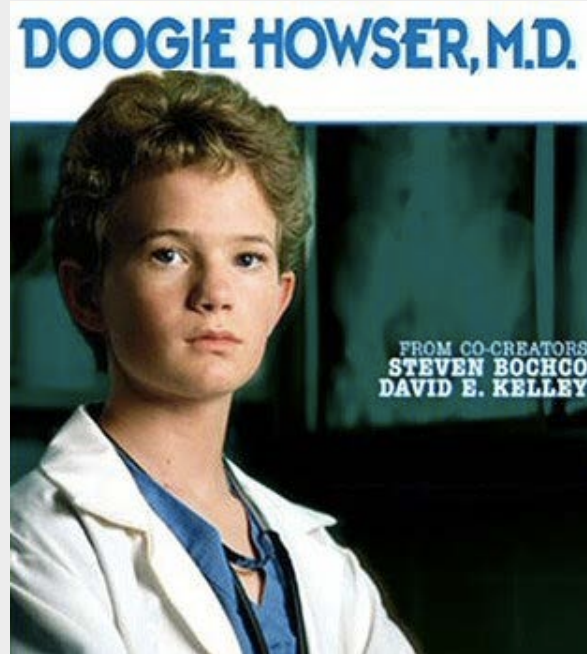


**PICK YOURSELF
UP AND DUST
YOURSELF OFF**



EVERYONE LOVES AN UNDERDOG



WE'RE INCLINED TO FORGIVE



STEPS TO RECLAIMING YOUR REPUTATION



Tap into insights
and interests



Identify important
tools & trends



Leverage
relationships with
credible digital
influencers



Instantly amplify
critical messages



Deliver unique
ownable social
experiences

A stylized pop art illustration of a woman's face. The left side shows her eye and cheek, while the right side shows her profile with red lips. The background is a light blue-green color with white polka dots. The woman has blonde hair and is wearing a yellow top.

01

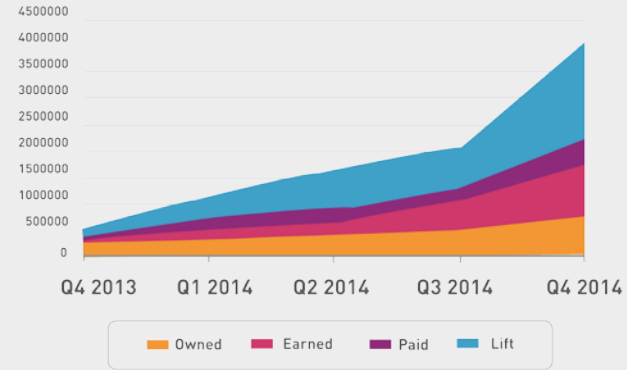
UNDERSTANDING THE DAMAGE



REVIEW AND OPTIMIZE

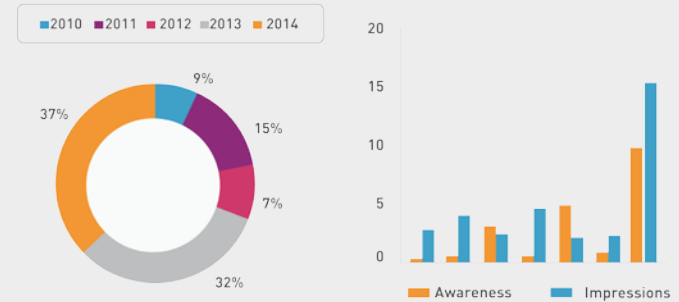
Overall Campaign Reach

Impressions (owned, earned, paid, lift)



Brand Impact

Message Pull-Through & Impact



NO, REALLY...OPTIMIZE



Asiana Airlines
@AsianaAirlines



 Follow

Thank you for your concern and support at this time. We are currently investigating and will update with news as soon as possible.
#SFO

 Reply  Retweet  Favorite ... More



Mark Johnson @markjohnson319 · 6 Jul 2013

Asiana HL7742 @Boeing 777-200ER. Landing LAX in 2012. This was acft involved in crash at SFO. Seen [flic.kr/p/f46Bq8](https://www.flickr.com/photos/f46Bq8/) #avgeek #OZ214

