





# Crisis Management Dashboard

Brand Reputation Enhancement Analysis across Social Media Platforms

  
**77M**  
Engagement Likes

  
**32M**  
Engagement Shares

  
**2bn**  
User Followers

  
**15M**  
Engagement Comments

## ⚠ Critical Crisis Metrics

  
**190**  
Avg. Response Time (Days)

  
**13K**  
Total Negative Mentions

  
**50.91%**  
Product Recall Rate

  
**47.59%**  
Crisis Resolution Rate

## 📊 Sentiment Distribution



● Positive  
**17.71%**

● Neutral  
**42.58%**

● Negative  
**39.71%**

⚠ Critical Alert: Response Time  
190-day average response time significantly exceeds industry standard of 3-5 days

77M

Engagement Likes

↑ 12.4%

32M

Engagement Shares

↑ 8.7%

2bn

User Followers

↑ 5.3%

15M

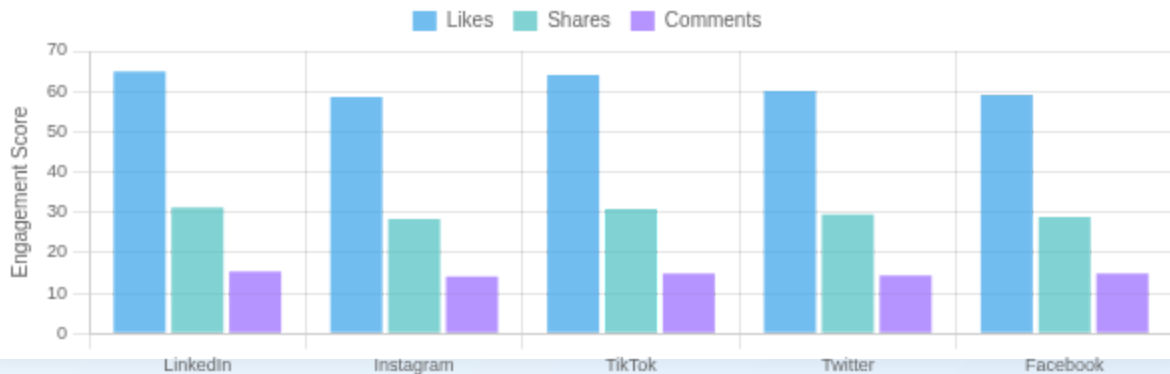
Engagement Comments

↓ 3.2%

### Key Insights:

- High engagement metrics contradict 39.71% negative sentiment, indicating potential brand reputation issues
- 190-day average response time correlates with increasing negative mentions on Instagram (2.9K) and LinkedIn (2.9K)
- Top influencers show strong platform-specific performance that can be leveraged for crisis management

