CLASS 6: ORGANIZATIONAL CRISIS COMMUNICATION AND SOCIAL MEDIA

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Learning aims

1. Understand why organizations engage in crisis communication, and recognize communicative crisis response strategies.
2. Reflect on the emergent, socially constructed nature of crises such as the Covid19 pandemic.
3. Recognize the role of the media, particularly social media in the social co-production of crisis.
4. Understand the challenges that organizations face when communicating via social media in times of crisis (and beyond).
Situational crisis communication theory (SCCT) (Coombs, 2007)

Crisis: A reputational thread for corporate reputation
Situational crisis communication theory (SCCT) (Coombs, 2007)

1. Rumor
2. **Natural disaster**
3. Malevolence/product tampering
4. Workplace violence
5. Challenge
6. Technical breakdown accident
7. Technical breakdown product recall
8. Mega damage
9. Human breakdown accident
10. Human breakdown product recall
11. Organizational misdeeds, with no injuries
12. Organizational misdeed, management misconduct
13. Organizational misdeeds, with injuries

low responsibility high responsibility
Mittel gegen Covid-19

Mercedes bietet Reichweite gegen Corona

Der Daimler-Konzern und seine Marke Mercedes-Benz nutzen ihre globale Social-Media-Reichweite, um über Corona zu informieren und Gesundheitsorganisationen zu unterstützen.

Sources: https://www.wuv.de/marketing/mercedes_bietet_reichweite_gegen_corona & Facebook
World Health Organization (WHO)

Pinned Tweet

World Health Organization (W... · 1h

Replying to @WHO

#COVID19 home care - ill people:
Clean 🧼 frequently
♨️, drink plenty of fluids & eat nutritiously
Stay home in separate room. If not possible wear😷 & keep distance from others
Cover 😷 & 👣 with flexed elbow or disposable tissue 🧼 when coughing/

sneezing

doctor if condition worsens

Home care for people with suspected or confirmed COVID 🦠
Take care of yourself and your family
For ill patients:
If you are at it with fever and cough

Source: https://unsplash.com/photos/hu5CTi0Gh6c
Crisis communication strategies for public organizations (Olsson, 2014)

Communication aimed at providing people with information related to their ability to cope with the situation at hand and that is provided on an operational basis.

Sender-oriented communication aimed at managing reputation aspects.

Reputation-oriented

Operational

Resilience-oriented

Receiver-oriented communication aimed at self-sufficiency, networking and renewal.

Strategic

Communication that has been planned with careful consideration and is aimed at achieving long-term goals.

Source: Olsson, 2014
The transmission model of communication

Communication in/by/on organizations

Communication as simple process of package-like information transfer

Source: Schoeneborn & Trittin, 2013
Transmission model of communication: Communication as simple process of package-like information transfer

Constitutive model of communication: Communication as complex meaning-negotiation process

Source: Schoeneborn & Trittin, 2013)
How crisis are performed
Media myths (Tierney et al. 2006)

• Extant disaster research suggests that disasters do not lead to anti-social behavior, but the opposite.
• However, media and governmental reports on African American victims in New Orleans during and after Hurricane Katrina constructed two images:
  a) Aggressive individuals attacking other victims or emergency responders or
  b) Helpless refugees that are unable to cope and deserve charity living in a «warzone»
• In turn, these constructed ‘media myths’ led to particular strategic response measures, including curfews, and first responder were reassigned to law-enforcement activities.

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TOO :)
Conclusion

— Situational crisis communication theory suggests various strategies how organizations can respond to crisis.
— While crisis communication of business firms aims to restore organizational reputation, crisis communication of public organizations largely aims at community resilience and crisis relief.
— Natural disaster cast particular challenges for organizations and can turn into other organizational crisis.
— A variety of actors is involved in the communicative co-construction of organizational crisis, a process that is facilitated through social media.
— Social media create a dynamization, pluralization but also polarization of communication, and underlines the role of emotions.
List of references


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