 Flickr

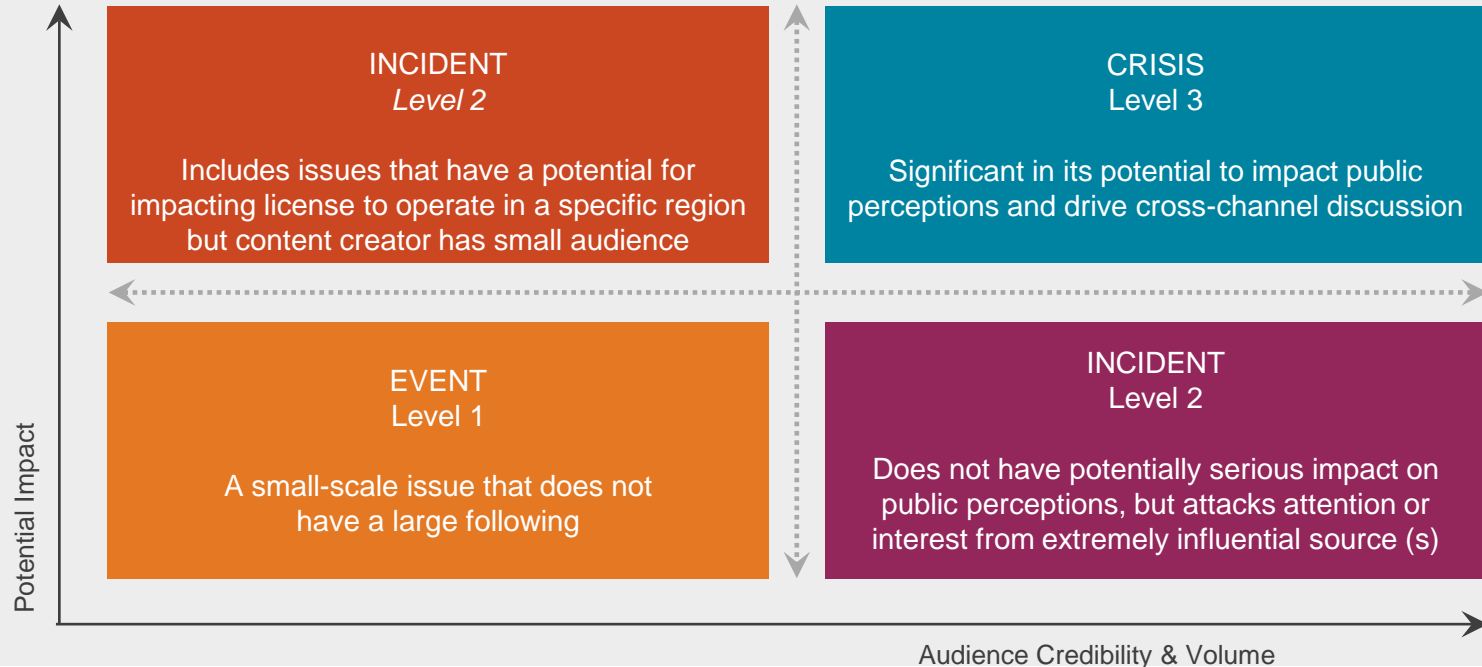


Asiana HL7742

By Mark Johnson @markjohnson319

DECIDE WHETHER IT WAS ACTUALLY A CRISIS

SEVERITY MATRIX




WHICH WOULD YOU CALL A CRISIS?

**American Red Cross**
@RedCross


Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettingslizzerd](#)


HootSuite • 2/15/11 11:24 PM

**DiGiorno Pizza** ✓
@DiGiornoPizza

[#WhyIStayed](#) You had pizza.

9/8/14, 11:11 PM

**Keosha Varela** @K_J_Writes 1h
So many courageous ppl sharing their stories re: [#whyistayed](#) and [#whyileft](#). Domestic violence is often a hidden issue, bring it to light!

**Adrienne Airhart** @craydrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. [#whyistayed](#)

**The Home Depot** ✓
@HomeDepot

Which drummer is not like the others? See more @CollegeGameDay pics at [hdgameday.com](#) [#HDgameday](#) [#football](#)



OVERREACTION?



