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Case Study Letter Assignment 2

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Advanced Professional Communication

23/09/2023

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2023/09/23

Mr. John Dunn,

Senior Manager,

InterActiveCorp,

555 West 18th Street New York, NY.

Subject: Analysis and Recommendations for Addressing Recent Media Crisis

Dear Mr. Dunn,

I would like to convey my heartfelt appreciation for entrusting me with the duty of investigating Justine Sacco's latest tweet and its implications for InterActiveCorp. I recognize the importance of the situation and its influence on the company's reputation. My goal is to give you a detailed analysis, recommendations, and ideas to help you navigate this challenging time and I appreciate your willingness to seek an independent perspective.

In general, the incident focuses on a tweet sent by Ms. Sacco, the former Senior Director of Corporate Communications at InterActiveCorp. This tweet, which was generally viewed as insulting and racist by a sizable segment of the public, sparked a flood of unfavorable media coverage. The incident has raised questions about the company's credibility and how it handled the situation.

Upon thorough examination, the main issues in this case are numerous. First, Ms. Sacco's tweet has significantly harmed the company's public image. The consequences of her behavior go beyond her own acts and reflect adversely on the firm. Second, the quick spread of information and opinions on social media platforms has compounded the negative impact and making narrative control difficult. Therefore, our primary concern should be how to assist InterActiveCorp in managing and mitigating the effects of this media storm.

To address the immediate fallout from this incident, I recommend IAC should swiftly issue a public statement denouncing the content of the tweet and expressing the company's commitment to diversity, inclusivity, and social responsibility. The company should offer a formal apology to those who were offended by the tweet, and it should be communicated through the company's official social media channels and website. Secondly IAC should conduct an internal inquiry to determine whether the company's social media policy was breached and whether Ms. Sacco's behavior broke any set guidelines. If necessary, appropriate disciplinary action should be taken.

Additionally, for the long-term reputation management of the company, I suggest company should initiate diversity and sensitivity training programs for employees and conducting a thorough review of the company's existing social media policies and guidelines. Apart from that implementing a crisis communication plan to respond effectively to similar incidents in the future would be beneficial.

Beyond the immediate crisis, considering a sustained effort to rebuild the company's reputation it is essential to focus on transparency, empathy, and an unwavering commitment to rectify the situation. I understand the complexity and sensitivity of this situation and I have the confident that with a strategic approach and a clear commitment to rectify the issue, InterActiveCorp can mitigate the damage caused by this incident and regain public trust over time.

Please contact me if you need any further clarification or support in adopting these recommendations and I am committed to assisting the company during this difficult time and look forward to the opportunity to collaborate on a beneficial conclusion.

I appreciate your confidence in my abilities, and I remain at your service.

Sincerely,

Gihan Shamike Liyanage.

Communications Consultant.