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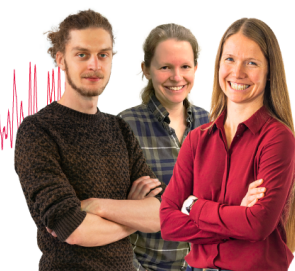
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Social Mediated Crisis Communication Model: A Solution for Social Media Crisis?

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Abstract. This Concept Paper discussed organizational crisis especially social media crisis. The existence of social media makes it difficult for organizations to manage emerging crises. This concept paper is written to explain about crisis management based on the Social Mediated Crisis Communication (SMCC) model. The main purpose of this paper is to see the extent to which it can help in crisis management, especially in organizations. There is an explanation on the addition and simplification of the SMCC model to better facilitate the organization in crisis management and its main focus is through social media. Social media plays an important role when a crisis occurs because of its interactive nature compared to traditional media. The methodology based on previous studies explains the qualitative method used in the description of the addition and simplification of the SMCC model. The result of the concept of this paper is about crisis management especially social media crisis with the use of SMCC model.

INTRODUCTION

Social media is used by billions of people around the world and is fast becoming one of the defining technologies of our time. Facebook, for example, reportedly had 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 [1]. Globally, the total number of social media users is expected to grow to 3.29 billion users by 2022, which will be 42.3% of the world's population [2] the convenience and sophistication of technology have also opened up space and opportunities for the public to spread untrue information quickly and expeditiously [3]. Although social media is a beneficial form of social communication platform, it can also be abused if it fails to be controlled and managed sustainably [4]. According to [5], there are some users who use social media platforms as a tool to spread slander and misinformation [6] that can trigger a crisis.

Crises are unpredictable but unforeseen events that can threaten and negatively impact if not handled properly [7]. An organization involved with a crisis especially a social media crisis will face challenges in crisis management. When a crisis occurs, it is difficult for an organization to decide to respond to the crisis, but organizations should resolve it by responding positively and providing immediate feedback on the crisis to the community [8]. Slow feedback given during a crisis can damage an organization's image and reputation [3]. Furthermore, the existence of social media has challenged organizations in dealing with the crisis.

Besides it is the existence of social media has a negative impact on organizations in dealing with social media crisis [7]. According to [9], social media is an internet -based media that allows users to interact with other users but it is also a trigger to the spread of crises and false information. This causes crises and false information to spread easily and without control. If the crisis is not curbed, it has the potential to grow globally especially with the development of social media nowadays [10], it can spread information quickly to all corners of the world with just one click [10].

Among the crises that have occurred involving organizations in western countries is involving a well-known US airline, United Airlines (UA) has been severely criticized when spread on social media video footage of flight officials and security officials who have pulled passengers to get off the plane to make room to the crew [11].

Meanwhile, in Malaysia there is also an organizational crisis involving a low-cost airline, AirAsia. In July 2019, a total of 12 students of the Mara Junior Science College (MRSM) Langkawi were ordered to disembark while boarding flight AK6317 from Langkawi to Kuala Lumpur. This matter became contagious when one of the family members of the student had expressed AirAsia's actions on the Facebook page (Suraya, 2019). As a result of the action, the airline has received severe criticism from the public. Similarly, the disappearance of MH370 has caused Malaysia Airlines (MAS) to be questioned and blamed by the public for the delay in providing preliminary information on the incident. Crises indirectly indicate organizational weaknesses and will damage the reputation of the organization to an extent that can cause an organization to lose its credibility [12].

Furthermore, the contagious Cadbury halal crisis on social media has caused various speculations and concerns among Malaysians, where Cadbury has issued a statement on their Facebook stating that it will withdraw all Cadbury products affected from the market, namely Cadbury Dairy Milk with Hazelnuts (serial number 200813M01H I2 whose expiration date is Nov 13, 2014) and Cadbury Dairy Milk with Almonds (serial number 221013N01R I1 whose expiration date is Jan 15, 2015) which have tested positive for porcine DNA traces. The crisis was triggered through social media first before spreading through the mainstream. This indirectly indicates organizational weaknesses and affects the reputation of the organization to a degree that can cause an organization to lose its credibility [12].

