

● Brandwatch Education Services



Managing a Crisis

Brandwatch | **Consumer Research**



What this guide covers

- [Introduction](#)
- [What defines a crisis?](#)
- [Detecting a crisis](#)
- [Understanding what drives a crisis](#)
- [Monitoring a crisis](#)



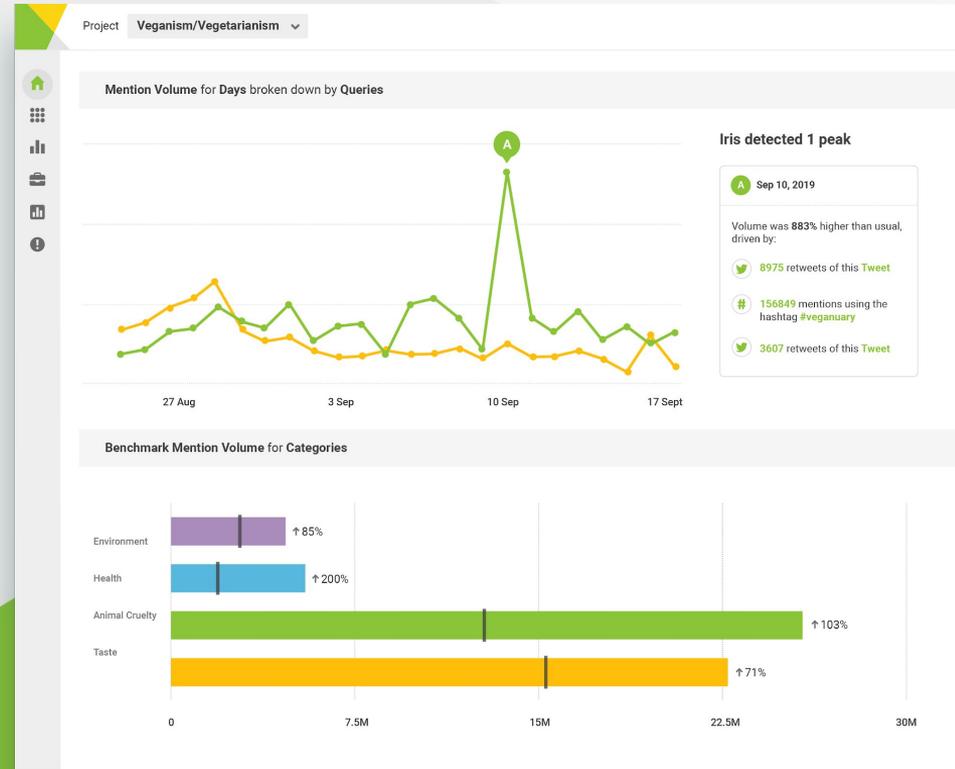
Click the links to jump straight to that section. For more information visit our [Help Center](#).



Introduction

Objective: The purpose of this guide is to give you an overview of what an online crisis is, and how you can plan for dealing with one.

User level: Aimed at beginner level user of the Brandwatch Consumer Research platform.





What is a crisis?

An online can be defined in many ways, and each is unique depending on the brand or organization.

Typically a crisis is when an organization's reputation is hit by negative mentions or sentiment, damaging their image, custom, or trust in their services. The cause could be anything from a product fault, to unforeseen backlash around policy changes, to political disagreement.

“Going viral” is now a household phrase, and consumers have access to many platforms to share their opinions on.

Effective crisis management can prevent and lessen potential lasting damage.



A

Iris detected 1 peak

Oct 15, 2018 - Oct 18, 2018

Average daily volume was **85%** higher than usual, driven by:

- 86 retweets** of this [tweet](#)
- 648 mentions** using the hashtag [#Delayed](#)
- 45 mentions** on this [Facebook Thread](#)
- 400 mentions** on this [News Story](#)

Detecting a crisis

Having your finger on the pulse will ensure you can act early when negativity starts to emerge.

Understanding where a potential crisis may occur is vital in order to prepare and decide on a reaction plan before a crisis gains momentum.

By stepping back and observing the bigger picture you will be able to detect new patterns in the data that shift from the norm.