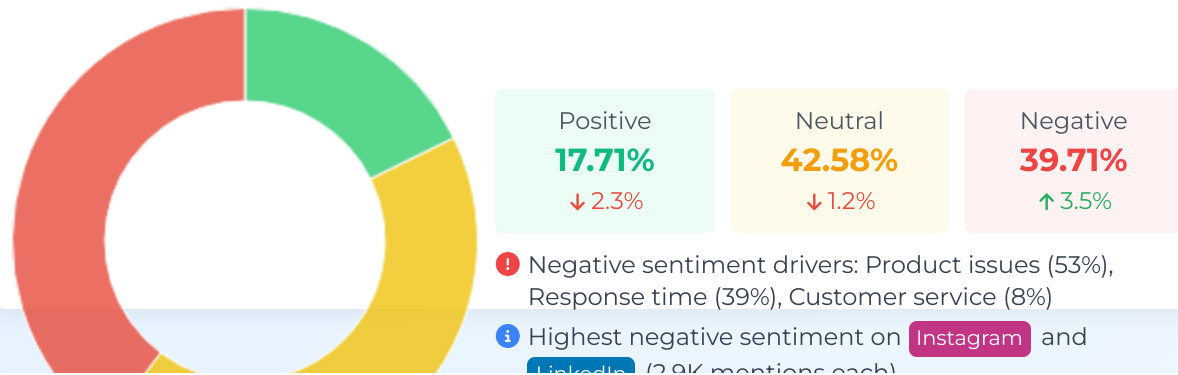
### Engagement by Platform



### Top 5 Customer Influencers & Platform Performance

Influencer	FB	IG	LinkedIn	TikTok	Twitter	Total
Robert Jones	65.32	69.69	65.83	65.99	68.57	67.14
Nancy Meyer	41.06	46.24	77.50	49.71	66.45	64.99
Tracy Lewis	46.15	74.46	62.47	63.72	72.79	64.57
Dakota Bowen	46.39	57.52	59.19	76.39	56.58	60.07
Emily White	55.21	58.88	65.87	68.87	68.88	65.51

### Brand Sentiment Distribution



Platform	Image	Link	Story	Text	Video	Total
LinkedIn	1342	1436	1126	1343	1246	6493
Instagram	1332	1152	1462	1314	1229	6489
TikTok	1171	1501	1341	1166	1308	6487
Facebook	1395	851	997	1246	1135	5624
Twitter	1105	1100	1050	1100	1100	5455

### Strategic Recommendations

#### ★ Influencer Strategy

Partner with **Robert Jones** for LinkedIn crisis response and

#### 📈 Content Focus

Increase **story content on Instagram** (highest performing) and

#### ⚠ Risk Mitigation

Critical: Reduce response time from **190 days to under 5 days**

# Crisis Management Metrics

190

Avg. Response Time (Days)

