Social Media’s Role in Crisis Management: A Call for Greater Legal Vigilance

Weber Shandwick partnered with KRC Research to explore the perspectives of in-house legal counsel regarding preparing for and responding to social media crises. We conducted a telephone survey of 100 senior and mid-level practicing lawyers (50 in the US and 50 in the UK) who work as in-house counsel for Fortune Global 1000 companies and who advise on matters related to risk, reputation management or brand protection.

Among in-house counsel...

- 90% don’t expect a social media crisis to cause a legal risk at their company over the next year.
- 54% have had training, legal or otherwise, on how social media impacts their company.
- 91% agree that their company’s reputation is their most valuable asset.
- 38 hours is the estimated time it would take to activate a plan of action to manage a social media crisis.
- 21% have experienced a social media crisis at their current company.
- 47% did not spend any time in 2014 preparing for a social media crisis.
- 50% are deeply concerned about the improper sharing of confidential information on social media — their #1 digital concern.
- 21% report that their departments are very involved in social media crisis preparation.

For more information about Social Media’s Role in Crisis Management: A Call for Greater Legal Vigilance, please contact:

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