Stay alert for:

- Unusual volumes
- Retweeted content
- Links being shared
- Sentiment shifts
- Custom criteria you decide on



Detecting

When something shifts in an unexpected way, **acknowledge and look into it.**

The earlier a crisis is acknowledged, the higher the chances of dealing with it successfully.

Acting quickly can sometimes avoid a crisis altogether.

Tips to detect

Dashboard at the ready

Have a brand monitoring Dashboard at the ready with key visuals that will make any Crisis stand out at a glance (volume over time/benchmarking/top topics). Being prepared will not only help with early detection, but buy you vital time.

Volumes

Volume changes will allow you to see the shift and growth in your data. Utilise the volume over time component to detect when peaks occur. The benchmark component will give further detail with comparative insights into your volume changes. On all components, dive into new data perspectives by customizing different breakdowns such as sentiment, page type, and time of day for different viewpoints.

Sentiment / Emotion

Filter by negative conversation only for clear detection in shifting of sentiment. Negative word clouds, benchmarking, and mention lists will isolate and clarify drivers, highlighting any negative volume changes. You can also break down the data by emotion to look at causes of anger or sadness, for example.

Isolate

Segment your conversation in order to monitor volatile areas or detach subjects such as products or campaigns from external noise. You can do this by creating a tag in the tools section of your account.

Detect with Iris

Iris takes the pain out of data analysis. It automatically analyzes all of your data and identifies the reasons why conversation has increased.

Iris not only informs you that conversation is growing above average, but also why - instantly delivering insights and their drivers from your data.

From trending hashtags to shared articles, Iris will save you time and take you to the heart of your data.

Iris can be turned on via the customize tab on the **volume over time component**.

A Iris detected 1 peak

Oct 15, 2018 - Oct 18, 2018

Average daily volume was **85%** higher than usual, driven by:

- 86 retweets** of this [tweet](#)
- 648 mentions** using the hashtag [#Delayed](#)
- 45 mentions** on this [Facebook Thread](#)
- 400 mentions** on this [News Story](#)

Jana Halgent @jan_gent_56
HOME #JetAirways #Delayed
HOME.
14 76

Steven Turner hello_steven
London, hello Barcelona.
#Jetairways #delayed
4 1

Here's what a year travelling on JetAirways looks like...
14K views · 1 week ago

Fox News 24 mins
JetAirlines ranked "worst airline ever" by customers.
FOX.COM
#JetAirlines ranked "worst airline ever" by customers
492 Likes

Hannah Tregs ...
Never flying with Jet Airways again.

Detect with Signals & Alerts

Whilst having a **crisis monitoring dashboard** at the ready is a sure fire way to see changes as they emerge, a crisis can often emerge at unexpected times.

Signals and alerts can be set up to help identify when anything that is outside the norm emerges, and if a crisis emerges. Have these in place for tagged conversation to monitor chosen subjects..

Signals provide intelligent updates when there is a change in your data, for example, a trending news article.

Custom Alerts give you the ability to filter what you want to be notified upon, along with what criteria warrants an alert.

The screenshot shows an email notification from Brandwatch. The subject is "#plasticpolluters trending for your brand". The main content includes a line graph showing a sharp increase in mentions starting at 19:00PM, reaching 549 mentions in the last 15 minutes. Below the graph, it lists three main drivers: 350 mentions using the hashtag #plasticpolluters, 125 mentions sharing a link from nytimes.com, and 57 mentions on a Reddit thread. It also lists related topics: #climatechange, #profitbeforeplanet, and #climatestrike. On the right side, there are three social media snippets: a tweet from RightHere (559 points) asking about new packaging, a tweet from Alma (@always&ever_blog) claiming new packaging is not fully recyclable, and a New York Times LIVE Breaking News article with a photo of a protest sign that says "There is NO PLANET B".

What caused the crisis?

Getting to the root cause of the problem is essential once a crisis emerges.

To do this you will need to dive into a variety of metrics and sort your data to see what has caused traction.

A common way to identify this would be identifying posts with high retweets, shares and/or comments.

Combine this with exploring trending topics within your data. By finding out the root cause, the management and monitoring of your crisis can begin.

