

Connectivity and the Role of New Social Media in Crisis Communication

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Abstract:-

Rapid development of social media offers opportunity as well as challenges. Crisis communication is one of the areas strongly influenced by the development of Social Media. So it has drawn growing attention from Crisis Communication researchers. The purpose of this study was to provide an overview of Connectivity and the role of new Social Media in Crisis Communication, to help others understand future research directions in this area. The current study examined the trends and patterns of Social Media in Crisis Communication research published on various websites. More specifically it focused on the trends and characteristics of Crisis types, Social media platform and the role of Social Media. The various public oriented features of Social Media offer a more complex perspective on Crisis Communication. The result indicate an increasing trends of Social Media related Crisis Communication Studies. This study found that the social media can emerge in or amplify the Crisis. This study also found that the researcher in this area mainly examined the effect of Social Media use on Crisis Communication. This study discussed the connection between Social Media and Crisis Communication and also importance of connectivity.

Keywords :- Crisis Communication, Social Media, Connectivity, Management, Organization

Introduction

Over the past decade, social media adoption and engagement have become a part our daily lives with over 2 billion people using social media channel, its impact cannot be overstated. Face book alone has 1.78 billion monthly users; nearly 400 million tweets are dispatched from twitter account everyday . Social media has undoubtedly redefined our communication landscape it has changed the way information is transmitted and consumed.

The rapid development of social media offers opportunities as well as challenges for organization in Crisis . it has become important information source during organizational Crisis and also enabled direct engagement and dialogue with consumers. It has offered unprecedented opportunity to build affinity and relationship on the flip it has made organization more vulnerable to reputation damaging scenario. The nearly 28% of the global population online is overwhelmingly interactive and prone to information sharing consequently, organizational Crisis have the potential to be transmitted around the world in a matter of minute. Social Media can promptly spread negative information and comments about a Crisis.

What is worst, multiple channels with multiple users, means that organization no longer have control over their message they get carried, amplified and often distorted as news travels at lighting speed along consumer networks. Thus organizations need to effectively use social media to handle Crisis and communicate with their publics during and after the Crisis. The words online population is more educated and more vocal than it's offline counterpart. As such, it is highly likely that news of Corporate crisis will first break online. Despite the potency of social media only 30% of organization around the world have an effective Crisis management plan according to Burson Marsteller.

Crisis communication

Crisis communication is defined as the collection of processing and dissemination of information required to address a crisis situation. Crisis communication focus on interrelationship between crisis situations, response strategies and public perceptions.

Social media

Social media is defined as a group of internet based application that build on the ideological and Technical foundation of web 2.0 and that allowed the creation and exchange of user generated content. There are many social media platforms being used by Publics and Organization such as Face book, Twitter, YouTube etc. Social media has some unique characteristics participation, openness, conversation, communities and connectedness. Building upon social networks social media is inherently participatory and interactive. Individual users are connected to their existing networks to form online communities beyond geographical boundaries. Its user generated content allows users to receive information and create content simultaneously. The real time environment also enhance the speed and the scope of information dissemination with these features. Social media has great potential to facilitate crisis communication between organization and public.

Crisis communication and social media

Many organizations are engaging with public on social media like face book, twitter Instagram on LinkedIn. The various public oriented features of a social media offer a more Complex perspective on a crisis communication which emphasizes the interactive communication of a crisis issue between affected organization and stakeholders. During crisis public are more often seeking for credible coverage of a crisis via social media. Bringing new challenge for crisis managers to deal with issue emerging online particular attention is needed regarding how social media is incorporated crisis communication research particularly focusing on the role of social media plays in crisis management , the opportunities and challenges along with it, and its impact on the effectiveness of crisis communication .

Method

Video natural disaster

Samples

The Sample of this study includes research articles on crisis communication and social media published on various website.

Types of crisis:-

Coombs (1998) identified four types of crisis: Accident, natural disaster, product tempering and transgression. Accident refers to an industrial problem caused by technological failures of human errors.

Research method

The method used for this research is content analysis method

Result

Social media has changed absolutely everything and absolute nothing in crisis communication. Social media has been a transformative catalyst in both responding to and managing crisis, creating both considerable challenges and very real opportunities for communicators across all industry sectors.

On the other hand, the proliferation of social platform has enabled those involved in Crisis consumers, eyewitness and public / investigating authorities to share video content accompanying commentary instantly. Shortening response time to matter of minute. At the same time mobile and social channel provide communicators with an unprecedented opportunity to track breaking public sentiment, engage in audience dialogue when appropriate and share information and situation updates more widely, speedily and authentically than even before.

So while everything has changed in terms of challenges and opportunities associated with instantaneous, global sharing of development and opinions nothing has changed when it comes to evergreen core principles of crisis communication

Show me the message that's important undermined within an hour crisis response must be hosted on social media channel in keeping with crisis communication the message master college the crisis Express concern for the investigation and regular updates social media manager should be what is an escalation Discussion

Time is after essence, once the crisis strikes. It is important to respond quickly. Organizations no longer have a luxury of issuing a press release within 24 hours of crisis. Social media has accelerated the speed of a complexity of communications. If the companies do not respond

quickly it is likely that multiple social media channels will carry and distort the message. That said the importance of a speed cannot be and undermined. Within an hour crisis of first response must be posted on a social media channel. In keeping with crisis communication tenets, the message must acknowledge the crisis, express concern for those affected, commit to a full investigation and regular updates. Social media manager should be tasked with monitoring online activities and escalation is regulated by crisis communication policy guidelines 2333 Shishu mention etc the highest priority automatically track and analyze stakeholder preparation is the mean of resources ensure refactoring importance of the culture and language into the strategic act with honesty and integrity 1.5 speculation alongside its representative and indispensable and listening to Central management Social media manager should be tasked with monitoring online activities and escalation as stipulated by crisis communication policy guidelines. Tools such as Hootsuit tweetreach tweetdeck Google alert social mention etc enable seamless monitoring.

- Prepare rigorously for the highest priority reputational risk
- Systematically track and analyze stakeholder preparation as a mean of prioritizing task and resources
- deliver consistent messaging
- ensure the organization word are fully aligned with its action matching human empathy with deceive action
- actively factor in the importance of a culture and language into the strategy
- act with honesty and integrity and speak with one voice based on the fact not speculation

Alongside owned digital assets represent and avoidable and indispensable set of delivery channels and listening tools Central to the strategic management of any modern crisis. However that function will only be effective if those tools are developed as a part of a broader Omni channels crisis communication strategy that considers all relevant stakeholder group.

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