The Home Depot ✓

@HomeDepot

 Follow

We have zero tolerance for anything so stupid and offensive. Deeply sorry. We terminated agency and individual who posted it.

5:24 PM - 7 Nov 2013

296 RETWEETS 109 FAVORITES



KILLING GOODWILL?



The screenshot displays a vertical list of six tweets from the official Twitter account of The Home Depot (@HomeDepot). Each tweet features the Home Depot logo as a profile picture and a uniform response to a user's complaint. The response text is: "We have zero tolerance for anything so stupid and offensive. Deeply sorry. We terminated agency and individual who posted it." Each tweet includes a "View conversation" link and options to "Reply", "Retweet", "Favorite", and "More". The tweets are timestamped as follows: 18m, 27m, 41m, 41m, 42m, and 47m.

- Tweet 1:** Responds to @Lauzin. 18m old.
- Tweet 2:** Responds to @TahFraze. 27m old.
- Tweet 3:** Responds to @BMW_ImChillin. 41m old.
- Tweet 4:** Responds to @GlobalGrind. 41m old.
- Tweet 5:** Responds to @RayDawnThe86th. 42m old.
- Tweet 6:** Responds to @okayyy_KayKay. 47m old.

WHO DID THE TALKING?

Mashable MUST READS SOCIAL MEDIA ▼ TECH ▼ BUSINESS ▼ ENTERTAINMENT ▼ US & WORLD ▼ WATERCOOLER ▼ MORE ▼

AdChoices ▶ [▶ KitchenAid Mixer](#) [▶ Obama Jokes](#) [▶ KitchenAid Bowl](#) [▶ Obama Twitter](#)

KitchenAid Tweets Joke About Obama's Dead Grandma [UPDATED]



MimiBakerMN
@MimiBakerMN



@KitchenAidUSA Clearly this was a personal tweet sent accidentally by someone from your team. You have a reputable brand & mistakes happen.

↩ Reply ↻ Retweet ★ Favorite



02

MOVING FORWARD

MEET NEW EXPECTATIONS

FOCUS ON EXPERIENCES

Demonstrate real changes that show— rather than tell— of the actions you've taken to address and correct

CREATE A MOMENT

Find a fresh event to generate build brand equity that helps activate new ambassadors

REWARD ALLIES

Look for ways to thank loyalists and those who supported the brand online or off

DIVIDE AND CONQUER

Use the power of social— from dark posts to targeted ads— to segment content and deliver custom messages

OWN YOUR PROFILE



PROVIDE A RELEASE VALVE



The screenshot shows a Facebook post from the official Penn State page. The post text states that while strong feelings are understood, they must follow page policies, and that profanity, spam, and attacks on other posters will be deleted. Below the post, there are 326 likes and 11 shares. A link to 'View previous comments' is shown with a red box highlighting '50 of 801' comments. Two comments are visible: one from Ivan Flores dated November 11 at 11:36pm, and another from Geoff Granados dated November 12 at 12:01am. Both comments are critical of the university's handling of the Sandusky case and its leadership.

Penn State
We understand the strong feelings many people wish to express, and as with all posts, they will stand as long as they follow page policies. We do ask, however, that you remember profanity, spam (repeated postings of the same message) and attacks on other posters will need to be deleted.
Like · Comment · Share · November 10 at 8:09pm · 🌐

👍 326 people like this.


📄 11 shares


💬 View previous comments 50 of 801

Ivan Flores This is a child rape conspiracy in which Joe Paterno had a hand in covering up, McQuery should have beaten Sandusky in that shower and pulled that poor child to safety instead of going home and telling his daddy about what he saw. Franco Harris doesn't know what he's talking about. Integrity thy name is not Joe Paterno. Sean it's obvious all you want to do is defend Paterno, even though he let Sandusky have free reign over the campus with keys in hand while letting this to continue for several years.
November 11 at 11:36pm · Like · 📄 4


