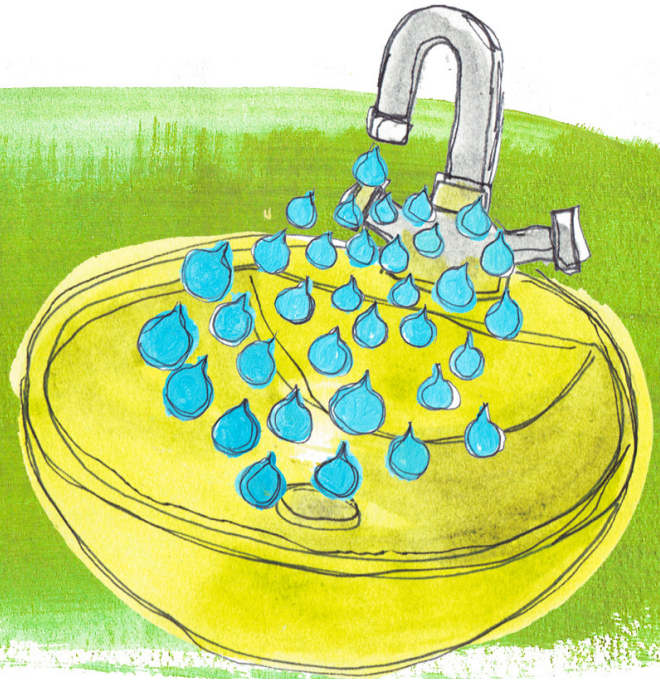


## Crisis Management



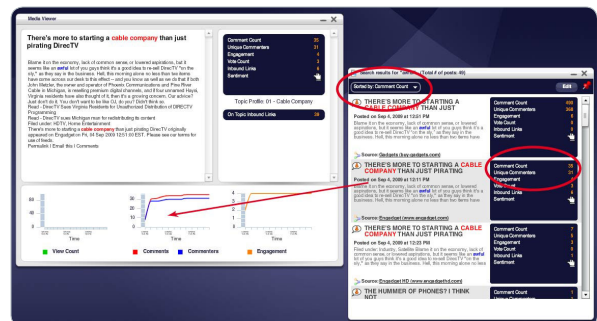
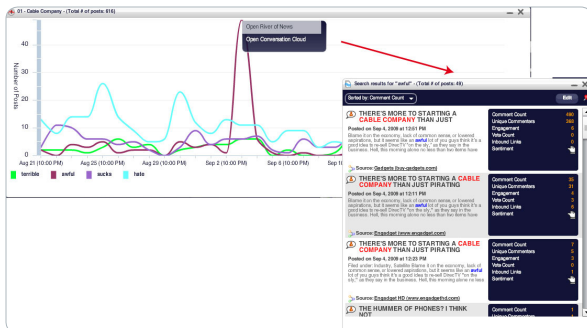
It's never pretty, but crisis management is a very real necessity for businesses and their external communication efforts. If there's a conversation swirling around or about your company and it's centered around negative press, misinformation, or a potential business threat, you not only want to know about it, but you want to be able to respond.

Using the Radian6 platform, you'll be able to find results talking about your company, in real-time as they're discovered on the web. Timely results mean that you can respond quickly and nimbly in the event of a crisis.

Using the Topic Trend graph, you'll be able to watch the buzz around a particular topic over time, not only seeing the volume of relevant posts at each point on the timeline, but visually capturing the

ebb and flow of conversation to see when the topic starts to fade, and whether or not it gets picked back up again in the future. Layer in analysis by negative keyword, so you can find the ones lining up with your brand or topic, and drill down into those posts.

With each post in the River of News, too, you can see the sparkline graph to know when a particular post hit, how much attention it's getting, and see the volume of comment and reaction to it online.



That information empowers you to know which posts need priority engagement, and which sites and authors are contributing the bulk of the dialogue so you can reach out more effectively to influencers in the conversation. Also, sort by comment count to get an idea of the posts generating the most dialogue.

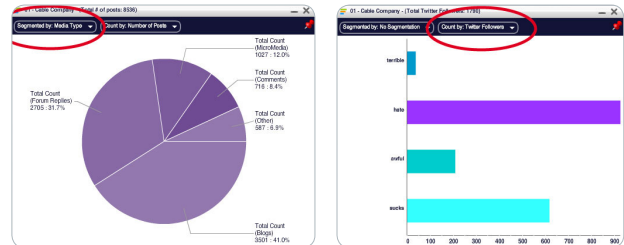
Speed is critical when dealing with a crisis. After setting up a topic profile to monitor for negative keywords, Radian6's alert function can automatically send flagged posts to selected personnel in real time via email or instant messaging each time a new post is released. This ensures that no posts are missed, and that they are delivered into the correct hands as quickly as possible.

In addition, use the influencer widget to get an idea of the most resonant voices and sites around the topic you're monitoring and responding to. Understand whether the influencers are major media outlets, industry blogs, or individual consumers, and plan your responses and follow-up communications – for audience, tone, and information needed – accordingly.

Rank	Influencer	Follower Count	Other Metrics
100	www.twitter.com	1.0	150
95	Link Strategy by American	3.0	134
82	Content and Content Digital Marketing Consider: Digital Marketing Advice for Agencies	4.0	166
78	FastPulse	3.0	40
74	Marketing.com	3.0	51
73	Marketing	3.0	23
68	Outspoken Media	1.0	161
62	the Mark Blog	1.0	49
61	HealthBusiness	1.0	62
56	Social Media Expert	4.0	29
56	Power 2011	7.0	13
52	HR Business by Ken Burdick	1.0	46
43	Influencer Journal	384.0	0
38	Marketing Insider	2.0	18
35	Everyday HR	1.0	33
34	Marisa Hernandez	2.0	27
34	socialmediatips.com	2.0	22
33	Content Strategy Network	1.0	25
30	K-Chatterbox	1.0	23
29	WebMarketingPro	15.0	9
25	Work For Hire	1.0	25
20	Chase Briscoe	1.0	22

Want to know how far a particular topic is spreading in the Twitter community, for instance? No problem. Use your Topic Analysis widget to look at your results by Twitter follower count, and know incrementally how many networked followers may be paying attention to tweets on your relevant topic. You can also quickly learn what types of media are carrying most of the news; just segment your Topic Analysis

widget by media type, allocate your response resources accordingly, and participate in the conversation where it's most active.



By understanding the bigger picture around an emerging issue with Radian6, you can deploy your communication resources efficiently, respond using the tools and sites where the conversations are taking place, and better address the real-time concerns and comments of your customers and community.

