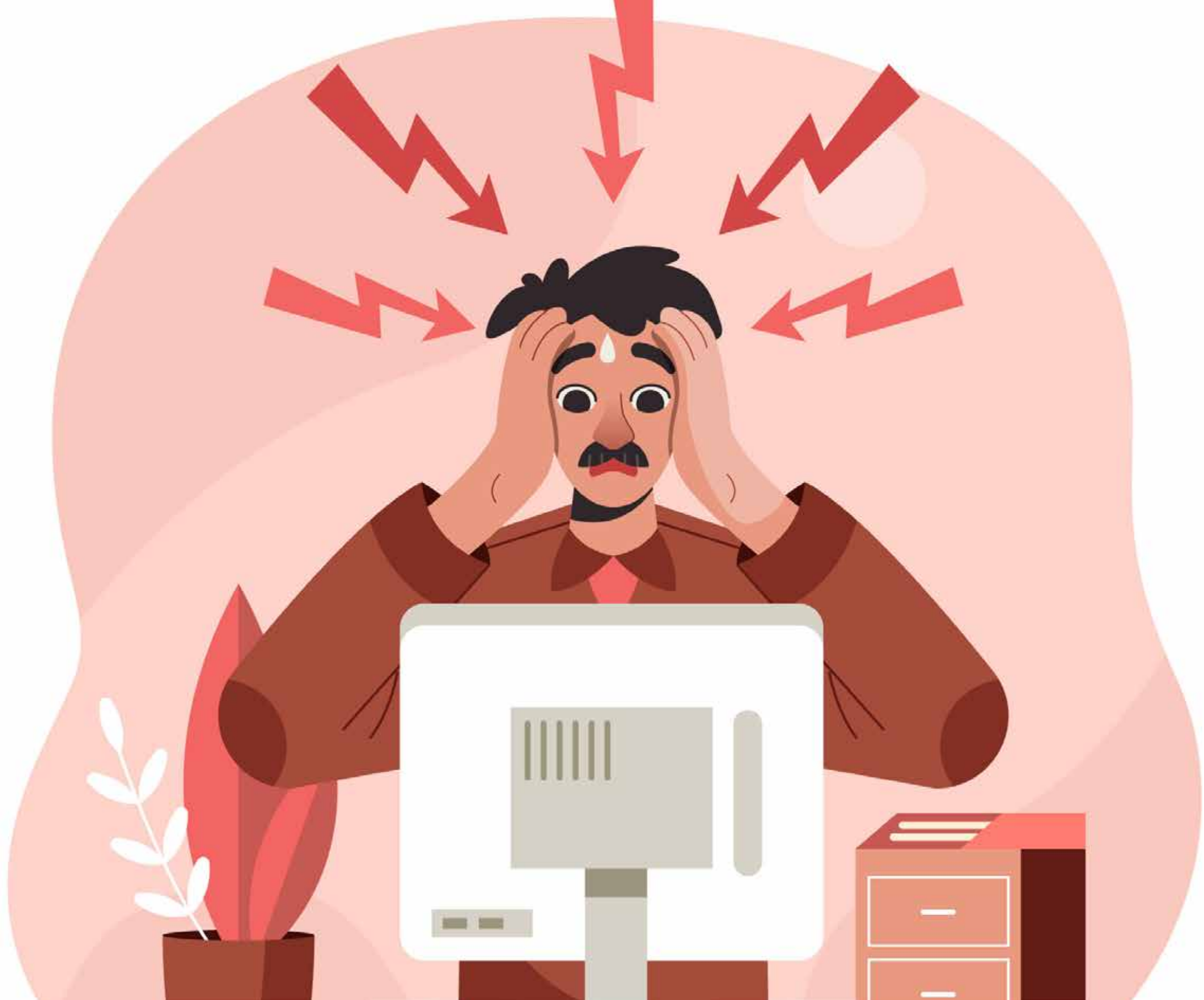




# Media Crisis Management Services



## Introduction

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Some organizations face multiple crises throughout their professional journey and even during their development and the achievement of their desired goals. These crises can be a major setback that could tarnish the organization's reputation if not managed properly. At «Smart Ideas for Media Services,» we work on crisis management with keen insight and high awareness, aiming to spare the organization from the adverse consequences of the crisis and to emerge from it with minimal possible losses. Moreover, we aim to transform these crises into creative energies and significant launching pads in the organization's journey.

