

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Manage crisis of internet public relationship
Code	107157L4
Description	Establish a sound internet 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	<p>Performance Requirements</p> <p>1. Understand the characteristics of internet crisis and the harm</p> <ul style="list-style-type: none"> • Understand the characteristics of internet crisis <ul style="list-style-type: none"> ○ Sudden ○ Destructive ○ Uncertainty ○ Urgency ○ Public concern • Understand the harm of internet crisis <ul style="list-style-type: none"> ○ Larger scale of the outbreak ○ Spread faster and more widely ○ Larger destruction. The authority of comments even transfer from the enterprise to the Internet users causing greater controversy <p>2. Establish crisis prevention strategy</p> <ul style="list-style-type: none"> • Perform simulation training for crisis management • Use public relationship management to build and maintain public relations to get more supporters <p>3. Optimize corporate crisis management strategy</p> <ul style="list-style-type: none"> • Pay enough attention to the internet media • Timely disclosure of various information on the crisis • Integration of various network resources to consolidate information dissemination • Pay attention to the role of opinion leaders • Pay attention to build internet reputation <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • The internet crisis strategy developed shall not contravene the relevant provisions of the laws of Hong Kong
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Understand the characteristics of corporate crisis in the internet environment • Perform prior warning work before crisis happens • Develop and optimize network crisis management strategy
Remark	