

WEBER SHANDWICK DIGITAL ISSUES AND CRISES

Digital channels have fundamentally changed the transmission and dynamics of reputational crises that are now made up of a string of critical nano-moments. The capacity of detractors to organise, spread misinformation and campaign against an organisation has increased rapidly. There has never been a greater need for businesses to monitor, manage and respond to unfolding crises.

- Weber Shandwick's digital corporate reputation experts have planned and executed issues and crisis management programmes for major national and international clients across industry sectors.
- No-one should face a reputational crisis without the reassurance that internal protocols have been rigorously tested. That's why Weber Shandwick created firebell, our award-winning crisis simulation software and training session. Participants actively engage in a real-time online attack on their brand or organisation in a secure, controlled environment. Every firebell drill is based on research, and tailored to your industry and media environment by our digital and crisis professionals.
- Firebell drills include journalist calls, online campaigns, protests, news articles and video, so you can experience the reality of integrated crisis communications.
- To ensure you're equipped to respond to a potential issue as quickly and accurately as possible, our experts will review your existing communications procedures and processes, team structures, roles and responsibilities, processes and develop a social media Playbook for your community managers.
- And we understand that not all online noise is created equal. That's why ongoing monitoring, analysing and reporting is always part of our effective social media crisis programmes. We use industry-leading social listening tools to analyse who is saying what about your brand.
- Our comprehensive training, monitoring and implementation programme helps you to predict, identify and neutralise potential issues before they become reputation-damaging crises.
- And we have a truly global offering: if your reputational risk crosses borders, we will be there for you. Weber Shandwick operates in 78 cities across 34 countries with a network that extends to 126 cities in 81 countries. We can provide seven-day digital crisis support, 24 hours a day, anywhere in the world.

OUR APPROACH

- ▶ **Playbook and protocols:** Our tailor-made guide includes an approved issues and crisis response matrix for rapid response; a tiered strategy based on threat-level and resource required; and tone of voice guidance, with real examples.
- ▶ **Firebell digital crisis simulation:** You will craft and post content in real-time, including dealing with comments on your channels as they're posted. We will assess your performance and bolster your skills and confidence, preparing you for a real crisis.
- ▶ **Monitoring and analysis:** We'll help you put monitoring protocols in place, and train your team to identify and quickly react to an unfolding crisis.

CONTACT



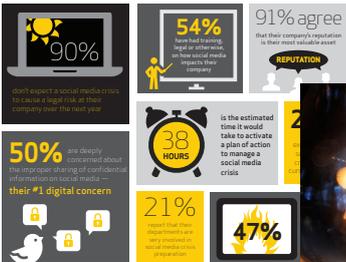
Ben Burton
Managing Director, Corporate

T: +44 20 7067 0451
M: +44 7557 458 100
bburton@webershandwick.com

Social Media's Role in Crisis Management: A Call for Greater Legal Vigilance

Weber Shandwick partnered with KRC Research to explore the perspectives of in-house legal counsel regarding preparing for and responding to social media crises. We conducted a telephone survey of 100 senior and mid-level legal lawyers (50 in the US and 50 in the UK) who work as in-house counsel for Fortune Global 1000 companies and who advise on matters related to risk, reputation management or brand protection.

Among in-house counsel...



For more information about Social Media's Role in Crisis Management: A Call for Greater Legal Vigilance, please contact:

Felix Dale
Executive Vice President and Co-lead
Global Crisis and Issues
Weber Shandwick
felix.dale@webershandwick.com
+1 212 446 8213

Ben Burton
Executive Vice President and Co-lead
Global Crisis and Issues
Weber Shandwick
ben.burton@webershandwick.com
+44 20 7067 0451

