

MINI-GUIDE

# How to Avoid a **Social Media Crisis.**

 **FALCON.IO**





# Social **Listening.**

## **Awareness is the best way to steer clear of trouble**

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What's the best way to protect your brand? Start by listening. Your audience will also be easier to understand when you know what they're saying, and where and when they're saying it.

**A** solid social media listening program will serve as a general barometer for your social media marketing efforts—it can help you see how people feel about your brand, how they talk about it, and how it changes over time. Is there a gap between how people are talking about your brand and how you want them to be discussing it? What can you do about it?

In case a refresher is needed, social media listening (also known as social media monitoring, or just social listening) is simply tracking conversations about a specific word or phrase, the most likely candidate being your brand name.

In theory, something like this could be accomplished manually. However, that would take forever and work poorly. Effective social media monitoring is often done with a tool, one which will pick up on mentions of a keyword or phrase across

a huge variety of channels, including all the major social networks, but also places like forums, blogs and newspaper sites, review sites, and consolidate them into one central place.

Most tools let you look at individual mentions as well as giving you an overview of overall mention totals, mentions by channel, and volume over time.

Often social media monitoring allows you to track the sentiment of those mentions—to see how positive or negative (or neutral) they are. Sophisticated sentiment analysis can understand things like sarcasm in order to give you a clearer picture of how positively people talk about your brand.

Social listening is a critical health check for your brand, something that you should be continuously monitoring, that can help tell you how effective your social media marketing program is. Beyond that, it can surface individual mentions that need to be responded to, and it can be extremely valuable for bringing less-positive information to light before it becomes an issue for your brand. It can help inform major strategic changes for your brand that extend way beyond social.





## Listening **Keys.**

What does solid social media listening look like? Here are some of the ways brands can actively drive value through their social listening.

### In terms of product launches

- Track user sentiment during a pilot period for product launch
- Help spot threats from competitors' products and head them off

### In media buying

- Identify events that align with your target demographic, and increase ad spend around them

### In PR

- Determine customer concerns and tailor PR campaigns based on them
- Diffuse crises before they happen

### In Sales

- Use listening to optimize touchpoints along the sales cycle to increase conversions
- Target customers who are purchase-ready rather than broad blasting
- Ensure sales messages are relevant to the audience that they're being delivered to

### In Content

- Draw inspiration from what people are talking about within your industry
- Source user-generated content related to your brand or industry

### In Community Management

- Find people talking about your brand or product

Social listening for **brand keywords** can give you a clear picture of a large community's opinion, quickly. When Maker's Mark reduced alcohol content, listening let them see how upset their fans were and they **made a change.**



After **3 days**





# Crisis **Management.**

## Don't get caught off guard on social

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Social is a tool for helping you create a positive brand impression; it can also be a method of avoiding a negative one.

**Y**our audience, the people who see or could see content from your brand on social media, is broad.

Some companies see crisis management as more the realm of public relations. But really it's a function of dealing with people. If your job includes dealing with people on social, you should at least know the basics of social crisis management.

When it comes to crises on social, prevention is always better than the cure. Most issues can be defused

before they reach crisis status, if they are dealt with quickly and correctly.

Using a social media crisis spectrum can enable you to distinguish between a contained instance of negative engagement and a full blown crisis. Once this is done you can determine the resources you invest to deal with a situation. A crisis management plan that is implemented closer to the "issue" end of the spectrum will always effect better results than acting closer towards the "crisis" end.

In instances where you find yourself at the further end of the crisis spectrum, damage control and containment is the key objective. Having a plan for responding is the most important thing. That plan should focus on responding to any crisis quickly, being transparent about the issue that's causing the problem, apologizing sincerely if your company screwed up, and doing whatever necessary to right the wrongs in the eyes of the customer.



# What to Do in a **Crisis.**

## Handling a crisis correctly

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A few years ago, FedEx found themselves in the middle of a potential crisis on social media.

A video was posted of a FedEx employee handling a package carelessly. The video quickly went viral, rounding up 4.5 million views within a week of being posted.



### STAGE 1



#### The **Customer**

You must address the issue for the customer affected

FedEx quickly met with the customer and resolved the issue. They were able to make amends with the customer who uploaded the video before he could express any further dissatisfaction to his followers on social. Damage control done.

### STAGE 2



#### Your **Audience**

You must implement an appropriate response plan for your social media presence

FedEx posted a video apology from their Senior VP of Operations, Matthew Thornton III. The apology was candid and straightforward, and made it clear that the company was addressing what happened.

### STAGE 3



#### The **Press**

You must tackle the press issue - turn the crisis story into a story about how great your brand is at apologizing & putting things right

To drive home the point from the video, and give customers and the press another look at the company's response to the issue, FedEx posted a blog article titled "Absolutely, Positively Unacceptable." It reinforced that the company considered the issue serious, and was responding to it.





# Discover How to **Take Back Your Brand** on Social.

The Falcon platform gives you full control over your channels and customer experience. Discover how with a free demo.

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