

How to Survive a Brand Crisis

A Media Point of View

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Mashable

- Grow and Reinforce a Strong Brand Message
- Live in the Same Ecosphere as Your Community
- Create Consistent Messaging and Maintain a Dialogue Across All Channels
- Address Questions Internally
- Learn from Your Mistakes



Mashable

2005
BANCHORY,
SCOTLAND

Mashable is the voice of digital culture.

We tell stories of the [digital revolution](#).



OUR MISSION:

To be the connected generation's source for digital culture, utility, innovation, inspiration and entertainment.

This generation thrives on creation, curation, connection and community.



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Social is in our DNA.



We're a real
chatterbox
on Twitter.

5,200,000

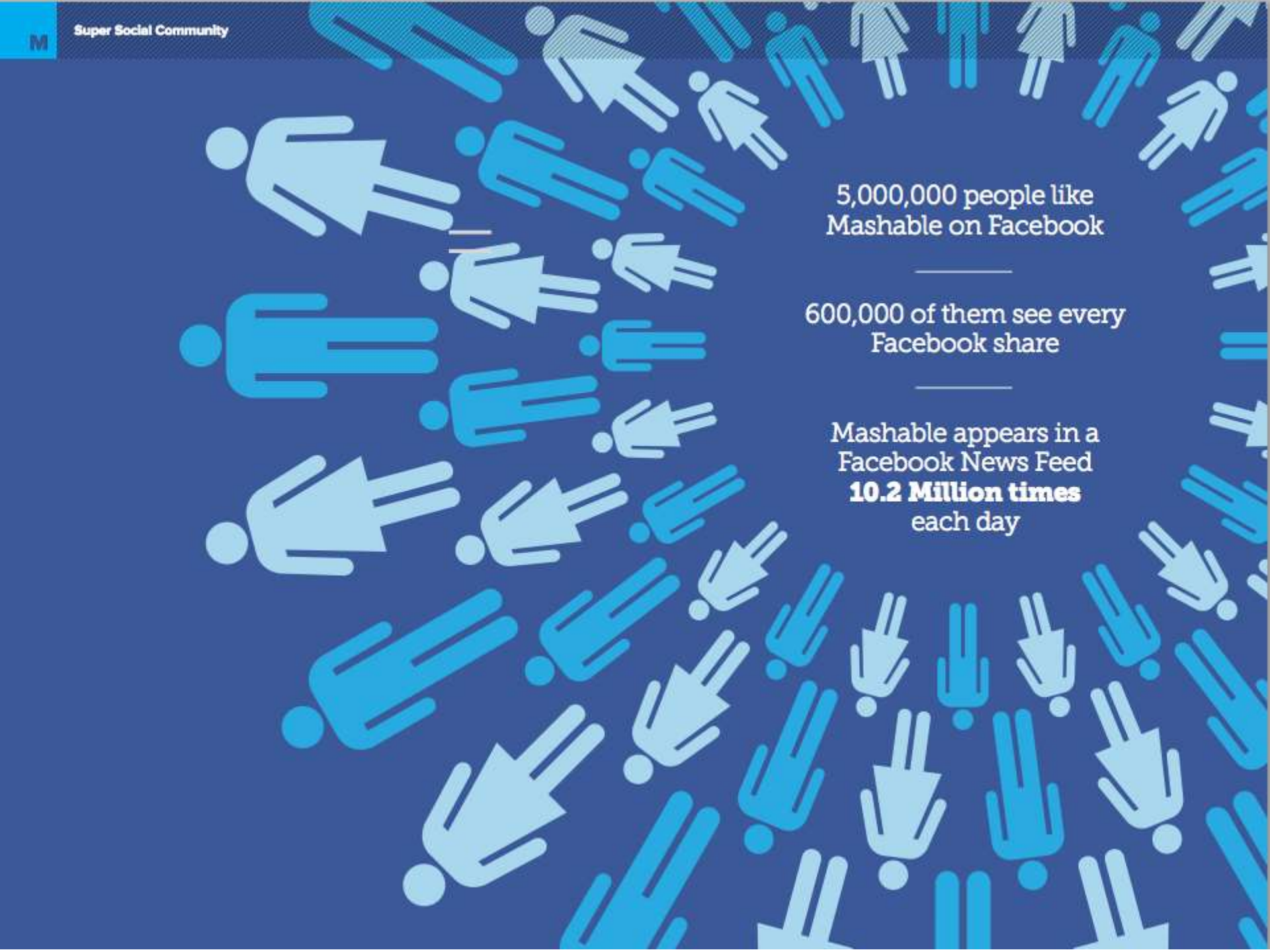
FOLLOWERS

4x

**AVERAGE NETWORK
SIZE FOR EACH FOLLOWER**

5x

**MORE ACTIVE COMMUNITY
ON SOCIAL NETWORKING**



5,000,000 people like
Mashable on Facebook

600,000 of them see every
Facebook share

Mashable appears in a
Facebook News Feed
10.2 Million times
each day



"Must Follow"
on Pinterest

Most
engaged
company page
on LinkedIn



Most engaged
news outlet on
Google+



In the digital age a crisis no longer comes in the form of a call or a letter.



Taco Bell Employee Licks Taco Shells, Causes Social Media Nightmare

<http://buff.ly/16EqSeX> | <http://buff.ly/17jE48w> |



Taco Bell Employee Licks Taco Shells, Causes Social Media Nightmare

Taco Bell has a social media crisis on its hands after a photo surfaced showing an...

MASHABLE.COM

Like · Comment · Share

FedEx employee throwing items in truck





@KennethCole

Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply



In the digital age a crisis no longer comes in the form of a call or a letter.

A crisis now comes in the form of a Tweet, YouTube, Facebook Post or Instagram.

This is where your community lives and where your brand needs to be too!

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Your brand's social networks should be seen as
a place for:

- Questions, problems or general comments
- Company information
- Public statements



Cassidy Quinn @CassidyQuinn

9h

Dear @JetBlue, next time can you fix the plane BEFORE we all get on it? Fingers crossed I don't miss my connecting flight...

