



Crisis Communication in a Digital World

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Crisis communication in a digital world provides an introduction to major crisis communication theories and issues management, using practical examples from Australia and New Zealand. The book examines how public relations can influence the nature of a crisis and the impact of its aftermath. It explores the role of PR specialists in different crisis situations - including natural disasters and morphing crises - and examines the challenges they face in a world where social media is a key source of communication. Readers are provided with an in-depth understanding of crisis communication and issues management through practical approaches, strategies and skills, which are supplemented by relevant theories based on evidence and experience. International perspectives have been included throughout to illustrate the impact of multinational companies on the digital world, including global media cycles and social media activism. Each chapter explores a different aspect of communications, including media, natural disasters and celebrity crises.

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