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Titolo	The four stages of highly effective crisis management : how to manage the media in the digital age // Jane Jordan-Meier
Pubbl/distr/stampa	Boca Raton : , : CRC Press, , 2011
ISBN	0-429-24847-4 1-283-27958-4 9786613279583 1-4398-5374-6
Descrizione fisica	1 online resource (310 p.)
Disciplina	302.23/068
Soggetti	Mass media - Management Crisis management Online social networks Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Media, crisis, and new reporting tools -- What is a crisis? -- Unfolding crisis -- Crisis is triggered -- A crisis stops the show -- Case in point: Virginia Tech -- The role of media in a crisis -- Social, interactive, and everywhere all the time -- Today's news from multiple platforms -- Old media play a role in the social media revolution: social or leave -- Power to the people: the rise of hyperlocal news -- Mainstream media are still a factor -- Social media's role in crisis -- Media ethics? what drives traditional media behavior -- Twitter: is it a fad or the "8 bazillion pound gorilla?" -- Overview -- Background.
Sommario/riassunto	From the Japanese tsunami and the Egyptian revolution to the Haitian earthquake and the Australian floods, social media has proven its power to unite, coalesce, support, champion, and save lives. Presenting cutting-edge media communication solutions, The Four Stages of Highly Effective Crisis Management explains how to choose the appropriate language and media outlet to properly convey your message during and after a crisis.Unveiling the secrets of how to

manage the media in a crisis, the book examines how rapidly evolving social media and Web 2.0 technologies