Even so, the media has always played an important role to organizations in providing information to the public during crises and disasters. Social media is now also playing a large and growing role in shaping anger and thus society's perception of risk and mitigation. Social media provides an opportunity for organizations and communities to spread information quickly about an ongoing crisis. Organizations are vulnerable to crises often confronted with negative media reporting, which ultimately threatens the reputation and image of the organization [9]. Therefore, organizations need to be prepared for crises with strategies or action plans for organizations to deal with crises [7] as well as need to be more sensitive and efficient in managing information because information needs to be communicated clearly so that the community and stakeholders can filter and compare the information received [12].

SOCIAL MEDIA IN CRISIS COMMUNICATION

The media environment has changed dramatically after the advancement of Internet and smartphone technology and after the advent of social media and the content it produces [13]. Therefore, crisis communication also occurs in a new environment that is always active and has many communication channels. Crisis communication and crisis managers are equally affected by these changes, which require new strategies and means of communication [14]. The big changes affecting crisis communication are the interaction of different communication channels, audiences and content.

The clear boundaries between these different agents no longer exist, and the traditional roles between message sender and receiver have changed. This is strongly influenced by community participation in creating, sharing and editing content, and thus attracting new audiences and networks. Public stakeholders and organizations are not only recipients of information but also providers of information [14]. Therefore, dealing with communication around the crisis with the dissemination of information through traditional news channels, becomes almost impossible. This also indicates a constant media presence, activated by new media applications, the Internet and smartphones. The continued presence of media is also a result of the new communication culture created by social media and the expansion of public discussion to online platforms [15].

The constant presence of social media and the speed of information sharing are likely to make it an integral part of crisis communication, and thus, part of crisis management. Studies show that the use of social media increases when a crisis occurs, and in fact, the information provided about the crisis in conventional mass media is seen to be less reliable than the information provided on social media. It also provides a platform for emotional support, allows people to share information, offers support and help during crises [16]. The speed in information sharing on social media and public activities on social media during crises poses challenges for crisis communication managers but also provides union opportunities. Therefore, it is very important for organizations to participate in social media as a crisis communication strategy [17].

The use of social media in crisis communication creates new opportunities for connected organizations to interact with the public and stakeholders in dealing with crisis situations. Nowadays, the public is an active participant in crisis communication due to the increasing use of social media. Therefore, it is very important for organizations to be active

on social media as well. Social media provides a platform for organizations to build relationships and trust between themselves and the public [9]. To resolve the influence of social media on crisis communication, [18] made the socialization crisis communication model the first theoretical framework describing the relationships between organizations before, during and after the crisis, online and offline media, social media, traditional media, and oral communication [16]. This model has been extensively tested in the United States using different methods (such as experiments or interviews).

SOCIAL MEDIATED CRISIS COMMUNICATION THEORY (SMCC)

The SMCC model evolved from the Blog-Mediated Crisis Communication (BMCC) model [19], which provides guidance for crisis managers to identify influential blogs and implement communication response strategies before, during, and after a crisis. The BMCC model clarifies that crisis managers with limited resources must identify influential blogs to maximize resources and monitoring capabilities. Influential blogs are identified through the credibility and credibility of blogger information, and through engagement and issues.

The BMCC model is also an influential blog that addresses the information and emotional needs of blog followers during crises by providing quick and timely opinions. The original BMCC model included a checklist matrix to assess blog influence potential, as well as recommended communication and remedial feedback strategies based on various organizational and crisis factors [19] for matrix and communication strategies through SMCC. The BMCC model was later refined and renamed Social Mediated Crisis Communication (SMCC). The SMCC model shown in Fig 1.

