



Welcome

Crisis Management and Social Media



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Questions? Chat with us on twitter!
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TOPICS

Pre-Crisis planning

Practice makes you prepared

Getting through the crisis

Final tips

DURING A CRISIS, THE
BEST THING YOU CAN DO IS THE
RIGHT THING. THE **SECOND** BEST
THING IS THE **WRONG** THING.

Thought #1
Pre-Crisis Planning



**CRISIS
AHEAD**

INFORMATION ASYMMETRY



DECISIVE CHANGE FROM THE NORM



UNDERSTAND THE POTENTIAL IMPACT

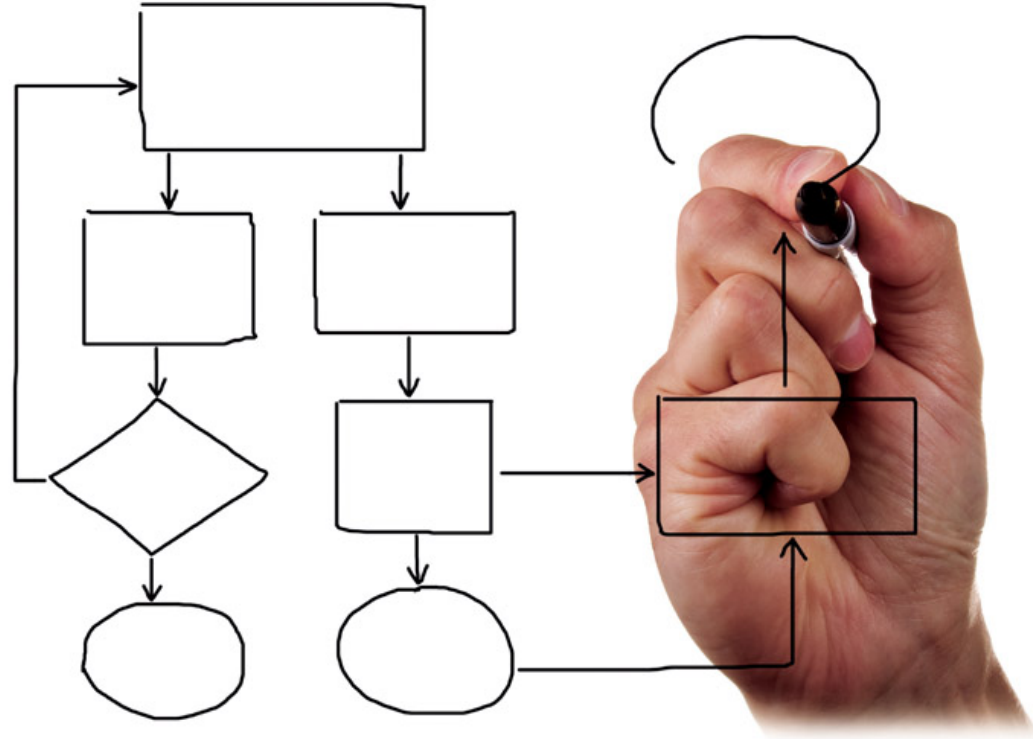




Login:

Username

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Thought #2
Practice is Preparation



PREPARE TO
create



Share FAQ

Thought #3

Getting Through the Crisis

#1

CRISIS MANAGEMENT

Acknowledge it and take charge

#2

CRISIS MANAGEMENT

Act quickly but thoughtfully

#3

CRISIS MANAGEMENT

Stay in the same venue

#4

CRISIS MANAGEMENT

Prepare your team

#5

CRISIS MANAGEMENT

Know when to take it offline

#6

CRISIS MANAGEMENT

Truly be sorry

#7

CRISIS MANAGEMENT

Learn your lesson

EXTRA! EXTRA!

READ ALL ABOUT IT!

**CRISIS
AVERTED**

Thought #4
Final Tips

Hire
Me!



You can't please
EVERYONE



in
page, as in
from the rest of
the like by which
any. The growing
lead·er·ship (lē·dər·
a leader. 2. A group
ability to lead.
lead glass. Flint
lead in (lēd'ín')

Maybe... Let them vent.

TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?



Naomi Bailey

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rentersvoice.com

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Register at epmsonline.com

Upcoming Webinar



How to report your social media
ROI to the executive team

Thursday, Aug 28

1:00 PM – 1:30 PM CDT

Register at epmsonline.com