

CRISIS PLAN:

Yes, this is a crisis because people can't be thinking that they are risking people's health and lying about health, that's an important thing and can't just be overlooked. I would first issue a statement saying something like,

CRISIS STATEMENT: "It has come to my attention that some of our tests were falsely coded and did not come back with the right results. This is not something we take lightly, we prioritize our patients' health and we are getting to the bottom of this. We will not let something like this happen again and we are offering free covid tests this month for anyone who either needs to retake theirs or wants further covid testing. We will make this right and make sure that we receive the correct results." We will issue this statement on all of our social media so that people are aware we are fixing the problem and offering covid tests for free to try and fix how we messed up.

SOCIAL MEDIA CRISIS STRATEGY TO SQUASH NEGATIVE COMMENTS:

To squash negative comments we will monitor anything and everything with hashtags of our company or tags of our company and try to report the post to go away. If it is a valid statement of our wrong doing we will comment on how we prioritize our patients and that we are offering new tests, and also that this will not happen again.

The tone will be serious and apologetic. We will start March 22nd and continue keeping up with comments but will only issue one statement because we don't want to keep bringing it up again and again for the public to keep giving us a reason to look bad. I think a small social media

budget would be helpful to monitor and to have posts be seen because we don't want a ton of people talking bad about the company, if we can prevent it we need to do so.

From the reading 3 social media crisis planning tips we could use would be to give out information. People want to know what they are dealing with and have as much information as they can, we should be honest but not reveal overly. We should also social listening, so monitoring brand mentions and comments. Engaging is another big thing to do, people don't like when someone is not saying anything to resolve the problem.