



Social Media, Crisis Communication, and Publics

Guest Editor:

Dr. Amalia Triantafyllidou

Department of Communication
and Digital Media, University of
Western Macedonia, Kastoria
52100, Greece

Deadline for manuscript
submissions:

closed (30 September 2021)

Message from the Guest Editor

Dear Colleagues,

Crises are inevitable events that happen suddenly and harm businesses, non-profit organizations, public organizations, industries, economies, as well as public figures. Social media can impose barriers, as they are platforms where a crisis begins and escalates but can create opportunities for affected entities. Specifically, social media can help organizations and public personas monitor audience reactions; effectively communicate their crisis response; and thus, manage their image and reputation.

However, researchers and scholars need to continue addressing questions such as: How are various crisis communication theories applied in different types of social media? What factors drive the effectiveness of social media crisis communication? How does social media crisis communication impact the offline world and the public's perceptions and emotions? What are the characteristics of social media users during times of crises? How do businesses, public organizations, and personas utilize social media to respond to different types of crises? Hence, this Special Issue aims to further research on social media crisis communication.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

Contact Us

Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](#)