



Crisis Management in the Age of Social Media (Public Relationa Collection)

Louis Capozzi

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The age of the instant crisis has arrived. Companies, Non-profits and high-profile individuals often seem unable to cope. The ingredients include speed, pervasiveness and huge numbers. Verizon adds a \$2 charge, and one hour later 100,000 signatures appear on a Twitter petition. There's a new playing field - social media. And new rules of the game - analysis, action, communication at high speed. Yet the realities of people's reasonable expectations and the basic rules guiding crisis behavior and communication haven't changed. This book examines recent 'Instant Crises,' derives lessons and applies the basics of crisis management to the new environment.

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