The types of question you may want to ask yourself and explore are:

- **Who instigated the crisis?**
- **What is driving its momentum?**
- **When did this happen?**
- **Why is it happening?**

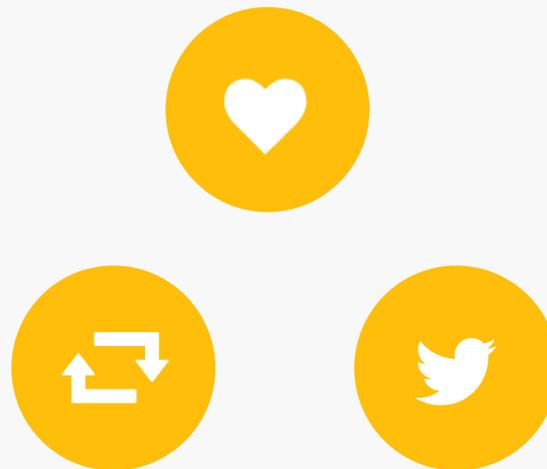
Tell-tale metrics

Each data set is unique, and so are the metrics that matter to you.

Whether it's...

- The type of post (*original posts or shared content*)
- How its been received by an audience (*impressions, retweets, and comments*)
- Or the author themselves (their *impact and reach*)

...organize your data accordingly to identify where traction has been created.



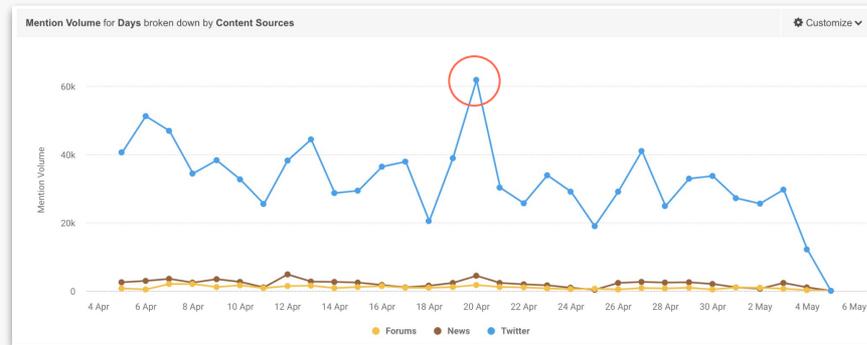
Who instigated the crisis?

Identify the key individuals who are driving unusual changes in volume.

By using the **volume over time component** broken down by *content sources*, we can identify peaks in conversation relative to where they are online.

Investigate further by isolating those peaks (*content source and date*) with the **author list component** to see which individuals have the biggest *Impact or Reach*.

You could also select the negative sentiment filter to help you get to the most relevant data."



USERNAME	IMPACT
snydenydn @snydenydn	72.6
Shadaya_Knightt @Shadaya_Knightt	72.5
ovo_manuel @ovo_manuel	67.5
TheYoungTurks @TheYoungTurks	63.6
bette_oh @bette_oh	62
WinnaWinna2016 @WinnaWinna2016	61.2
clwnedfn @clwnedfn	59.9
Nike and MSCHF Settle... @qjvlad	56.9
TheDMVDaily @TheDMVDaily	54.9
TommySledge @TommySledge	54

@snydenydn
Follow @snydenydn

Latest mention of: Nike [Brand Query]

snydenydn (SNYDE (sorry, not sorry celebrity news)) @snydenydn
Nike's lawsuit against the designers behind Lil NasX's "Satan Shoes" has been officially settled. The sneaker giant said the controversial kicks will be recalled.
<https://t.co/WIRZlqQRw>

What is driving its momentum?

Each crisis is unique, as are its drivers.

Click in to dive into your data. Once in a spike or segment, sort with a variety metrics to see which posts have gained traction.

Organize by the metrics that mean the most to you. Are they engagement metrics such as shares and retweets, or visibility metrics such as reach and visitors?