Media crises, especially those stirred up on social media platforms, are the greatest disaster for any professional institution. No entity wishes to start its day with thousands or even millions of calls and fierce attacks that affect both its reputational image and the quality of its services. Therefore, «Smart Ideas for Media Services» will assist you in dealing with media crises professionally.



## Media Crisis

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It is a type of crisis that companies, especially large ones, face, where the brand image is threatened due to a mass attack encouraged and intensified by the power of mass media, whether traditional or digital, such as modern social media platforms.

Media crises occur in various forms, the most common being: the dissemination of an event related to the brand with the aim of tarnishing its image in front of targeted customers or proving the falsity of its claims about a certain subject. The media crisis could also be a comment, or a post made by a team member containing some form of unacceptable racism.

Additionally, a media crisis could be related to the revelation of a secret, topic, or deal that the company does not wish to disclose at the present time. The spread of information about it may weaken the company's strength, discourage clients from dealing with it, or even allow competitors to exploit it against them at the current time.

«Smart Ideas for Media Services» assists brands in professionally managing media crises by working to eradicate all related effects from their roots to prevent them from being digitally documented on the internet.



## How does ‹Smart Ideas for Media Services› professionally handle media crises at different stages?

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Media crises pass through three stages: the crisis prediction stage, also known as the pre-crisis stage, the crisis stage itself, and the post-crisis stage. In each of these stages, the media handling of the crisis varies, as well as the magnitude of the associated outcomes. Therefore, before asking how to professionally manage a media crisis, it's essential to first determine which stage you are in and what are the expected damages from it, as well as the actual damages incurred.





## How «Smart Ideas for Media Services» deals with media crises in the pre-crisis stage

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In this stage, «Smart Ideas for Media Services» focuses on predicting media crises before they occur, based on prior knowledge of the procedures that could be taken, whether internally or externally, or based on a set of data and reports received from tools used to monitor the brand's reputation online. The organization's knowledge or anticipation of this crisis may be the result of a prior threat from an individual to take an offensive step against it on social media platforms, or due to the discovery by the human resources manager of a member violating the company's policies digitally and posing as the brand to certain individuals or entities, or using the position for personal gain by deceiving users and benefiting financially from them. The media crisis could also result from a mistake made by the organization itself, either by ignoring safety rules in one of its products or by its inability to quickly withdraw goods. Therefore, complaints are expected to arise from dealing with these products or from the leakage of news and customer complaints before the company begins to take real steps to resolve the matter.

**To deal with media crises in the prediction stage, «Smart Ideas for Media Services» advises professional companies to do the following:**



## **Unified Information Source:**

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Professional organizations should agree, in the prediction stage of media crises, to have only one source of information. This helps avoid conflicting statements and exposes the organization's credibility to distortion or misuse by competitors.



## **Building Good Relationships with External Parties:**

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To ensure professional handling in the prediction stage of crises, companies should ensure they have allies in the field, especially those who have real influence in the market. Having the support of these entities helps minimize the impact of their spread and assures customers that there are those who continually trust the company.



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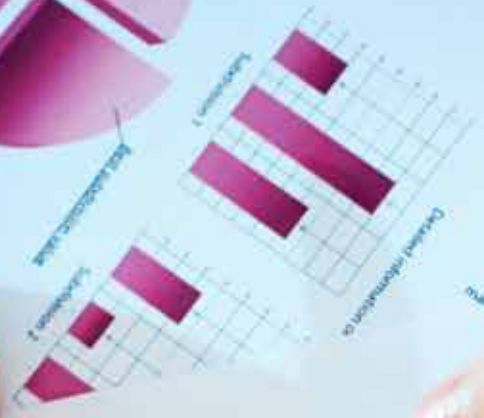
## Referencing Previous Company Experiences or **Similar Institutions for Learning:**

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«Smart Ideas for Media Services» emphasizes the importance of the company having alternative plans to deal with crises before they occur or having a reservoir of previous experiences to which they can refer as practical references for dealing with crises. These experiences should be used to avoid repeating mistakes and to know what should and should not be done. Even if the organization does not have this reservoir, it can benefit from the experiences of similar institutions in the same field and under the same circumstances and apply the recommendations that these companies have come up with.



