

# The Guide

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## to September Social Media

### Awareness Days

**4th**

Know Your Numbers Week

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**5th**

International Day of Charity

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**10th**

World Suicide Prevention  
Day

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**18th-22nd**

Care Workers Week

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**19th**

Youth Mental Health Day

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**23rd**

FSC Forest Week

### Top Tips

# **Social Media Crisis Management**

Understanding how to effectively managing a social media crisis is an important piece of knowledge for marketers to possess. Effectively managing a crisis can help to protect your brand's image and credibility, and in this month's edition we are discussing what you can do in an emergency.

## **Take preventative measures**

The best way to deal with a crisis is to stop it from happening in the first place. Ensure that your social media presence is carefully monitored in order to catch any issues before they come up; using social listening tools to track page mentions can help.

# **Assess the situation**

It's important to take a moment to recognise the severity of a situation. Are you dealing with a customer complaint, or a more significant problem that needs more immediate attention? Assessing the situation can help you to form a strategy to deal with the issue.

# **Act quickly and efficiently**

During a crisis, time really is of the essence. Once an issue is identified, act in a timely manner. Share a clear and concise message that acknowledges the problem and expresses empathy for those affected by the problem. If necessary, offer to take the conversation offline by providing contact information.

# Remain honest and transparent

The most important element of dealing with crisis management is honesty. Remaining transparent is critical in order to retain credibility of your brand, and in order to make your audience feel like their opinion matters. If you made a mistake, take ownership and admit them honestly, whilst outlining how you are dealing with the problem.

# Make changes if necessary

Once the problem is dealt with, make sure it isn't repeated by making changes internally. Identify what caused the problem in the first place, and put measures in place to ensure it doesn't happen again. Be transparent about this and share your plans for dealing with this moving forward.

**Get in touch to find out how we can help you manage your social media**

# #trending

Explore the top industry-related topics being searched for on Google. Want to try out Google Trends for yourself? Find out more here: <https://allianceta6.co.uk/google-trends>

exercising with friends



get into weightlifting



swim fitness



student memberships



home workout



gym near me



# Social Media Updates



## YouTube Launches New Education-Based Approach to Policy Violations

YouTube's implementing a new approach to its policy enforcement actions, by launching training courses for creators that violate specific platform policies, as opposed to applying a strike to their channel. The new approach aims to help educate creators, as opposed to punishing them, which could help to create a more understanding and collaborative process.



## Threads Launches Initial Test of Keyword Search

Keyword search on Threads will show you all of the posts that mention your chosen terms, in addition to the current search results, which only return relevant usernames.



## Meta Launches New FACET Dataset to Address Cultural Bias in AI Tools

FACET (FAirness in Computer Vision EvaluaTion) dataset provides a range of images that have been assessed for various demographic attributes, including gender, skin tone, hairstyle, and more.

*See you next month!*