Newest

✓ Retweets

Twitter Followers

Site Visitors

Reach

Retweets: 15

Replies: 2

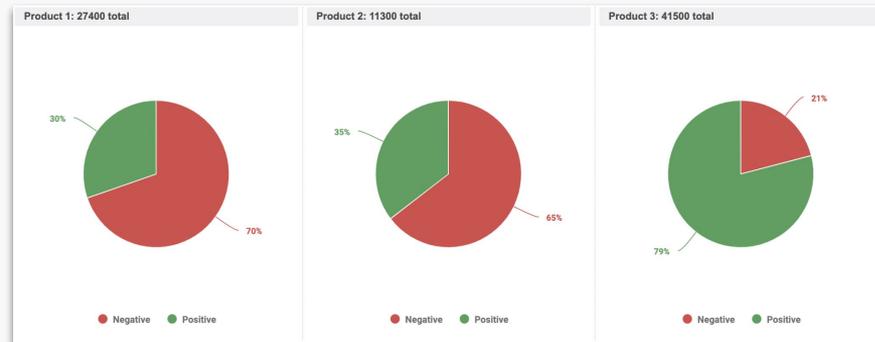
Impressions: 16560

Share of voice

Our sentiment chart (pie chart) give insights into the share of voice for your conversation.

But, share of voice doesn't always have to be the bigger picture; display your share across a variety of breakdowns to see where your mentions sit within the bigger picture.

As shown; by creating a category of products, we can isolate their conversation and view their volumes aside each other.

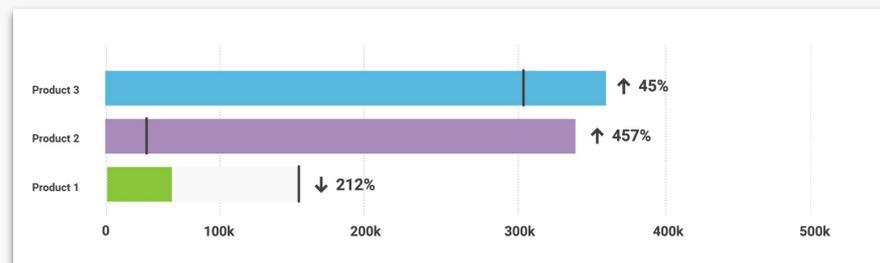


Benchmarking

The **benchmark component** is ideal for identifying shifts in volume, and the component allows you to view volume in comparison to the previous date range.

Utilize the customization bar to view your benchmarks with a variety of breakdowns. Options like sentiment will allow you to pinpoint a shift in your volumes.

Benchmarking will complement components such as pie charts, giving further context around your share of voice.



Monitoring crisis development

Monitoring, understanding, and measuring the impact is always important in a crisis as this will play a vital part in your future crisis communications strategy.

With timely, ongoing monitoring you can track changes in momentum, trends, and sentiment shifts around the issue at hand.

- Is this a flash in the pan or something that is going to linger as an issue? In turn does this crisis warrant action?
- Can we segment across specific groups, sectors, or reputational drivers of interest to help focus our attention where it matters.

Keeping a close eye can ensure you pivot accordingly and that any subsequent actions calms the flames. By spotting negative mentions or sudden shifts in sentiment in real-time, you can prevent issues from escalating and keep your company reputation safe.

As you continue to monitor the conversation, ask yourself:

- **Is the crisis growing?**
- **Are new drivers developing?**
- **How can we respond?**
- **What can we learn?**

