

Burson-Marsteller China

Digital and Social Media Crisis Risk, Readiness & Response



A recent Burson-Marsteller survey* suggests **80%** of business leaders expect their **next communications crisis to happen within the next year.**

50% expect their next crisis to happen in the digital space. Yet - only half of business leaders have a crisis plan, and even less, a digital and social media crisis plan.

Get ready in the best ways possible. Burson-Marsteller China's Digital Issues & Crisis Readiness products include:

China Digital Crisis Readiness	Digital Crisis Risk Assessment	<ul style="list-style-type: none"> -Corporate Website readiness -Search Engine readiness -Social Media readiness -Digital Media database readiness -Crisis Influencer program readiness -Digital Sentiment analysis
	Digital Crisis Readiness Planning	<ul style="list-style-type: none"> - Digital Issues & Crisis Definitions, approach, Internal resources, audiences, messaging, materials, channels, monitoring, reporting
	Digital Crisis Handbook	<ul style="list-style-type: none"> -Team & crisis centre - Protocols and procedures - Channels and tools, usage guidelines
	Digital Listening	<ul style="list-style-type: none"> - Ongoing Digital and Social Media Monitoring for Issues
	Crisis Trainings	<ul style="list-style-type: none"> - Digital Crisis simulation workshop - Weibo and Crisis workshop - Digital and social media workshop
	Crisis Response	<ul style="list-style-type: none"> - Crisis Dark Site development -Crisis media lists engagement approach - Media hotline / email QA preparation - Crisis Influencer programming

D/BM Crisis Risk, Readiness & Response

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All products are customizable. Pricing subject to discussion and finalization. *Reputation In The Cloud: Digital Crisis Communications Study 2011

Contact B-M China Leadership or email dropbox@bm.com

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