

Research on Brand Crisis Public Relations Management in the New Media Era

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Abstract: Based on the new media era, the rise of new media and communication platforms has brought opportunities and challenges for brand crisis public relations. Brand crisis public relations is a public relations response to brand crisis events, so as to reduce the impact on the brand itself. However, the communication characteristics of the new media era will increase the difficulty of brand crisis management, the speed of communication, the scope of influence and the complexity of the unpredictable, so how to reasonably use the new media for brand crisis public relations management is extremely important.

Keywords: New Media; Brand Crisis Communication; 5S Principle

1. Introduction

1.1 Characteristics of the new media age

In the new media era, information is usually disseminated through channels such as the Internet, wireless communication networks and satellites. The convenience and rapidity of the Internet accelerate the speed of information dissemination and the updating speed of information content. This also means that the new media era can effectively carry massive information, can effectively disseminate fragmented information, and the information dissemination environment is characterized by virtualization.

1.2 The concept of brand crisis

Brand crisis refers to an enterprise in the normal operation of the process, there are some brand itself is representative or representative of the enterprise internal emergencies, these emergencies arise mainly from the enterprise's own reasons, customer reasons, external market environment or competitors' reasons.

2. Characteristics of brand crisis in the new media era

2.1 High incidence of brand crisis

The way the public receives information in the new media era has evolved from unilateral reception to two-way transmission. Netizens can use virtual names or anonymous forms of expression, more likely to produce a series of negative news related to the brand. And once the news is out, netizens will inevitably fan the flames, which contributes to the unlimited amplification of many small things by netizens, which increases the incidence of brand crises.

2.2 More suddenness and urgency

The new media itself is characterized by fast dissemination speed and wide radiation of information. In a very short period of time it will make a rapid diffusion of public opinion. Accompanied by the participation of a large number of netizens in different platforms, it is easy to push the crisis event to the highest point, and the urgency of the event processing is also stronger.

2.3 Increased difficulty in controlling public opinion

The unique openness of new media makes it difficult to distinguish between true and false information in the new media era. Once a

brand crisis occurs, a huge number of netizens publish their own comments, which will speed up the spread of unfavorable information.

3. The harm of brand crisis to enterprises in the new media era

3.1 Damaged brand image

When a crisis event occurs, the first thing that is damaged is the brand image. If you can't react in time, the brand image will suffer a great blow.

3.2 Reduced stability within the enterprise

When a crisis occurs in a brand, internal employees will panic, which will reduce the efficiency of the employees in dealing with their work and affect their overall trust in the brand and their sense of belonging to the company.

3.3 Loss of brand loyal customers

Consumers are becoming less loyal to brands based on trends in public opinion, leading to a breakdown in trust and difficulty in maintaining it.

3.4 Reduced competitive advantage of enterprises

A crisis event in a brand can lead to rapid market capture by brand competitors, which in turn leads to a reduction in the competitive advantage of this brand.

4. Brand crisis communication management measures in the context of new media

4.1 Downsizing Management - Enhancing Crisis Awareness Across the Staff

4.1.1 Establishment of brand crisis awareness for all staffs

In the process of downsizing management, the brand needs to train the relevant decision makers and all the staff of the enterprise in crisis events, establish social responsibility and social conscience, so that managers and staff have a sense of crisis, and do a good job in all aspects of prevention in the process of day-to-day operation, so as to cope with emergencies.

4.1.2 Enhancing the media literacy of business managers and employees

Because in the new media era, the slightest misuse of words by an employee during an interview will be magnified by the media. After receiving training, employees can know how to express their opinions in the face of the media and take the initiative to spread the positive message of the company, as well as know how to use the new media to communicate with the public and customers in a reasonable manner.

4.1.3 Active self-inspection within enterprises

Enterprises need to carry out regular and irregular self-inspection in the process of operation, to find out the problems that exist in the enterprise. Medium and small brand enterprises in the management process can learn and learn from large brands, the enterprise standards and regulations for strict control.

4.2 Preparedness Management - Adding Preventive Systems

4.2.1 Establishment of a crisis early warning system

Crisis early warning system includes the whole process of real-time monitoring, forecasting and alarming of crisis events. Brands can analyze the online speech and information through mature detection technology, can be the first time to find the information that is not conducive to the development of the brand itself, and in a short time to react and deal with, and effectively prevent the continuous spread of crisis public opinion information.