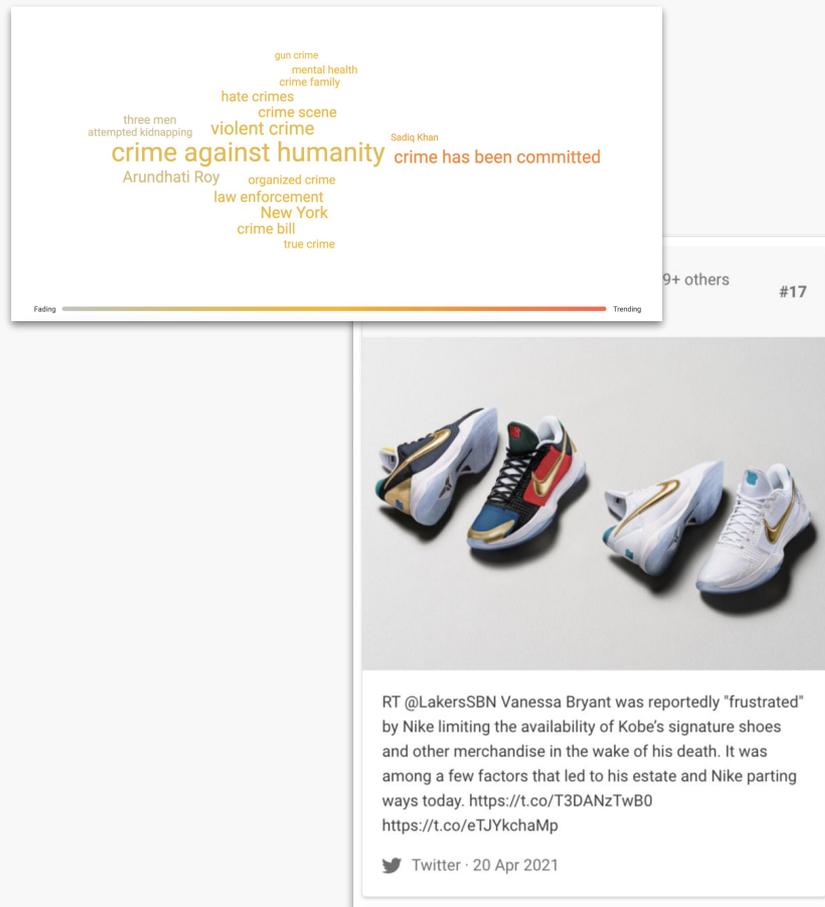
Monitoring trends

Whats trending?

Going viral is a modern-day indication of the success of a topic or post. During a crisis you will want to know what is spearheading conversation, and what is yesterday's news.

The **trending topics** component will do just this. See what is current vs fading and the volumes around these topics all in one place.

Use the **retweeted content** component to identify posts that are provoking continued movement online.



Live feeds

Seeing mentions as they come in will allow to to react, respond, and pivot accordingly.

Monitor all of your content sources in one place to see up to date mentions as they come in.

Simply add a mention list component and click 'Live Stream' to have a live window into your voice.

Personalize further within the 'Columns' tab to view supporting data of interest such as mention location, sentiment, and content source.

The screenshot shows a 'Mention List' for the 'Crime' category, filtered for 'Last 31 days'. The interface includes a search bar, a 'Tag filter' button, and a 'View' dropdown. The main content is a table with columns for 'TITLE', 'CONTENT SOURCE', and 'LOCATION'. The table displays three mentions, each with a checkbox, a star icon, and a small image thumbnail.

	TITLE	CONTENT SOURCE	LOCATION
01	<p> CathBurkeEditor (Catherine Burke) @CathBurkeEditor 5th May</p> <p>RT @HarrogateFest Huge congratulations to the very talented 'queen of crime' @valMcDermid, #StillLife has been longlisted for the 2021 #TheakstonAward. Discover all 18 brilliant books, and vote for your favourite to make the shortlist here: https://t.co/xGmgoekNTJ https://t.co/UfeMbVwNU2</p> 	Twitter	United Kingdom
02	<p> MsDayglo (Ms Dayglo) @MsDayglo 5th May</p> <p>@MarkH_Photo The "gender criticals" are too busy tying themselves in knots trying to "prove" she was a man, because according to them, women don't commit this sort of crime. Not in any near the numbers men do, but yes, women are capable of such acts.</p>	Twitter	United Kingdom
03	<p> muffs11 (DV) @muffs11 5th May</p> <p>RT @TheConWom Vaccinating children is a crime against humanity, top banker warns Administering a new vaccine with a new technology to an entire generation of children for a disease they need no treatment for, without knowing longer-term side effects, is</p>	Twitter	United Kingdom

Monitoring volumes

Volume components will be vital in the monitoring phases.

Combine multiple visuals and breakdowns to understand the flow of your conversation.

Are volumes rising or falling?

By combining volume over time alongside a benchmarking component we are able to understand incoming volumes alongside comparisons of a previous date range for further context.



Isolate the crisis

Now the crisis has been identified, **tag** it!

By creating a tag to isolate and capture your crisis, you'll be able to separate it from any external noise and allow for full focus on the issue at hand.

Add this tag to any component of interest for specific insights.

Tags are user-defined filters and can be created in the **Tool** section of your account.