The given analytical report allows to estimate to the full a current situation both in all company, and in its divisions separately. It will allow to predict more precisely immediate prospective of development of growth of the company at the account of present. As a result of investigation of period to do next raise a break even sales level, increase incomes of direct sales, reduce costs to transportation, strengthen sale divisions, carry out personnel training.



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## Analyzing Crisis Aspects:

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Crises do not occur directly or due to one individual or management; rather, they are like a snowball effect that starts from a small mistake ignored by an individual and continues with neglect and impact until it affects several departments and different sectors. Therefore, when anticipating a specific crisis, the organization should analyze all aspects that could result from it, understand its expected impact, and its boundaries.



## Appointing an Official Spokesperson:

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To prepare companies for intelligently handling a media crisis, it is essential to unify the source of information. However, this source or entity must already be prepared to respond to all questions professionally, thereby avoiding further problems and obstacles for the company. Therefore, it is preferable, even necessary, for this source to be an official spokesperson who is articulate, capable of reassuring customers, and resilient against all media attacks without fear or hesitation, which is provided by «Smart Ideas for Media Services.»



## Activating Monitoring Mechanisms:

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In order for companies to predict the occurrence of a crisis before it spreads, Smart Ideas for Media Services recommends using online media monitoring tools. These tools track all mentions and references related to the company's services, determining whether the discussion surrounding them is positive or negative. This helps the company decide whether early intervention is necessary to salvage its reputation or not?



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## How «Smart Ideas for Media Services» Deals with Media Crises in the Crisis Stage

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If the crisis has already occurred, «Smart Ideas for Media Services» deals with its outcomes. Professional organizations must manage media crises **through the following steps, some of which resemble those in the crisis prediction stage:**

- **To be the primary source of information:**

In all stages of a crisis, the organization must be the primary source of information. Its response to the crisis should be swift, acknowledging the crisis as soon as it occurs if it was indeed a contributing factor. The organization should directly communicate with those affected and endeavor to present its side of the story professionally, avoiding further customer dissatisfaction.

- **Adhering to media handling standards:**

Every company should have its own media policy, outlining rules to follow when dealing with media crises. Key among these rules is not evading responsibility when a crisis occurs, responding promptly, avoiding defaming the other party, showing empathy toward those affected, setting a specific timeframe for resolving the issue, and providing clear, straightforward official statements to ensure customers do not feel neglected or mistreated.

- **Leveraging good relationships with the media:**

A crucial step when dealing with crises as they occur is for the company to leverage its good relationships with various media outlets. Utilizing all available channels to communicate with those affected by the company's tarnished image, especially those who have lost trust in the company, is essential. Additionally, the media should be utilized to produce promotional materials that refute the allegations made about the crisis or encourage reconciled parties to demonstrate the company's goodwill.

- **Following media monitoring practices:**

Immediately upon the occurrence of a crisis, «Smart Ideas for Media Services» ensures the monitoring of all media practices, understanding the extent of each attack, its impact, where these claims are heading, the severity of the damage caused, and who is funding or encouraging its continuation. Once the roots of these media allegations are identified, the organization directly addresses them, especially if these claims are fabricated against the brand.



- **Avoiding inappropriate practices:**

There are some media practices that «Smart Ideas for Media Services» strives to avoid when crises occur. Foremost among these is evading responsibility or displaying any signs of weakness in front of customers. The company also refrains from exaggerating its strength or describing the crisis as being under control when the reality may be different, especially when it comes to making false promises to customers that the company cannot fulfill at present.

- **Engaging internal stakeholders:**

When a media crisis occurs, it doesn't just affect external stakeholders; internal stakeholders such as employees and team members are also impacted. Therefore, the professional crisis management team at «Smart Ideas for Media Services» works to involve internal stakeholders in the development of the situation, reassuring them about the direction events are taking. Employees are advised not to make any external statements about the crisis to unauthorized individuals, and they are reminded to refrain from participating in any negative events related to the company, as doing so may result in disciplinary action.



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## How companies deal with media crises in the post-crisis stage:

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«Smart Ideas for Media Services» believes that crisis management doesn't end when the crisis itself is over. The real work begins in this stage. Crisis management teams must provide a comprehensive report evaluating the crisis management process and offering future recommendations to prevent similar crises from occurring again.