13K

Total Negative Mentions

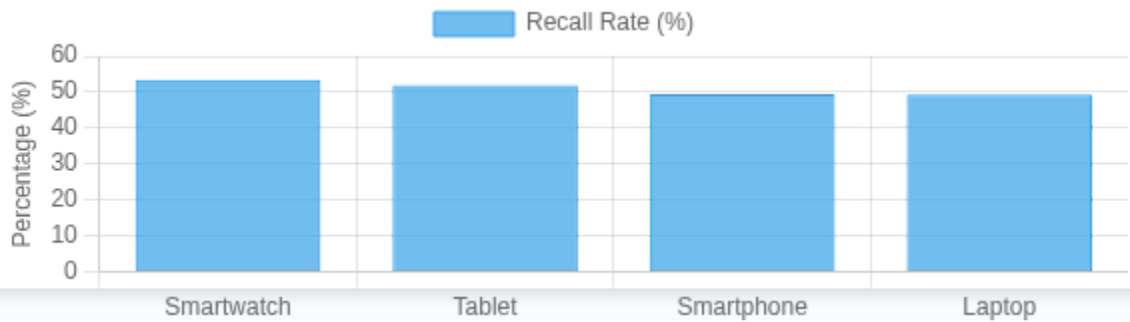
50.91%

Product Recall Rate

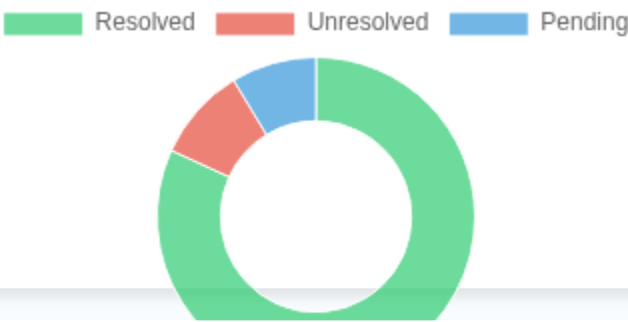
47.59%

Crisis Resolution Rate

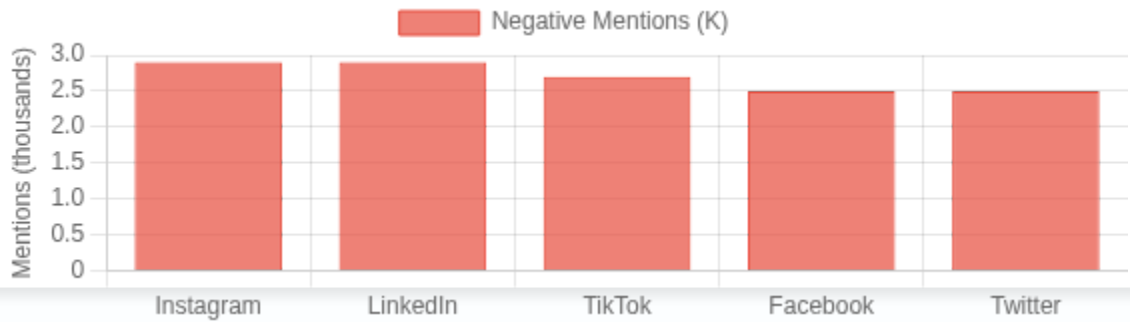
Product Recall Rate by Type



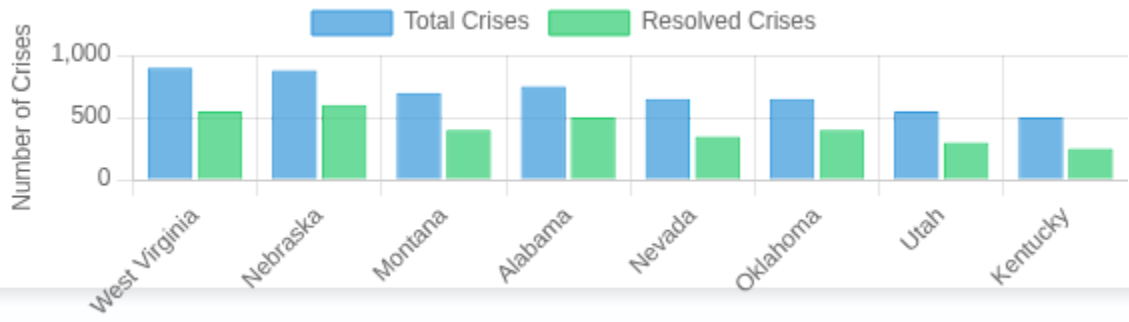
Resolution Rate Categories



Negative Mentions by Platform



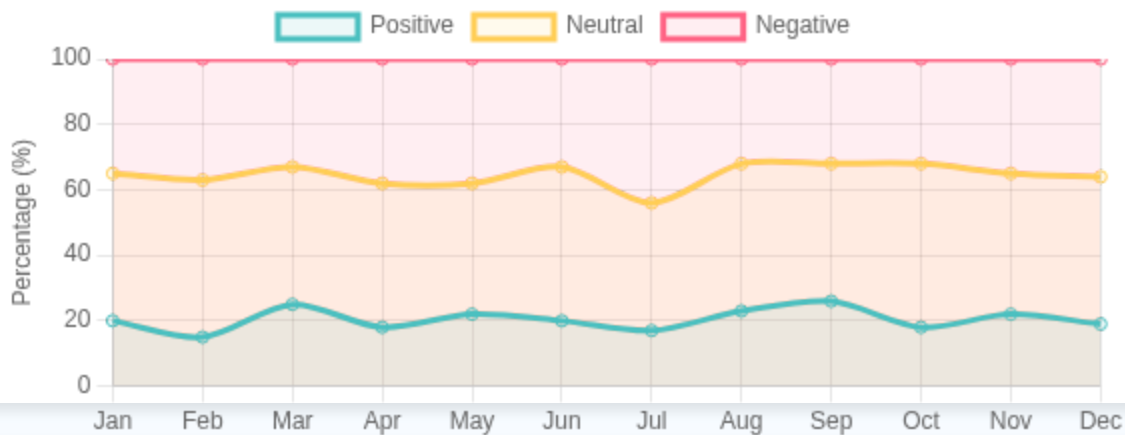
Crisis Resolution by Region



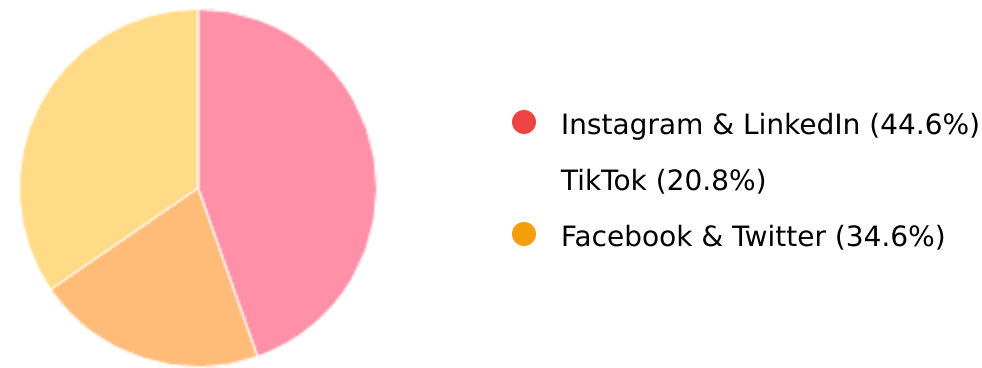
 **Critical Alert:** Response Time Requires Immediate Attention  
Average response time of 190 days significantly exceeds industry standard of 3-5 days, potentially increasing reputational damage.

