

Social Media Crisis? You've got this

“When we see a public statement that could harm our brand’s reputation, we need to address it fast. It used to take too long to develop a response. The right people were not available. Now, we can have all the experts in one place. We are able to deliver a response in half the time.”

Organize your team. Download the Cisco Webex Teams app. Open a space with the crisis team to gain consensus on how to address the issue. Everyone can participate no matter where they are.

[Download Cisco Webex Teams](#) | [Create a team](#)
[Create a space](#)

Strategize together. Share links to the issue, post documents, and give background on what is happening. Start strategizing right away.

[Send a message](#) | [Share files](#)

Add the experts. Include experts as they're needed. They can read the history in the space to easily catch up. Include both internal and external participants.

[Add external participants](#)

Communicate quickly. Instantly escalate from a chat to a meeting. Just click on the call button and all members of the space will be called instantly.

[Call on the fly](#)

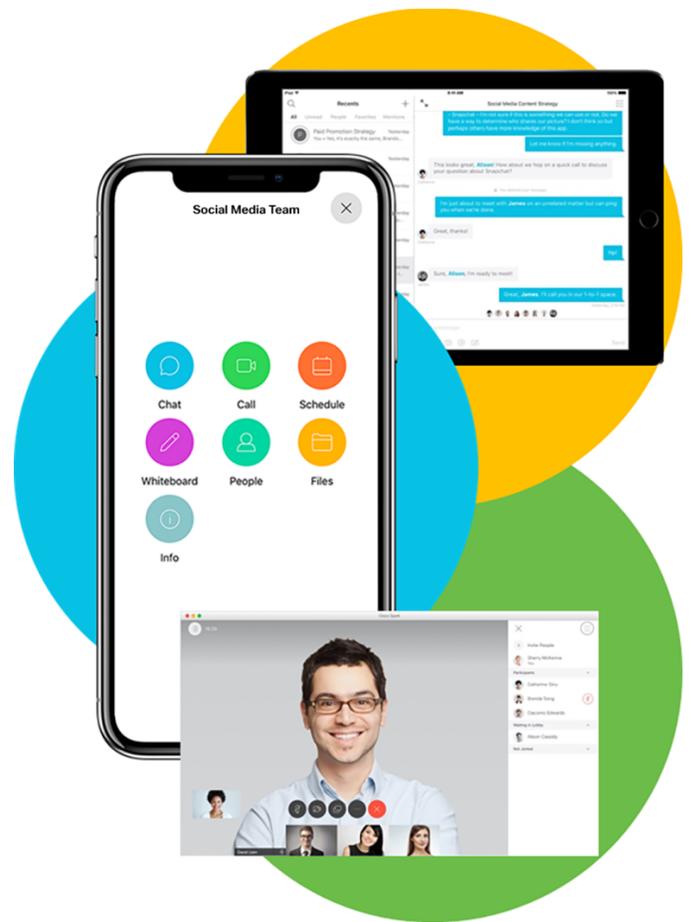
Plan a meeting. Schedule a meeting with everyone in the space with just a simple click. All names and meeting information are populated automatically into the invite. Just pick a time and day.

[Schedule a meeting](#)

Next steps. Once you address the social media issue, you can spin off other workspaces to implement long-term fixes. Plan proactively to decrease future response time even more.

“Immediate access to the right people and information means a faster and better response.”

–Social Media Manager



Bring people together instantly and effortlessly. Protect your brand.