If you need help creating a tag in the platform, take a look at our training video in the [Help Centre](#).

Create a New Tag ×

Tag Name

Assess

The assess step is important in working out the scale of an issue, and its potential to develop into a full-blown crisis. This will be determined by the outcome of your monitoring stages.

Understanding this can be done by knowing your day-to-day landscape or by setting specific metric thresholds.

Diligence at this stage may lead you to take no short-term action at all.

There are always a number of factors to consider when assessing a crisis through social data, including:

- What is being said - the seriousness of the issue
- Who is saying it - the influence, visibility, or impact of the person who posts it
- How often is it being said - is the issue getting more visible or less?
- Where is it being said - What channels are the discussions occurring in?



Fact checking is important in this stage. Make sure that information is coming from credible sources.

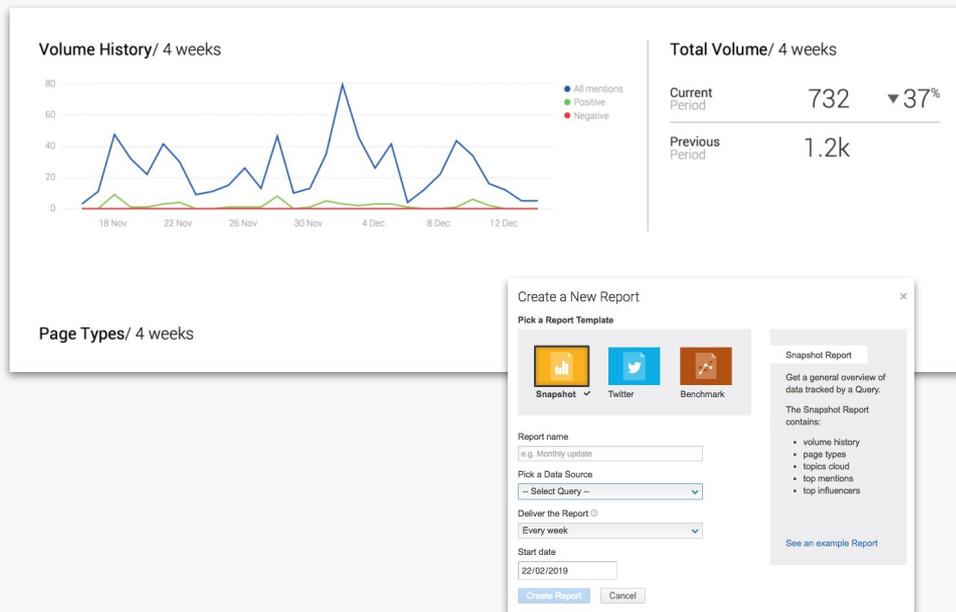
Inform

Sharing your findings not only informs key stakeholders but will allow your teams to learn for the future.

Use tools such as **Exported Dashboards** and **Automated Reports** to quickly share insights within your organization.

Effective internal communication is as important as opening up to the public with an official statement.

Make sure your teams are up to speed, not just on the initial situation but also how things are developing as you make moves.



! Final thoughts

Be proactive ,not reactive. Create a crisis response plan before a crisis emerges. Revisit the plan on a regular basis to ensure objectives, workflows, guidelines, etc are up to date.

Although it may be difficult to know why a crisis may happen, you can be ready to identify it before it gains traction. As a subject or brand expert, ensure the correct measures are in place so the right people can be alerted upon tides changing.

Your plan should include:

- Have a crisis dashboard at the ready allowing for clear indications of changing volumes and sentiment shifts
- Set alerts to monitor volatile areas of your conversation for finger-on-pulse updates
- Tracking trends in conversation throughout the crisis with pre-defined thresholds for action based on specific circumstances
- Guidelines to ensure external communication is authentic, empathetic, and clear
- A post-crisis feedback loop that allows you to assess what parts of the plan worked well and what should be improved



Managing a crisis

We hope you found this guide useful and can start making the most out of your data in Brandwatch.

Take a look at our [Help Centre](#) if you need any further help, or sign up for one of our [webinars](#) to build on your knowledge.

.....



Managing a Crisis

Now You Know

Brandwatch | **A new kind of intelligence**

