

Helping your Corporate clients in developing a contingency plan against a brand image crisis

By Astrid Velasquez
NODO MEXICO
astrid@nodo-research.com

Crisis: Any situation that is threatening or could threaten to harm people or property, seriously interrupt business, significantly damage reputation and/or negatively impact the bottom line.

We've seen crisis struck Corporations. For example, the American Airlines crisis during the terrorist attacks on 9/11 in the USA, or the recent and very expensive Volkswagen crisis related to their diesel cars that couldn't pass strict emissions standard.

Mr. Kim Bashim wrote an article for Business Insider stating that:
*"Crisis management requires more than an apologetic press release or a CEO's disingenuous appearance on CNN. **News goes viral in a flash.** Companies must be ready to respond to disasters swiftly and decisively, using all platforms to communicate with the public."*

There's no cure-all method to remedy company crises, but there are things we can do as market researchers to help clients uncover and manage their key brand assets and how to protect themselves against damage done during a PR brand crisis.

Every organization is vulnerable to crises. The days of playing ostrich are gone. If you don't prepare, you will incur more damage. We have often found a failure to address the many communications issues related to crisis/disaster response.

And this is where social network analysis comes in handy!

According to Bernstein Crisis Management, the main steps to **of Crisis Management Communications** should include:

- 1) Anticipate Crisis: Conduct vulnerability audits and be sure to use social network analysis tools to immediately understand what is being said about your brand.
- 2) Identify your Crisis communications team: Ideally, the organization's CEO will lead the team, with the firm's top public relations executive and legal counsel as his or her chief advisers.
- 3) Establish Notification and Monitoring Systems: Social media can be the best/fastest way to reach some of our stakeholders.

As Market Consultants we should be capable of managing several **Social Network Monitoring Systems**.

Intelligence gathering is an essential component of both crisis prevention and crisis response.

According to Bernstein Crisis Management: *“Knowing what’s being said about you on social media, in traditional media, by your employees, customers, and other stakeholders often allows you to catch a negative “trend” that, if unchecked, turns into a crisis. Likewise, monitoring feedback from all stakeholders during a crisis situation allows you to accurately adapt your strategy and tactics. “*

In the past weeks, we analyzed LA COSTEÑA, a leading chili brand, selling in the USA and all over Latin America. The problem started when someone posted a picture of an employee peeing into the chili at the production line. This image became viral in a matter of minutes, since we Mexicans certainly prefer our chili without pee ;)



This is an example of what we did at **NODO** in Mexico to check out what was being said about the brand on social media and understand the size of a potential crisis.

Conversation Volume
(6 days)
From July 22nd to 27th 2016

Digital conversation of:
**La Costeña and the photo, went viral on
social networks**

CONVERSATION ANALYSIS :

The universe of general conversation around **La Costeña**

SOCIAL NETWORK ANALYSIS :

Public access accounts, those who have authorized to access to their information and posts in Twitter, blogs, news, forums and browsers

Assessing the crisis situation is the first crisis communications step you can't take in advance. But if you haven't prepared in advance, your reaction will be delayed. By the time it takes your in-house or quickly hired staff to manage the situation, it is probable that your client's brand will already be in trouble.

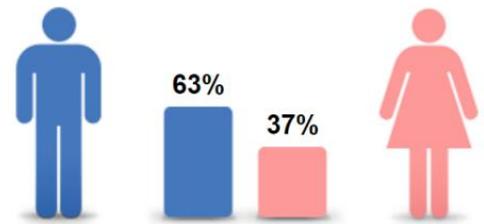
Furthermore, a hastily created crisis communications strategy and team are never as efficient as those planned and rehearsed in advance.

Because any wise company, knows that 'sh###' happens!

CONVERSATION HIGHLIGHTS

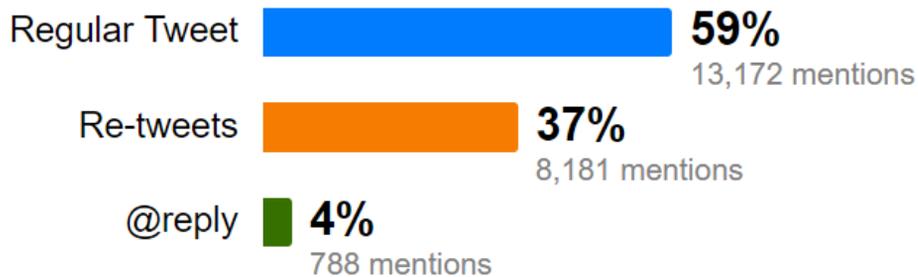
The company was hardly criticized for the lack of care in terms of health, hygiene and quality standards. Opinions like these were shared across the main social media networks in a matter of minutes.

GENDER PARTICIPATION

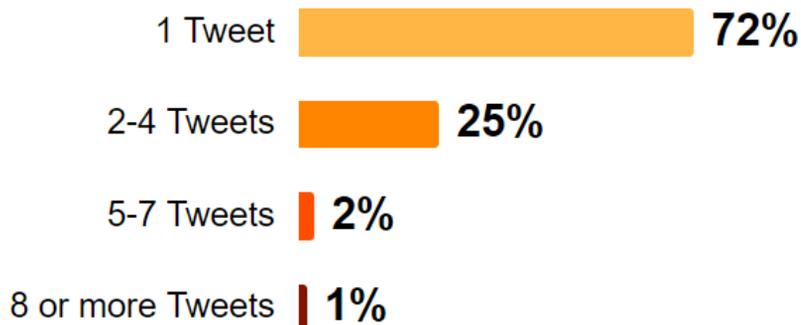


ANALYZING, INTERPRETING AND PROBING ON SOCIAL MEDIA BEHAVIOR.

Mention Type



Engagement Level



Mood analysis of digital conversation about **La Costeña**

A large part of the conversations were severe criticisms against the brand.

7%
POSITIVE

POSITIVE: The ones that considered that, as a joke from the employees and didn't happened in real life.

47%
NEUTRAL

NEUTRAL: With an important number on the thermometer, there are neutral mentions, that means that people is only sharing the post. It is worth mentioning, that some of them are not sure about the accuracy and truthfulness of the information provided.

46%
NEGATIVE

The other big part of the comments are **NEGATIVES:** They make reference to the lack of care in terms of health, hygiene and quality standards of a well known company.



This is a very clear example of how brands need **execution, containment and communication protocols**, throughout all of the different points of contact between the brand and its stakeholders.

As Market Consultants we will need to set up **prevention and control systems** to help our clients manage different types of crisis and avoid bad news from spreading out. We need to become experts in analyzing social networks and mostly we will need to work closely with our Corporate clients and their PR experts in creating contingency plans in case something happens.

Bernstein Crisis Management mentions that: *“After the fecal matter is no longer interacting with the rotating blades, the question must be asked, “What did we learn from this?”*

A formal analysis of what was done right, what was done wrong, what could be done better next time and how to improve various elements of crisis preparedness is another must-do activity for any Crisis Communications Team.”

We believe that Corporations are already understanding the relevance of being prepared, but only 5% of Companies understand how much damage a bad rumor on social media can do to their brands.

Be prepared and ready and become an expert in analyzing social networks. This can only bring more business to your door.

If you'd like to learn more about social media analysis software, check out: <http://www.kdnuggets.com/2015/06/top-30-social-network-analysis-visualization-tools.html>



**ANALYZING, INTERPRETING AND PROBING ON
SOCIAL MEDIA BEHAVIOR.**