# Customer Influence & Sentiment Analysis

## Brand Sentiment Trends (2023)



## Negative Mentions Distribution



## Key Influencer Insights

- Robert Jones (67.14):** Highest overall influence score with balanced engagement across all platforms
- Nancy Meyer (64.99):** Strong LinkedIn presence (77.50) indicates professional audience reach
- Tracy Lewis (64.57):** Excels on Instagram (74.46) and Twitter (72.79) for consumer engagement
- Danielle Ford (60.21):** Dominates TikTok (90.87) for youth market penetration

## Sentiment Improvement Strategy

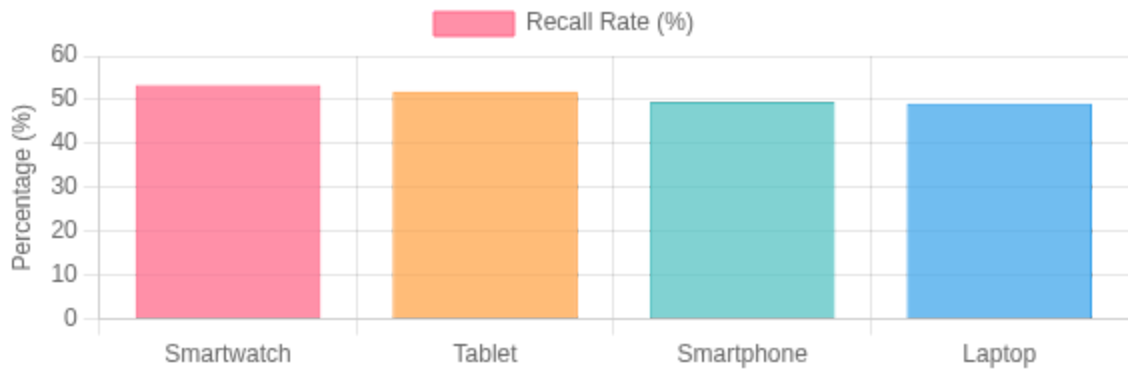
- Critical Issue:** High negative sentiment (39.71%) and slow response time (190 days)
- Target:** Reduce negative mentions on Instagram & LinkedIn by 20% within 90 days
- Action:** Implement 24-hour response protocol and leverage top influencers for crisis management

