

10 Steps to Get a Social Media Crisis Under Control



No brand wants to find themselves in a crisis, but all of us need to be prepared for it. The better planned you are, the more easily you can manage the situation and come out better on the other side. Here's what you need to do.

Determine whether or not it's a real crisis

There's a difference between a sticky situation and something that can have lasting impact on your brand.

Pause your scheduled social posts

You don't want campaign content and fun posts for engagement going live right now.

Publicly acknowledge what's going on

Own up to the situation and offer an apology as soon as possible, even if you don't have answers or solutions yet.

Create an action plan

Use your crisis communications guidelines and processes to create a plan catered for this scenario.

Inform your team

Let the company know what's going on, laying out details and what your next steps are.

Work quickly but thoroughly

You want to end this crisis as soon as possible, but need to avoid any slip-ups or mistakes that could make it worse.

Give your audience frequent updates

Even if you don't have a lot to report, stay in touch through public updates if the crisis takes time to resolve.

Individually reply to concerned audience members

Send customized responses to as many mentions as possible. Prioritize those with the strongest or most emotional opinions, as they'll be important to placate.

Post a long-form response on your website

Send customized responses to as many mentions as possible. Prioritize those with the strongest or most emotional opinions, as they'll be important to placate.

Let the dust settle

Deliver on your promises and action plan, and tread carefully for a few weeks.