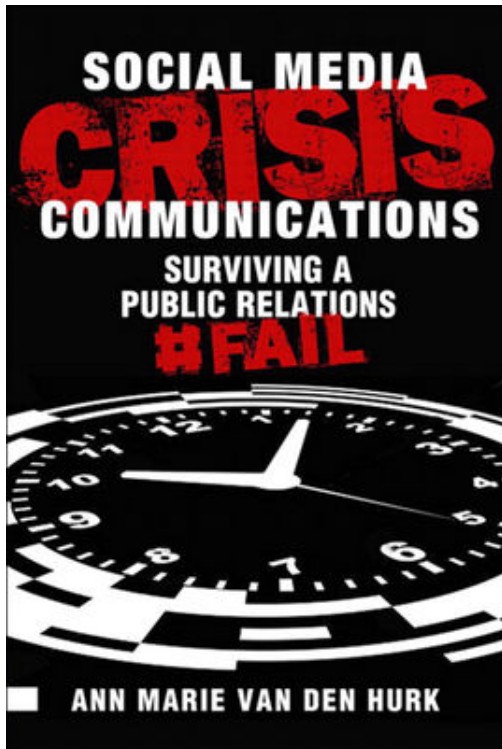


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Understand the radically new dynamics of today's crises  
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Use free and low-cost services to monitor online chatter for signs of trouble  
Respond in real time, *before* your crisis escalates  
Calibrate your response to the realities of what's happening  
Effectively integrate social media best practices throughout your response  
Avoid the disastrous mistakes panicked organizations often make  
Regain control of your organization's identity across the web

**Title** : Social Media Crisis Communications: Preparing for, Preventing, and Surviving a Public Relations #FAIL

**Author** : Ann Marie van den Hurk

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