Expand



JetBlue Airways @JetBlue

9h

@CassidyQuinn Sorry to hear about your delay. We'll have you on your way soon!

Hide conversation Reply Retweet Favorite

10:15 PM - 25 Nov 12 - Details

Reply to @JetBlue @CassidyQuinn



Cassidy Quinn @CassidyQuinn

4h

@JetBlue thanks for the response! Luckily I made it to my connecting flight! #phew

from Queens, NY



JetBlue Airways @JetBlue

4h

@CassidyQuinn - We're glad to hear it! Thanks for flying with us. Have a great day.

Expand



PayPal
@PayPal



Follow

Rakesh Agrawal is no longer with the company. Treat everyone with respect. No excuses. PayPal has zero tolerance.

Reply Retweet Favorite More

RETWEETS

235

FAVORITES

205



5:16 PM - 3 May 2014

FedEx Responds to Viral Video of Driver Throwing Packages

[Edit story](#)

1.6k
SHARES

 Share on Facebook

 Share on Twitter





WHAT'S THIS?

FedEx Responds



0:00 / 0:32

YouTube

In a crisis remember to:

- Maintain your brand's voice
- Tailor your message to the social network's audience
- Be informative not defensive



Esquire Magazine 

@Esquiremag



Relax, everybody. There was a stupid technical glitch on our "Falling Man" story and it was fixed asap. We're sorry for the confusion.

12:12 PM - 11 Sep 2013

49 RETWEETS 29 FAVORITES



Maintain your message on social networks like you would any public statement: be clear, concise, and accurate.

Everything published from a brand's social network is considered "on the record."



- Grow and Reinforce a Strong Brand and Mission
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During a brand crisis, it is as important to inform your community as it is to inform your employees.

We are in the digital age and as your community sees a PR crisis arise so do your company's employees.

Employees can either be your greatest activists
or your greatest downfall.

The key is communication and preparation:

- Develop a plan
- Control the Message
- Create an open dialogue with the company and communications team for any questions

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PR Crises happen but you can learn from your mistakes:

- Find the problems
- Create the plan
- Alert your team and company
- Be vigilant

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