## Recommendations

- Reduce response time from 190 days to under 5 days to minimize negative impact
- Partner with top 5 influencers to address product issues and improve brand perception
- Focus on Instagram & LinkedIn for immediate sentiment improvement initiatives

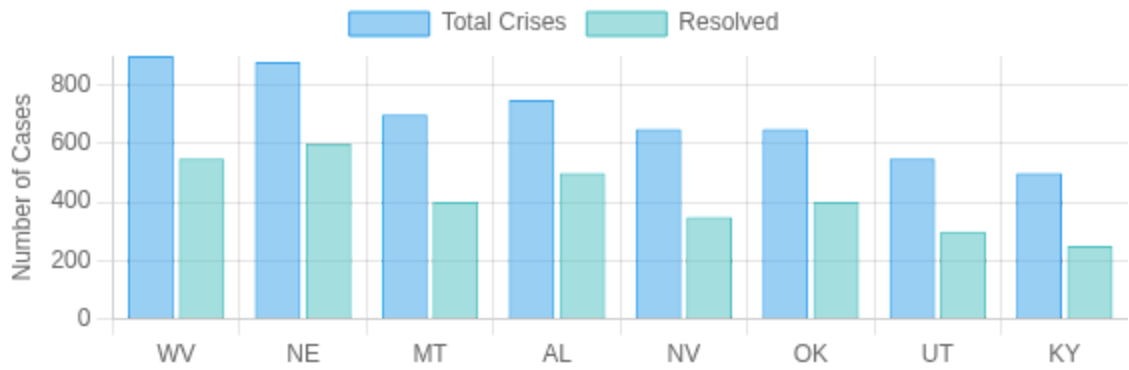
# Product Recall & Crisis Resolution

## Product Recall Rates by Category



**Alert:** All product categories exceed industry average recall rate of 30%.

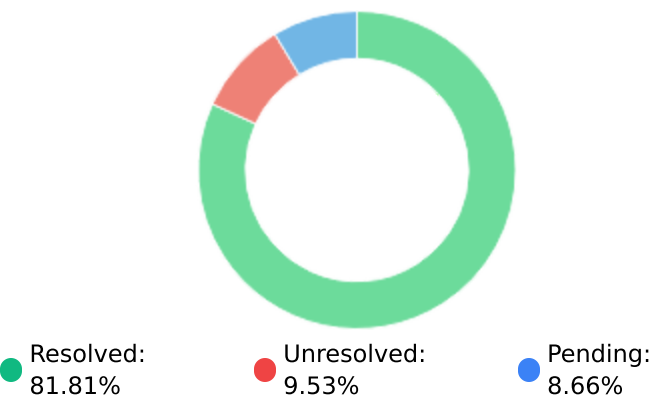
## Crisis Resolution by Region



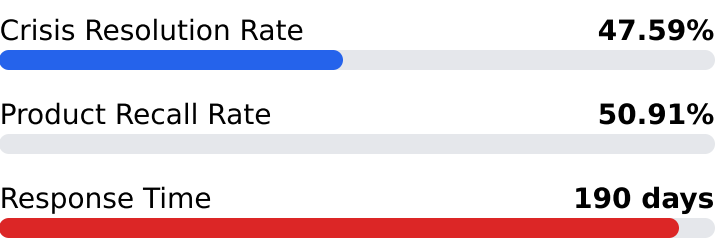
Highest Volume: West Virginia

Best Resolution: Nebraska (68%)

## Resolution Status



## Key Recovery Metrics



## Action Plan

- ✓ Implement immediate QA review for smartwatch product line (53.44% recall)
- ✓ Establish 24-hour response team for West Virginia region
- ✓ Reduce average response time from 190 days to under 7 days