Geoff Granados In the words of Joe Paterno, "I wished i would have done more" In time, im sure everyone that was involved will be removed. That would be the only just way to better the university. This is not gonna be a open-closed case. U.S. Board of Education will look deep into it and see that the committee and president did not follow guidelines. To protect the kids, and when something of that nature was to happen, to immediately notify law-enforcement, not your boss.
November 12 at 12:01am · Like · 📄 2


SHOW YOU'VE LISTENED


hmv 
@hmvtweets
The Official hmv Twitter. The music, film, games and tech you love.
#WeAreEntertainment
UK · <http://www.hmv.com>

22,489 TWEETS 981 FOLLOWING 73,083 FOLLOWERS 


Tweets All / No replies

 **hmv** @hmvtweets 15h
One of our departing colleagues was understandably upset. We're still here thou, thx for supporting hmv thro these challenging times
Expand


 **hmv** @hmvtweets 15h
There have been job losses today, but not in our stores. We are still open for business, thx for your continued support #savehmv
Expand

 **hmv** @hmvtweets 15h
Our @hmvtweets picked up a lot of attention today, it's clearly been a tough day for us all at hmv, please stick with us #hmvxfactorfiring
Expand

HAVE A REAL CONVERSATION

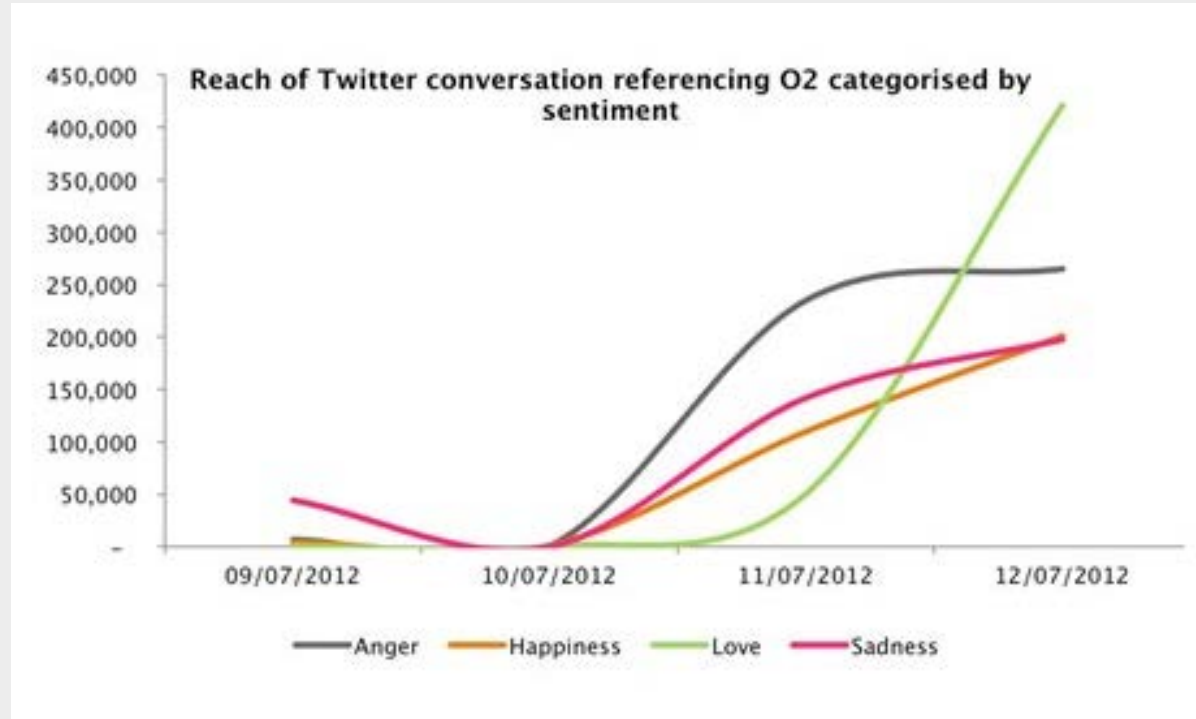
 **24vend Ltd** @24vend_Ltd · 12 Jul 2012
@O2 had to travel to Italy to get signal - desperate times!!!
↩ Reply ↻ Retweet ★ Favorite ... More