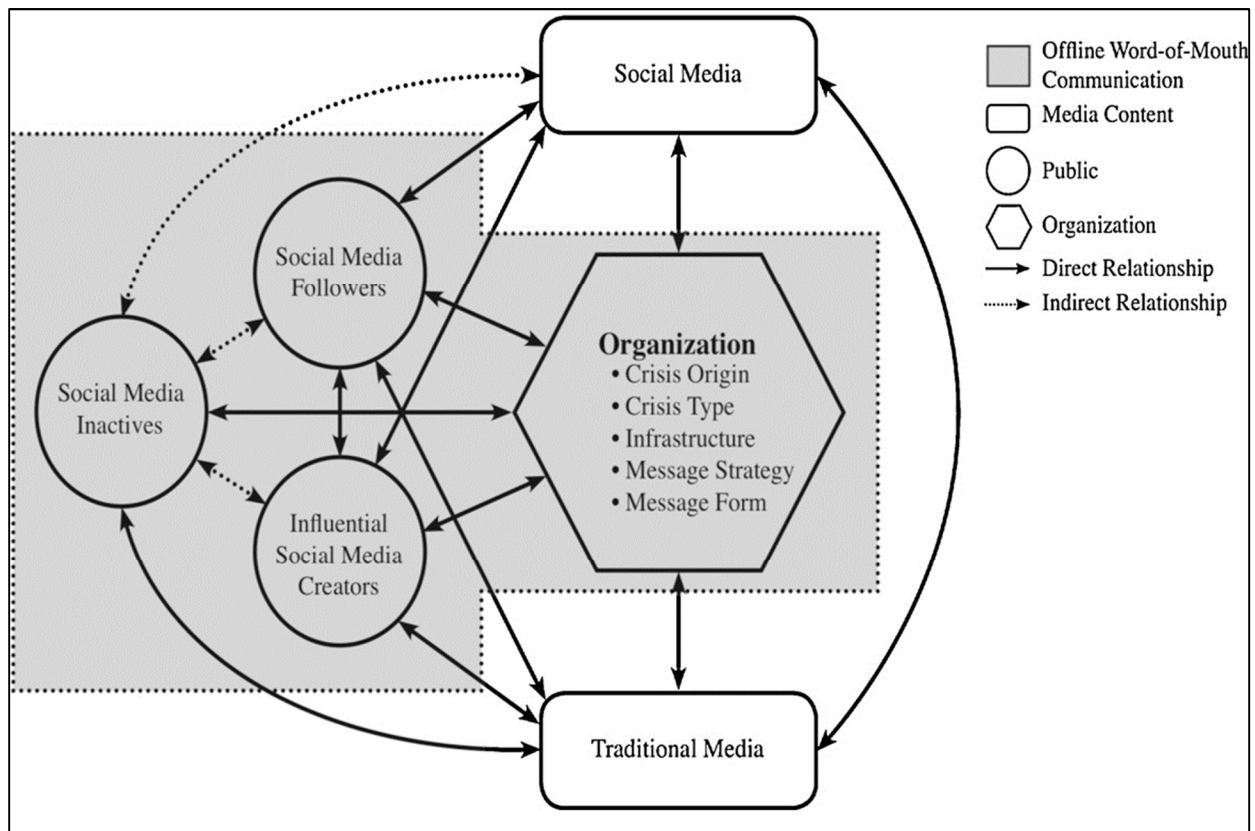


FIGURE 1. Social Mediated Crisis Communication (SMCC)

The Social Mediated Crisis Communication Model (SMCC) was created to address the impact of social media on crisis communication, [18] created a social media crisis communication model that serves as the first theoretical framework to describe the relationship between organizations, online and offline media, social media, traditional

media, and verbal communication before, during and after the crisis [19]. Next, how crisis responds depends on the type of organization that is able to respond to society effectively by accepting different crisis communication strategies [19].

SMCC aims to explain how organizations can make the best use of social media while communicating with the public during a crisis [16]. SMCC also focuses on explaining how communities share and generate information about crises on social media, and thus help organizations apply this knowledge in their crisis communication strategies. This theory identifies multiple media using social media channels and five different factors that are influential social media creators, social media followers and inactive social media. Recognizing the different types of social media users of this type can cause crisis communication to be more effective [16].

