

## Special Issue

# Social Media, Crisis Communication, and Publics

### Message from the Guest Editor

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.

### Guest Editor

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### Deadline for manuscript submissions

closed (30 September 2021)



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