4.2.2 Establishment of a brand-specialized crisis team

Enterprises need to establish a specialized team responsible for crisis monitoring, prevention and handling, and give corresponding countermeasures according to the development of events at the first time of a crisis. Many companies choose to outsource the crisis team, but the outsourcing team often do not do as well as they would like, so it is particularly important for companies to develop their own public relations team.

4.3 Response Management - Following the 5S Principles of Crisis Communication

4.3.1 Race for time - speed first principle

When a crisis occurs, the brand needs to quickly clarify the incident. With the help of various authoritative media, the brand's official website, official microblogging, official WeChat public number and other media platforms to issue official statements, so that the public's concerns can be eliminated as soon as possible, generally within four hours after the crisis occurred in the enterprise voice is best, so as to avoid the continued expansion of the situation as well as to reduce the spread of rumors.

4.3.2 Positive information is released quickly - the principle of sincere communication

The brand side in the process of handling remember, never delete some negative posts, this way of hiding and shirking is not desirable, should be a rapid analysis of the cause of the incident, and be frank and open to the public, to the public will be the truth for the public, the truth of the incident to restore, and to ensure that the clarity of the information and credibility, in a sincere attitude to the public to outline the true situation of the incident, so as to dispel the public's concerns. The brand will make a sincere statement on all platforms to dispel the public's doubts and concerns.

4.3.3 Positive Apology Re-response - Principle of Taking Responsibility

After a brand crisis, the brand needs to take care of the rights and interests of consumers and their emotions in the process of dealing with the problem. In the release of information through the relevant media platforms, to the affected consumers and the general public to express a sincere apology, and the ins and outs of the incident to clarify, and in the process of dealing with the need to do to the affected consumers to give the appropriate compensation and help, so that the brand can maximize the public's understanding.

4.3.4 Joint efforts of internal enterprises and media public relations - system operation principle

For the brand internal need to develop a set of related responsibility of the spokesman system, this system can not only make the internal and external image of the enterprise can maintain consistency, but also to communicate with the media can be smooth and coordinated, through a unified caliber so that consumers to dispel doubts.

4.3.5 Seek endorsement from authoritative media - the principle of authoritative certification

After a crisis event, affected consumers and the public want to see authoritative media to express their views on the event. Therefore, in the process of dealing with crisis events, enterprises need to reasonably utilize media with high authority, so that they can effectively release relevant information, which can enhance the effective endorsement of the enterprise, and then can gain the public's wider trust.

4.4 Recovery Management - Branding from the Inside Out

4.4.1 Guaranteeing the quality and quantity of products and services

For the whole brand enterprise, the most direct reason for the crisis event will generally be because of the brand's own quality or service problems, so that for enterprises need to ensure that the brand's own product quality and service is extremely important, which can be effectively curbed from the root of the possibility of crisis. When the company's own products and quality over the top, in response to the crisis events have more confidence in the face, for all kinds of rumors, but also can be calmly dealt with.

4.4.2 Strengthening own brand crisis management

Enterprises in the event of a crisis need to summarize the relevant issues in the event, the experience as well as lessons learned for certain effective refining. This includes the improvement of the enterprise's own crisis management measures. Brands need to be targeted in the face of different situations to develop a corresponding solution to avoid the same thing happening again, this initiative for the brand to better

prevent, deal with, and recover from the crisis have laid a solid foundation.

4.4.3 Keeping up with hot spots and rebranding

In the new media era, social hotspots in the public have a higher degree of concern for the occurrence of crisis events for the enterprise, you can follow the social hotspot way, the use of exposure to the brand's own image for certain remodeling and strengthening. Enterprises can also participate in public welfare activities to enhance the brand's goodwill and trust in front of the public, can be recognized by the public, the original brand image improvement is also helpful.

5. Conclusion

Overall, nowadays, the new media era occupies an important position in our lives, and its own characteristics of fast dissemination speed, wide range of coverage, and fast update of information for the brand has also increased the risk of more. Brand in the process of crisis management need to make reasonable use of the characteristics of the new media era, and lay a certain foundation for the long-term development of the enterprise.

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