 **O2 in the UK** ✓ @O2 
@24vend_Ltd you can come back now.
We're back in business :)
↩ Reply ↻ Retweet ★ Favorite ... More
8:25 AM - 12 Jul 2012

 **Jeb Bearstone** @MrJeb · 12 Jul 2012
@O2 Oi! O2! Because of you I missed a call from my dear old mum. For that I think I owe you a pint. Ta! :)
↩ Reply ↻ Retweet ★ Favorite ... More

 **O2 in the UK** ✓ @O2 
@MrJeb Um... you're welcome, we think. But if your mum asks, we'll totally deny this tweet.
↩ Reply ↻ Retweet ★ Favorite ... More
7:42 AM - 12 Jul 2012

FROM ANGER TO LOVE



INTEGRATION ISN'T JUST FOR MARKETING



PAID

Creates Brand
Awareness



OWNED

Creates Brand
Experience



EARNED

Creates Brand
Conversation



SHARED

Creates Brand
Advocates

SHIFT RESULTS WITH SEARCH



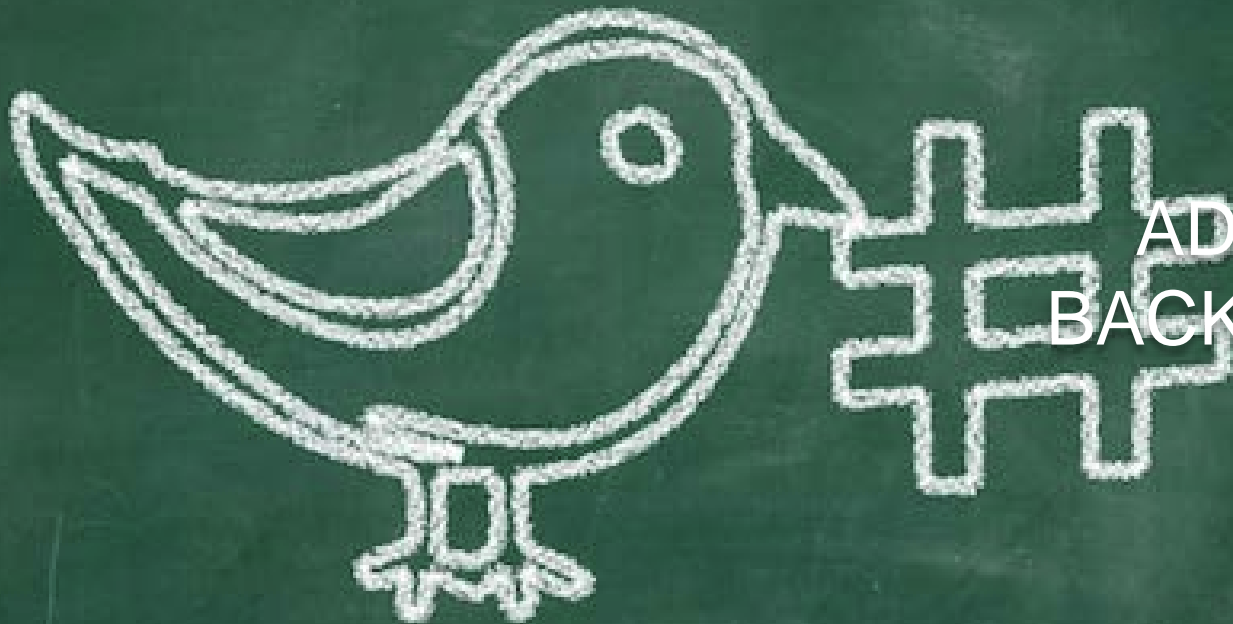
REMEMBER TO SAY THANK YOU



Target offered customers, even ones who weren't compromised, 10% discounts, the weekend after the news came out

03

ADDITIONAL
BACKGROUND



THINGS TO REMEMBER

- + You decide what constitutes a crisis
- + The crisis isn't over if you haven't taken action
- + Social can cause a crisis to spread, but it also makes it easier to move past
- + People love a good comeback story

**PICK YOURSELF
UP AND DUST
YOURSELF OFF**