There are several studies that use this model as a research guide, among them is the study from [19] which provides an addition to the SMCC model by using a qualitative approach. This study expands and enriches the SMCC model by increasing the application of community crisis information to the model. Further, it links the use of crisis information with the transmission of crisis information, (information retrieval and sharing) which has been extensively studied by SMCC scholars [11]. For the second expansion is the crisis information screening process expanding the SMCC map of community crisis information processing and handling strategies. This helps clarify the SMCC model and its findings by providing insights into how communities engage in crisis information content and making assessments about the information themselves and themselves as they actively select and consume crisis information. The findings show that whether and how crisis information retrieval [18] and crisis information sharing [19] are activated or prohibited tends to depend on whether communities choose to check information early or not and if they do the extent to which they are able to continue the crisis information review process.

In addition, there is also a study from [17] that makes the Moderate Social Mediation Crisis Communication Model using only some of the components found in the SMCC model. This study only covers the organizational components, Public as Social Media Followers, Public as Influential, Social Media Makers, Social Media itself as the media of the organization's interaction with the general public. This is in line with the opinion that social media is a digital tool and application that facilitates interactive communication and exchange of content between and between audiences and organizations. The use of social media is very high during the crisis compared to traditional media. This is because, traditional media like tv, newspapers and radio have a minimum in dissemination of information and are relatively slow compared to social media platforms.

A qualitative approach was taken using both focus groups and in-depth interview techniques to explore screening crisis information in communication crisis mediators. Participants will share their experiences and views related to conflicting crisis information for example misinformation, unconfirmed information, incomplete information about crisis situations on social media and how they check (or do not) check information about the crisis [20]. In addition, qualitative research aims to determine and locate, collect, to process and analyze research data.

CONCLUSION

Social media provides unique challenges and unprecedented communication opportunities for organizations in crisis. Social media as this field of research grows, more guidance is needed to explain how various social media, traditional media, and word -of -mouth forms of communication interact in terms of crisis information and, most importantly, the extent to which crisis messages affect crisis recovery [19]. The SMCC model is a framework for crisis and problem management in a rapidly evolving media landscape, which aims to better understand the role of social media in crisis communication. Key factors, such as crisis, organizational, community, and communication characteristics, need to be considered together for effective and ethical SMCC practices. The application of SMCC in various sectors and fields (e.g., health, corporate, nonprofit, politics, sports, disaster, university, or other specific crises) will further provide industry -specific recommendations. The SMCC model sets a new agenda for crisis scholars and practitioners. This model provides evidence that enriches knowledge in crisis communication and provides research -based insights for crisis communication practices, for managerial decision -making and crisis response implementation. Findings from the emerging SMCC investigation indicate the importance of considering the origin of the crisis, the form of the information, the source of the information, the type of crisis, and the crisis messaging strategy when communicating during the crisis.

Moreover, it can be concluded that when a crisis occurs, the public will seek information related to the crisis by using mobile social media platforms, which are connected to the Internet to reliable sources. In this case, it is sourced from the social media account of the organization or company. The search for crisis -related information through social media on mobile platforms, is high during the crisis, because of the speed, convenience, ease of access, compared to traditional media [12]. In addition, among other users of mobile social media platforms there are also

forms of communication during crises, which are based on the motive to inform family or friends, inform the situation, give warnings, and also due to other social influences of media users, available in the SMCC model are called social media influencers, all of which cannot be done using traditional media, because of their interactivity and can reach many media. A form of Word of Mouth (WOM) communication, communication not mediated by social media, also occurs during crises [7], but its nature is only limited to being directed from the audience to a credible source on location. Rarely does this WOM communication occur intensively among audiences in crisis locations. However, this study also found differences related to the use of traditional media, which are very low as a source of information on crisis locations compared to the model presented by [16]. Inactive social media was also found unactive users as influencing the audience's information seeking process during the crisis.

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