

Crisis research paper example

[Business](#), [Company](#)



Lack of proper communication within and without the organization to various respective audiences during crisis may result into very dire consequences in an organization. Effective communication is therefore important to the organization to ensure the establishment of the organization during crises to ensure a successful way out of the problems encountered in the organization. For instance, Wal-Mart have been associated with a negative rapport for a while had to use the social sites mainly Facebook to restore its image and ensure the store gains its seemingly deeming glory.

Wal-Mart ensured proper understanding of the crises that had been identified and applied various public relations to address this problem. The identification of the crises helps further the exploration of the problem that had interested various parties in Wal-Mart. The discussions and awareness created by the created Facebook pages are aimed are creating more awareness and improving the relations with the Wal-Mart customers by providing more information on the store; information that may have been lost due to the image that had been created about Wal-Mart.

The employment of the social media helped to vividly show how media paraphernalia that are employed help improve the emergency of the situation and ensure the communications are very prompt to the target audience with the emergency that are required in addressing the issue. It also allowed for the explanation of the relevant concerns using various pages that played different roles. This therefore showed the outcome of the relations with the public as the sales realized in Wal-Mart through the application of the social website that employed various social media strategies.

Works Cited

Austin, E. W. (2001). *Strategic Public Relations Management: Planning and Managing Effective Communications Programs*.

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