## Strategic Improvements for Crisis Management

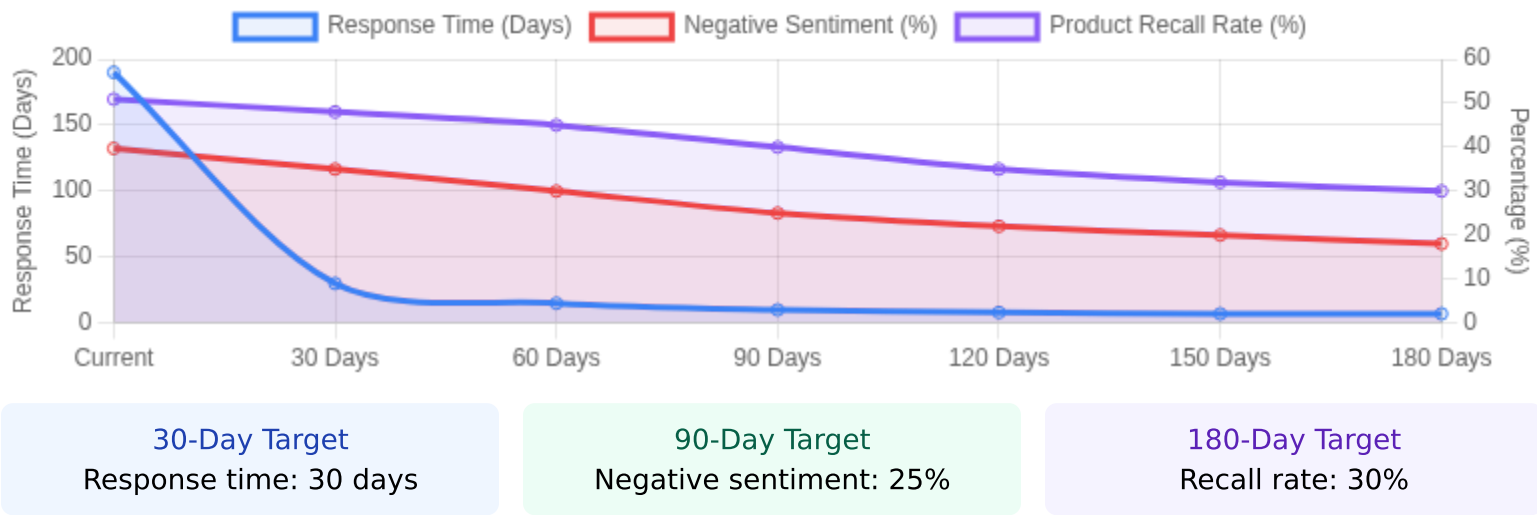
- 📅 Implement 48-hour initial response protocol for all customer complaints
- ⚙️ Establish pre-release quality control team focused on wearable technology
- 📍 Replicate Nebraska's crisis management model in other high-crisis regions

# Recommendations & Action Plan

## Critical Issues

- 1 190 days average response time (Industry avg: 7 days)
- 2 50.91% product recall rate across all devices
- 3 39.71% negative sentiment (13K mentions)
- 4 Instagram & LinkedIn account for 44.6% of negative mentions

## Expected Improvement Timeline



## Strategic Action Plan

### Immediate Actions (0-30 days)

- ✓ Implement 24-hour initial response protocol
- ✓ Form dedicated crisis response team for Instagram & LinkedIn
- ✓ Partner with top influencers (Robert Jones & Tracy Lewis) for crisis communication

### Short-term Strategy (30-90 days)

- ✓ Implement Nebraska's crisis management model across all regions
- ✓ Conduct QA audit of smartwatch product line (53.44% recall rate)
- ✓ Launch sentiment recovery campaign with top influencers

### Long-term Transformation (90-180 days)

- ✓ Establish pre-release quality control team focused on wearable tech
- ✓ Implement sentiment monitoring dashboard with real-time alerts
- ✓ Develop crisis prevention framework with predictive analytics

## KEY SUCCESS METRICS

Response Time  
Target: 7 days

Positive Sentiment  
Target: 40%

## INVESTMENT REQUIRED

**\$1.2M**  
Implementation Cost

**\$5.8M**  
Projected ROI