# Credibility of social media information: social media as crisis platform

[Media](), [Social Media]()

Social media is the digital tools and application that allow the user to communicate with others. Social media also enable ones to get information from online. Online resources can be ideal for timely communication and interaction with the audience. People tend to use social media as a multipurpose. For the example, a student using social media to collect information for the purpose of doing the assignment. Social media can bond and strengthen the relationship between each other no matter how far the distance is.

The online mobile communication and social media is an integral part of daily life. The social media user often used social media in ways that go beyond in everyday tasks. For example in crisis situations such as floods, hurricanes and terrorist attacks. When the crisis happens, social media user uses Facebook to exchange information in a disaster such as floods or hurricanes as a means of social support after such events. Not all the information from social media is true although the social media is convenient and fast to get the information. Notwithstanding, as data through these channels isn't subjected to media guardians or journalistic investigation, clients need to decide the believability of the sender and the substance themselves. In spite of the fact that in conventional media the sources and data are kept an eye on veracity, along these lines guaranteeing some degree of the source and data validity, this procedure is missing via web-based networking media. Individuals utilize whatever data a channel gives to make judgments about others, therefore including the wellsprings of the conveyed content. Research on online data handling proposes that

individuals infrequently check online data and utilize confirmation techniques that require less time and mental exertion, for example, source data.

One of the most attractive social media can attract many people to using is free of charge. The social media such as WhatsApp, Facebook, WeChat and others have the function such as video call, voice call, recording video and others. The social media users can send a variety of pictures, video, and files to others. It is different with the call plan of the mobile telephony services provided. For the example, although the U-mobile had provided an unlimited call plan the user still needs to pay for the services for every month. Every call has a limited length in one hours only. It means that after one hour the call will automatically hang up. The way social media user use to strengthen the relationship with others was most of them likes, share or comments under the post other postings. This interaction is good to be practice. The social media play a vital role in influencing public responses to terrorism and other disasters. The crisis events face by many companies and the crisis is defined as an unexpected event that can threaten the organization's goals, viability and the social legitimacy. According to the combs, the threat in the crisis can minimize the company reputation through the appropriate and effective strategy. The crisis is unpredictable. Crisis happens will damage a corporate reputation no matter how the company size is. When the company face crisis, social media users will spread the messages widely.

Consumers express their voice in social media and this will directly affect a company reputation because of the bad news spread rapidly on online. The company may take a long time to rebuild their reputation and customer

trust. People tend to read blogs when crisis happens, in this kind of case the public is more credibility to the blogs crisis report if compare with the traditional mass media. Situational crisis communication theory (SCCT) offers crisis response strategies such as denial, diminish, and deal (. Situational crisis communication theory (SCCT) attempts to map how crisis response strategies are used to protect reputational assets. SCCT include theory and divided into crisis, response strategies, and recommendation. According to Sturges (1994), crisis communication strategies can be categorized into three wide field which is instructing information that explains what happened to help people to protect themselves physically in a crisis, adjust the information that enables people to psychologically cope with a crisis and the reputation repair allows an organization to protect their reputation through delivery of messages.

## Social media and the user

Social media have many kind of useful for the people. Through virtual communities, consumers extend their social networks to people they have never met and regularly seek their views on products and services. In addition, young generation used the social media are depend on their demand for contact, and their needs for self- expression and utilitarian purpose. Today many social media user use social media for the purpose of online business. Online life stages offer an open door for clients to interface with different shoppers; along these lines, organizations are never again the sole wellspring of brand correspondence. Long range informal communication through online media can be comprehended as an assortment of advanced wellsprings of data that are made, started, flowed,

and devoured by Internet clients as an approach to teach each other about items, brands, administrations, identities and issues. By using social media, the sellers can save money and time. Sellers no need to pad for the rental, electronic and water billing, insurance and others. The working hour is flexible because they no need to stay in the shop and they can reply the customer order through social media. The social media crisis is unpredictable, it is likely start with a small message and the messages spread to global scale. Thus, this will lead to a devastating consequence to a company at risk. Now and again, the spread of data might be as gossip, which is an aggregate exchange in which numerous individuals offer, assess, translate data, and from which they anticipate something. Research on passionate infection has demonstrated that feelings may spread through various types of informal organizations in different settings, for example, between individuals in visit close contact, for example, families amid working environment cooperation or in authority circumstances.

**Social media as a crisis platform**
Social media can be a tool in the crisis. It is because people find information through social media. Web-based life, for example, Twitter, Facebook, LinkedIn, FourSquare, YouTube, Flickr, and Pinterest, have turned out to be great devices for a joint effort, sharing, and support of people, communities, and the media amid crises. When people are in disaster, they get information from there. Although it may consists of misinformation which spread by others. In reality online networking are sorts of social programming, which utilize very intuitive innovations to empower the trading of client created substance and the formation of a decentralized data space. In that capacity,

they are progressively getting to be pertinent as stages to accomplish self-strengthening through proceeded with distributed communication. Writing on the utilization of web-based social networking as a participatory and enabling device amid debacle recreation remains unfathomably rare however. Take the tweeting Supertyphoon Haiyan as an example. Twitter has a function of monitoring and disaster when the crisis is happen. The features of twitter are hyperlinking, real time posting, short-burst messages style in 140 characters and forwarding the messages to their follower.

**Social mediated crisis communication model**
The social mediated crisis communication (SMCC) model describes the interaction between organizations in crisis and three kinds of public, who produce and consume information during and after the crisis which is social media content creators, social media follower and social media inactive. The social mediated crisis communication model (SMCC) outline the process of public consumer sharing of crisis related social media information of an organization. In addition, the social mediated crisis communication model (SMCC) had suggests that social media works with traditional mass media and word of mouth marketing to reach the largest number of individuals with crisis communication information. Social mediated crisis communication model (SMCC) can help the organization develop a comprehensive crisis communication strategy. Liu, Austin and Jin had applied social mediated crisis communication model in their research. The SMCC model demonstrate expands on the exploratory investigations of the significance of different data channels and in addition different sources regarding emergency correspondence exercises. The research is to comprehend why and how

publics convey about emergencies. The model is use to depicts the collaboration between an association encountering an emergency and three sorts of publics who create and devour emergency data by means of SM, TM, and disconnected WOM correspondence. The SMCC show likewise recognizes online WOM correspondence and disconnected WOM correspondence. Online WOM correspondence incorporates the emergency data delivered by powerful SM makers and expended specifically and in a roundabout way by SM supporters and SM inactive.