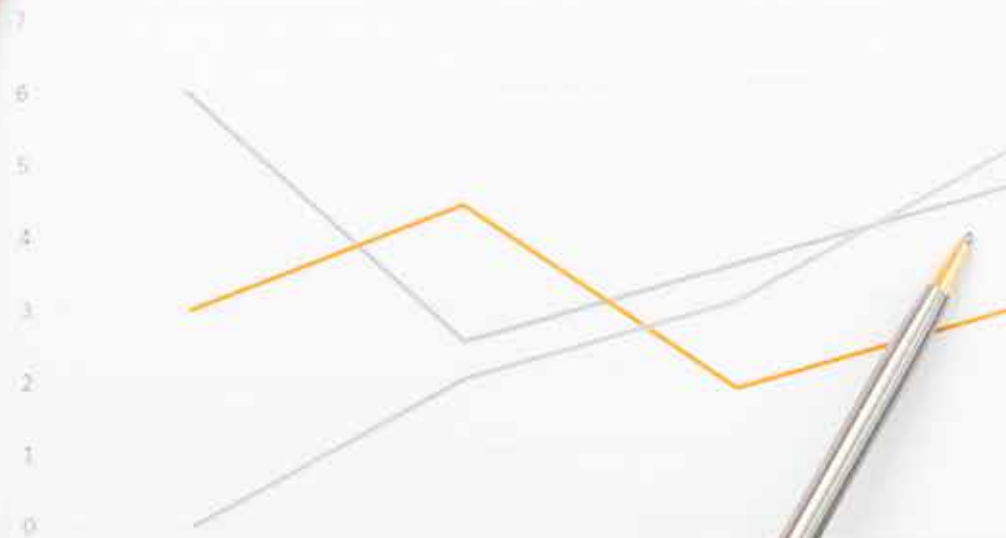
**The process of dealing with media crises post-crisis involves the following stages:**



## Follow-up:

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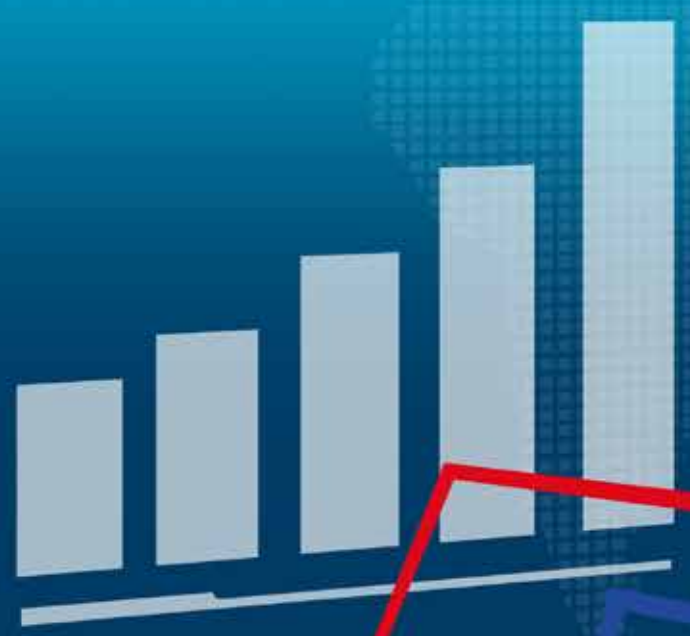
This step involves monitoring all actions taken during the crisis management process to assess their impact and effectiveness in resolving the issue. It also involves determining whether additional steps need to be added, modified, or removed from the crisis management policy.



## Evaluation:

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In this step, «Smart Ideas for Media Services» evaluates all stages of crisis management from start to finish. It analyzes media materials released during the crisis, customer responses, the crisis management team's professionalism in dealing with angry customers, and the effectiveness of the measures taken.





## Recommendations:

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After the follow-up and evaluation stages, «Smart Ideas for Media Services» provides the organization with a wealth of data that can be used to derive insights into future crisis management strategies. It identifies mistakes made from the beginning, recommends actions to avoid repeating them, removes measures that caused further damage, and suggests decisions that helped regain customer satisfaction and trust. After meticulously carrying out these steps, the company finds itself equipped with a sort of guidebook to refer to in case such crises recur.

**In conclusion, «Smart Ideas for Media Services» always strives to provide the best service to organizations during media crises and continuously invests in improving and enhancing the effectiveness of crisis management efforts.**



<https://smartideasmedia.com/>