis: WHAT, HOW, WHEN
- Netiquette of social media
- Re-assessing the crisis
- Analyze, learn and de-brief
- A social crisis response plan