



Managing a Social Media Crisis

THE CLIENT

The client sells gasoline in a convenience store environment in the Midwest and East Coast region of the United States. This client is widely known for their innovative customer relations program that incorporates a unique point rewards system which incentivizes customers to increase their in-store purchases and further engage with the company online and in person.

BUSINESS CHALLENGE

The client encountered a severe social media disaster which led them to seek a neutral third party consultant to mitigate the damage and suggest new social media strategies/policies.

During the disaster, cyber hackers overtook the client's social media accounts and distributed inappropriate pictures as well as sexually explicit content. Due to the client's lack of experience in handling social media disasters, the client did not have an emergency action plan in place to recover their social media accounts in an effective or efficient manner. In fact, they even contemplated completely deleting their accounts and never engaging with their customer base through social media again.

THE RESULTS



Administered effective crisis management techniques



Offered a neutral third party perspective



Implemented a strategic social media plan



Achieved 1M followers for the client

HOW CORBUS HELPED

- » **Provided** a neutral third party perspective
- » **Deployed** crisis management techniques to mitigate the damage
- » **Worked** with Facebook to regain control of the account
- » **Regained** many of their previously disgruntled or fearful followers
- » **Established** a clearly defined social media plan/policy for the client to implement
- » **Advised** the client on how to structure/generate their future social media postings
- » **Achieved** 1 million followers after only a few months of re-establishing the brand on social media

