

## Tips on Using Twitter for Reputation Management & Crisis Communications

Not only is [Twitter](#) a great tool for building awareness about your brand, products and services, but it can also be an effective way to manage your company's reputation. Twitter allows companies to create a real-time interaction with potential consumers looking to interact quickly and directly. However, with over 44 million users on Twitter, there is potential for disgruntled people posting false information about your company to the public. What should a company do to maintain its reputation while avoiding a Twitter disaster?

Affect Strategies has outlined five tips for using Twitter for reputation management and in a time of crisis:

- 1. If you're not there, you can't respond** - One of the most popular excuses for why companies are not on Twitter is the fear that their presence will encourage negative feedback or criticism of their brand, products or services. However, what these companies don't realize is that these conversations are most likely happening without them knowing. Unless a company is present *and engaging* on Twitter, there is no way to respond to these tweets that are being broadcasted to a community of millions.
- 2. If you're not listening, you can't hear** - The biggest mistake a company can make is creating a Twitter account that is not being monitored. Not responding to certain negative comments or questions about your brand not only infuriates the unsatisfied tweeter, but also portrays the company as apathetic about their customers' needs and feedback.
- 3. Make an informed decision to respond or not** - While using Twitter to engage with a disgruntled customer can help them to gain a different perspective, there are certain situations in which responding can open the floodgates to more negative attention. It is important to evaluate whether the source of the negative tweet has a legitimate reason to be upset, how much of a following they have and whether the concern or problem is fixable.
- 4. Respond publicly** - When negative tweets are directed to your company or brand, it is important to respond in a way that allows everyone on Twitter to hear. While direct messaging may help to soothe the angry customer that negatively tweeted about your brand, the rest of the Twittersphere needs to see that you care about your customers' opinions and concerns.
- 5. Develop a crisis communications plan** - Just like in any form of communication, it is important to have a crisis plan in place for Twitter. When it comes to responding to a crisis situation, timing is key and it needs to be done as quickly as possible in order to prevent further damage to a brand. This plan should outline the types of situations that are considered a crisis, who is authorized to respond on the company's behalf and what the process will be for getting Tweets written and approved.

### Twitter Fast Facts

- o There are 44+ million Twitter users
- o Twitter has 23 million unique visitors per month (Compete.com)
- o A vast majority of Twitter users are ages 25-54, with the most active age group being ages 45-54 (ComScore, 2009)

### About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, [info@affectedstrategies.com](mailto:info@affectedstrategies.com) or connect with us at [www.techaffected.com](http://www.techaffected.com).