



**Case Study: How the Red Cross Turned a Potential
Social Media Crisis into Something Positive**

1. STATUS

On the 15th of February 2011 a Red Cross’s employee switched incidentally her personal Twitter account with the organization’s profile. The disturbing tweet that was sent from the Red Cross’s account read:

“Ryan found two more 4 bottle packs of Dogfish Head’s Midas Touch beer... when we drink we do it right #gettngslizzerd”

Minutes after the inappropriate tweet was deleted, it was followed by another, explaining what happened. After a series of tweets the situation was under control and never went beyond critical. The Red Cross managed to use this situation to promote one of the many causes the organization has going around.

2. ISSUES

The issue that might have turned into a critical situation was the using of one of the most popular social media management software – Hootsuite. Even though the situation might look funny, an inappropriate tweet or statement in any social media platform from the name of a brand or organization might turn into a crisis due to a clash with the values and philosophy of the organization.

3. ACTIONS

After the original tweet was deleted, the Red Cross updated those, who saw the previous one with the following message:



Explaining the situation with a bit of humor is always a good thing. The organization managed to turn the critical situation into something positive. Check out the next messages the Red Cross and the employee that has sent the initial tweet posted.



4. LESSONS LEARNED

It is important to be prepared for a crisis. BEYOO ONLINE can help you set in place a strong risk and crisis management strategy, ensuring you know what to do when the unexpected happens. Some good tips include:

✓ **Train your employees**

Initial training on how to properly use various social media profiles may they be personal or professional is a must. Otherwise a situation like this can turn into something destructive for the organization's image.

✓ **Always stay prepared**

Don't take your organization's reputation for granted. Prepare a crisis management plan to handle a critical setup in any given moment.

✓ **The faster, the better**

Focusing on locating and fixing the issues is always a good start to handling a crisis. In that case, the issue was removed and the organization's apologies were timely.

✓ **Take responsibility**

It is best to take full responsibility for your actions that have led to a crisis situation, just like Gloria, the girl that sent the inappropriate tweet from the Red Cross's Twitter account, did.

✓ **Try to turn it into something positive**

Taking control of a situation is not always easy. Doing it with a sense of humor and style requires real mastery. Always try to switch things from negative to positive.

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