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NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."
NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOU NEXT EVENT"
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FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Disaster Recovery & Crisis Management Using Social Media

ABSTRACT:

Most people know that social media and social marketing are great for building relationships with customers and prospects online and for marketing your products and services in a low cost or no-cost manner.

But few people realize the power of social media when it comes to the bad stuff: what happens when you've had a security breach or other crisis? Should you be communicating with your customers via social media during a time of crisis? For serious matters, is social media an appropriate environment for handling urgent, sensitive and disastrous matters?

This session will focus on how social media & communications can be used to handle a crisis effectively. It's not just about trying to smooth things over with customers when they are upset or concerned about something. Today, information is shared quickly and widely, and bad news and bad information travel fastest of all.

Learn the ropes of how to use social media platforms effectively and correctly, to not only handle a crisis, but also to come out on the other side with improved customer satisfaction and positive public relations.

KEY POINTS:

• Participants will learn how and why disasters seem larger in scope in social media communications than they actually are.

• Attendees will learn exactly what to do - and not do - in a crisis and what to post - and not post. Frequency of posts will be reviewed as well.

• What about your senior management? What do you do if your boss is not on board with having online conversation about a disaster with your customers? This session will walk you through key steps to review with your management team before a disaster or crisis occurs.

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