



Share 462

Communications, Campaigns and Social Media

How companies respond to consumers and activists in a crisis

- Home
- Selected Findings
- Contents
- Contributors
- Methodology
- Podcast
- Authors
- Purchase The Report



Contents

- Acknowledgements
- Executive summary
- Section 1: introduction and context
 - Box: *Social media statistics - the big three*
 - 1.1 Ethical Corporation and Useful Social Media survey: Social media and crisis communications
 - 1.2 Perspectives on social media: tweet or roar?
 - Box: *Campaigning waves*
 - 1.3 The changing activist relationship
 - 1.4 Social media and a communications tool
 - Box: *Campaigns - how to win*
 - Figure 1: The pyramid of engagement
- Section 2: Social media in action
 - 2.1 What is a crisis?
 - 2.2 Look at this!
 - 2.2.1 You must be joking



Case study: Greenpeace v Nestlé

2.2.2 See for yourself

Case study: BP's Deepwater Horizon

2.3 Sign up!

2.3.1 Shell in the spotlight

2.3.2 Facebook and Unfriend Coal

2.3.3 38 Degrees and online petitioning

2.4 Do something!

2.4.1 Hugh' Fish Fight

2.5 Change policy! (Change the world!)

2.5.1 Invisible Children and Joseph Kony

2.5.2 Shell in Syria

2.6 Follow the money!

2.6.1 Connecting with shareholders

2.6.2 Moxyvote and shareholder activism

• Section 3: The corporate response

Box: Social media survey - highlights and insights

3.1 Rising to the challenge

3.2 Demands and dynamics

Box: Social media - crisis demands

3.2.1 Communication lines blurred

3.2.2 How to engage, and what to share

3.3 Strategy and policy

Case study: Coca-Cola's Online Social Media Principles

3.4 Insights, trends and tipping points

Box: Social media and the news curve

3.4.1 Spot a problem before it grows

Case study: Alaskan hoax?

3.5 Empathy and dialogue

3.5.1 Find the right tone

3.5.2 Toyota - rising to the challenge

3.6 Friends and communities

3.6.1 Nike and Unilever - share expectations

peer review

This is a good report; definitely a solid and worthwhile piece of work. There is an impressive list of interviewees, and the authors provide broad ranging and relevant citations.

Bill Tolany

Head Of Promotional Commerce

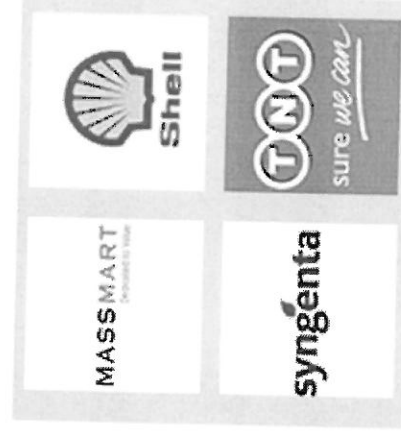
Whole Foods Market

Price: £695

Pages: 52

Format: Secure PDF

some companies that have purchased the report...



Share



- Section 4: Conclusions and future challenges
 - 4.1 Social media's global reach
 - 4.2 The corporate communications challenge
 - 4.3 The new frontier
 - 4.4 Anyone can be a target
- About this report's research and writing team

Share



Access the infographic, compiled from research from this report, that highlights why it's important that companies are prepared for online criticism.

Get Your Copy Of This Detailed Intelligence Report

Purchase Now

Ethical Corporation is a trading name of FC Business Intelligence Ltd.
 Registered in England and Wales no.4388971. Registered address 7-9 Fashion Street, London, E1 6PX, UK | [Terms and conditions](#)
[Contact Us](#) | [Unsubscribe](#)

Web Design By [Fruitbowl Media](#)

Why companies need to be prepared for online criticism [infographic]

Social media has changed how the world learns, communicates and networks forever and it is proving radically empowering for many campaigners as they seek to achieve challenge and change on a raft of corporate and political issues all around the world.

Companies need to be prepared for this.

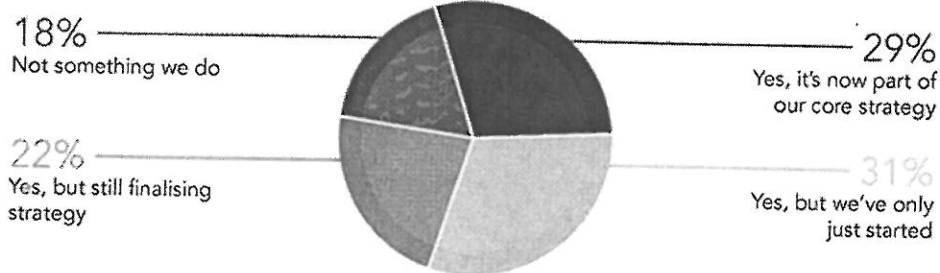
Social media has changed the playing field in many areas of corporate communications, particularly when it comes to managing and communicating during a crisis.

The infographic below draws on findings from in-depth interviews and survey of over 250 senior social media and CSR professionals from the report. It outlines how few companies are prepared for online criticism and how this is becoming an ever-increasing important aspect of business to be prepared for...

WHY COMPANIES NEED TO BE PREPARED FOR ONLINE CRITICISM

THE BELOW STATS AND QUOTES ARE FROM A SURVEY OF 250 SENIOR SOCIAL MEDIA AND CSR PROFESSIONALS, PLUS IN-DEPTH INTERVIEWS CONDUCTED IN MAY 2012

1. DOES YOUR COMPANY HAVE A SOCIAL MEDIA STRATEGY?



"Every three seconds we see something posted online about GE – not all of it good – and so if you're not out there engaging with people in discussion authentically, you're losing out."

– Gary Sheffer, GE's vice-president of corporate communications

2. THE POWER OF SOCIAL MEDIA

"Where Invisible Children initially hoped for some 500,000 people to watch the film, in little over a week it was seen by over 100 million people"

– Linda Rutherford, VP for PR at Southwest Airlines

3. ARE COMPANIES PREPARED

IF YOU RECEIVED ONLINE CRITICISM, HOW PREPARED WERE YOU?



Of companies that experience negative criticism only $\frac{1}{4}$ felt prepared to handle the attack

4. GETTING THE STRATEGY RIGHT

"There is emotion before there is logic. So don't engage in everything: the art is knowing when to plug in"

– Linda Rutherford, VP for PR at Southwest Airlines

5. THE OPPORTUNITIES FROM SOCIAL MEDIA

"Social media presents the opportunity to establish a one-on-one relationship with individuals. But with that comes responsibilities you would find in any relationship. It needs to be honest and transparent"

– Paul Fox, Director, Procter and Gamble