

SOCIAL MEDIA CRISIS CHECKLIST

If our organization is involved in a social media crisis, use this checklist to confirm that these channels and areas are being actively monitored during the active crisis. This checklist is just one small part of our crisis management plan. For questions and confirmation about our plan, please reach out to _____ at _____

OUR ORGANIZATION HAS THESE PLATFORMS

Facebook Page	Instagram	Pinterest	TikTok	Website
Facebook Group	Twitter	Snapchat	Reddit	
YouTube	LinkedIn	Tumblr	Google My Business	

- Access check. See who is an admin on each of our accounts and who isn't. Remember, anyone who has admin access can respond to comments.
- Secure passwords. Anyone who has previously used our account may still have access if we haven't changed the password in a while. Time to secure our accounts following [best practices](#). Make sure to distribute the new passwords to key personnel in a safe way.
- This email was used to set up our pages. Be logged in and refresh often.
- Actively monitor our social media pages. Whether you do this natively or via a third-party platform. During a crisis, you need a team monitoring your pages every hour.
- Review any scheduled content for any platform, including your blog. If any content may conflict with the crisis, move it to a draft or schedule for much later. You don't want to come off insensitive or irrelevant.
- Fake account check. There's a chance that a new page, person, group or account may pop up. Make sure you search in each platform to see if any new fake accounts are created so you can report them to each platform.
- Digital paid advertising. It may be time to pause social, search, display or any automated digital ad until the crisis has passed. Make sure you reach out to any agency/partner so that you don't perpetuate insensitive brand messaging.
- Set up [Google](#) or [Talkwalker Alerts](#) so you can monitor brand mentions on social and in public.
- Search personal and public. Pull up your personal social media timeline to monitor local conversations. Often due to privacy and grassroots of social, the biggest conversations happen on private accounts or groups. Monitoring on personal pages can catch the underground conversations.

Each platform is different, but these are areas that you should actively monitor for each social account you manage.

- [Visitor Posts](#)
- Direct Messages
- [Check-Ins](#)
- Tags
- Mentions
- Comments
- Reviews
- Page Info Suggestions