Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Manage crisis of social media public relationship
Code	107154L4
Description	Establish a sound social media crisis response strategy to find the root causes of the crisis, reduce the destructive crisis and protect the image of the corporate.
Level	4
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand the characteristics of social media crisis and the harm
	
	• Understand the characteristics of social media crisis
	   o More negative prejudice
	   o Wrong information posted by user
	   o Crisis uncertainty
	   o Crisis urgency
	   o Media attention is high
	• Understand the harm of social media crisis
	   o The outbreak of the speed and intensity is much broader and different from the traditional media
	   o Anyone on the web can cause a crisis
	
	2. Develop social media crisis strategy
	
	• Preparation
	   o Before the outbreak of the crisis, review potential crisis points, simulate possible crisis situations, and try to prevent them from happening
	• Evaluation
	   o Collect data to establish the real state of the crisis. The response of the corporate must be able to correspond to the potential impact of the crisis. Use community media tools to help assess the impact of negative messages.
	• Control
	   o Lesser people involved in the crisis handling would be better. Usually the more people involved the easier confusion happen.
	• Implementation
	   o A quick response is preferred. A slow response often makes the crisis worse because customers usually think that the corporate do not concerned about the problem.
	
	3. Exhibit professionalism
	
	• The social media crisis strategy developed shall not contravene the relevant provisions of the laws of Hong Kong

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand the characteristics of corporate crisis in the community media environment • Perform prior warning work before crisis happens • Possess the ability to deal with social media crisis
Remark	