

The Social Media Crisis Checklist

What to ask before you post, respond or go silent

BEFORE YOU POST ANYTHING:

- Do we have our facts straight?** If you're still piecing together what happened, wait. A correction 20 minutes later does more damage than a delay.
- Are we responding to the actual issue or just the loudest voices?** Ten angry comments can feel like ten thousand. Don't let volume dictate urgency.
- What's our objective here?** To reassure? To correct misinformation? To show we're listening?

If you don't know what you're trying to achieve, don't post.

BEFORE YOU RESPOND TO CRITICISM:

- Is this person actually looking for an answer?** Some people want resolution. Others want a fight or to be seen. Learn to tell the difference.
- Will responding amplify the issue?** Sometimes a reply draws more attention than the original comment deserved.
- Can we take this offline?** Public apologies matter. But detailed problem-solving belongs in DMs or email.

BEFORE YOU GO SILENT:

- Are we staying quiet because we don't have an answer, or because we're scared?** One is strategic. The other is avoidance. Know which one you're doing.
- What does silence look like to the outside world?** "We're investigating" is better than radio silence. "We'll update you by [time]" is even better.
- Is our silence creating a vacuum that someone else will fill?** If you're not telling your story, someone else is. And they probably won't get it right.

HERE'S WHAT MATTERS:

Social media isn't optional during a crisis.

It's where your customers, employees, investors, and journalists are already talking.

You can't control the conversation.

But you can decide whether you're part of it.



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