

Social Crisis Response Kit

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a social media crisis response plan — assessment, holding statement, response options, escalation and dos/donts — for a live or anticipated flare-up. Use it when something blows up online. For ongoing engagement use the Community Management SOP.

Purpose of this tool & output

Respond fast and calmly to a social flare-up

How the output is used

Use it to respond fast and calmly to a social flare-up — a crisis response kit with holding statements and escalation.

Important cautions

Coordinate with legal/leadership before public statements; do not admit liability prematurely.

Companion documents

- Social Media Strategy
- Social Content Calendar
- Caption Pack Writer
- Reels / Shorts Script Writer
- Community Management SOP
- Social Media Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.