



News Advisory

PRESS OFFICE

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Social Media Strategies for Crisis Communications Presented at Free Webinar

WASHINGTON – Communicating a key message to your staff, clients and business partners in a timely and accurate manner is essential when a disaster strikes. Increasingly, organizations are relying on social media to get ahead of and dispel misinformation that can lead to a tarnished reputation, and even failure of the company.

Get tips on creating a crisis communications plan using social media during the Feb. 11 webinar co-hosted by Agility Recovery and the U.S. Small Business Administration. The discussion will include:

- Effective uses of various social media channels
- Simple first steps toward building a crisis communications plan
- Best practices based on recent disasters

A question and answer session will follow the presentation.

Since 2009, the SBA has partnered with Agility Recovery to offer business continuity strategies through its “PrepareMyBusiness” website. Visit www.preparemybusiness.org to check out past webinars and to download helpful disaster preparedness checklists.

The SBA provides disaster recovery assistance in the form of low-interest loans to homeowners, renters, private nonprofits and businesses of all sizes. To learn more, visit www.sba.gov/disaster.

WHAT: “Social Media and Disaster Recovery”

WHEN: Tuesday, Feb. 11, 2014 – 2 to 3 p.m. EST

HOW: Space is limited. Register at <https://www1.gotomeeting.com/register/574641720>

“I have seen how important social media is in a time of crisis with the chemical spill in Charleston,” states Judy McCauley, West Virginia District Director for the SBA. “Officials were able to notify the public where they could pick up water, businesses were able to say if they were open, and groups were formed to show support. I recommend all small businesses take advantage of this free webinar and prepare for the unexpected.”

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