Research on Public Relationship Strategy at Crisis Time of Enterprise in Micromedia Environment

Xiu-ping LIU¹,a,*, Ru-lian WU²,b and Jun HUANG³,c

¹,² School of Economics and Management, Nanchang Institute of Science and Technology, Nanchang, Jiangxi, China
³ School of Accountancy, Nanchang Institute of Science and Technology, Nanchang, Jiangxi, China

¹liuxpnew@163.com, ²110431608@qq.com, ³476267903@qq.com
*Corresponding author

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Abstract. In micromedia environment, information communication is faster and wider. At the time of bringing about convenient, rapid and efficient development platform, it also increases difficulty of enterprise crisis public relationship (PR). The brand new media environment is affecting the PR communication strategy of enterprise crisis deeply. Through analyzing the feature of crisis PR encountered by the enterprise in micro media environment, the paper proposes the strategy to cope with crisis PR in micromedia environment, makes enterprise take new environment as the opportunity so as to get bigger development space and more opportunities.

1. Introduction

Nowadays, mass media develops rapidly, and microblog and wechat have changed the mode of our receiving information greatly. In the past, people was used to watching film and television programs and entertainment programs via television, while people can watch all entertainment programs and videos as long as they take out of mobile phone or tablet PC today. In the past, people usually gained news through subscribing newspaper and magazine, while today, people can know all the information through clicking on mobile phone and network. In the information quantization today, the several dozens of characters on wechat nearly substitute people’s habit of deep reading. As long as people are free, they will take out the mobile phone to look at what their friends are doing via wechat. People’s life seems more and more fragment. The innovative development of digital technology and network technology has changed consumer’s media contact habit greatly, and people has no longer relied on traditional mass media to acquire information and recreation [1].

The rapid development of mass media, wide application of micro blog and wechat and highly frequent participation of them in emergency convey a signal to people clearly that the communication function of micromedia cannot be underestimated increasingly.

What is enterprise crisis? Enterprise crisis is an emergency incident that threatens enterprise, puts enterprise in a high pressure of social public opinions and arduous living environment and requires enterprise must to cope with in a shortest time [2]. Any organizations and enterprises may encounter various crises. In order to maintain enterprise image and gain better development environment, enterprise mus carry out crisis PR activities.

2. Risks Existed in PR of Enterprise Crisis in Micromedia Environment

2.1 Microcomputer intensifies the possibility of crisis outbreak

Usually, crisis starts from an intentional or unintentional blog, forum post or a microblog. As long as the incident happens, it can be published on the internet with picture and text. The outbreak and unexpectedness of the event attracts continuously close attention of the public. The public are strongly interested in the development, damage and disposal result of incident, which also triggers more media to report the incident in details and enlarge its negative effect continuously.
2.2 Micromedia increase the multi-sources of crisis

When reporting enterprise information, mass media controls the authenticity and influence of information comprehensively, while micromedia are totally different. Subject publishing the information are numerous and sources are unclear. Sometimes, a small piece of information published by an unknown personae on the microblog results in big event through spreading. Everyone may become the publisher of information. Enterprise can clarify the source and context of the event, but it cannot control the quantity and complexity of these sources.

2.3 The interaction of micromedia accelerates the deteriorating speed of crisis

Micromedia covers interpersonal communication and mass communication. Its propagation velocity could be computed by series, especially for big closely concerned crisis and event, once breaking out, it will be spread quickly, raise huge wave in several hours and form public opinion trend [3]. Maybe the enterprise hasn’t known what happened, but the information about enterprise crisis has been known by the public.

2.4 The influence of micromedia intensifies the difficulty of dealing with crisis

After crisis forms hot topic in micromedia, it will evolve into social focus. Media will keep strong interest of reporting the topic in connection with social public interest. However, for enterprise, if the crisis becomes a social focus, it will be an event to endanger its fundamental and also intensify the difficulty of dealing with crisis.

3. PR Strategy of Enterprise Crisis in Micromedia Environment

Enterprise can realize long-term development by virtue of advantages of micromedia and combining with its own feature. Therefore, when dealing with crisis PR, enterprise can start from the following aspects:

3.1 Beforehand prevention and planning

In micromedia environment, crisis is possible to happen for enterprise at any time. Moreover, crisis is usually unforeseeable. Therefore, enterprise should make beforehand prevention and planning. Firstly, enterprise should establish information monitoring and crisis prewarning mechanism, and arrange special information monitoring personnel to monitor web portals, professional website, forum, microblog, and blog in an all-around way. Information monitoring personnel should be sensitive to crisis and responsible for crisis. They should search positive and negative information in relation to enterprise from mass of information so as to identify the authenticity and seriousness of information. Secondly, enterprise should set up a set of real-time monitoring network system. It set up sensitive words through the system so as to filter the negative report of enterprise effectively. Thirdly, enterprise should launch crisis warning in time. When observing negative report on the internet may become the sign of crisis or conform to equivalent crisis grade, enterprise should start crisis warning and planning promptly [4]. Enterprise can take various methods to reduce the possibility of crisis occurrence. For example, pay attention to hot forum, delete post or arrange a special person to clarify the negative news or lead people’s emotion after finding it; if the situation is more serious and negative information cannot be deleted, enterprise should monitor the information for a long time. Once the information is observed to have a sign of developing to a crisis, the enterprise should take corresponding measures so as to kill the crisis in the cradle.

3.2 Crisis response and communication

Once a crisis breaks out, the enterprise should enter emergent state, and carry out investigation immediately so as to understand the event and judge the type of crisis. According to different natures of crisis, the enterprise should formulate different strategies and take measures in time to eliminate crisis. Firstly, enterprise should take effective measures to stop the enlargement of situation. In micromedia environment, the information of enterprise crisis may spread crazily in a
short time, so enterprise should take decisive measures to state attitude and standpoint so as to establish enterprise’s responsible mage. For crisis incident itself, enterprise should size the time to investigate the cause and effect to control the development of situation, and take corresponding measures to stop the generation of gossip and prevent the enlargement of situation. Secondly, enterprise should integrate mass media and micromedia resource to realize media complementation. Micromedia have such advantages as convenience, promptness and sharing, but micromedia have the disadvantage of anonymity and uncertain information source, so its authority and credibility falls behind traditional media. In crisis incident, the public are still willing to believe in the information published by mainstream media such as television station and newspaper. Thus, it can be seen that mass media is highly relied by the public. Therefore, when dealing with crisis, enterprise should effectively take advantage of media with big influence and powerful credibility to publish related information, set up positive image of enterprise and try to gain the acceptance and trust of the public. Meanwhile, enterprise can utilize the timeliness and interaction of micromedia to answer people’s concern fast and convey the measures taken by the enterprise to the public at a fastest speed so as to be forgiven by the public and communicate with them. All in all, in micromedia environment, when dealing with enterprise crisis, enterprise should be good at integrating advantages of new media and traditional media to deal with enterprise crisis properly.

3.3 Summary and Recovery after the crisis

In micromedia environment, the effect of long-term existence of crisis on an enterprise is longer than it in traditional environment. Crisis that seems to be gone may be easily triggered by the residual information. Not only does enterprise crisis PR resolve the surface problem, but also eliminate the concealed problem that may appear after sediment. At the rehabilitation stage, the implementation of eliminating residual strategy may solve the crisis leftover problem effectively. Besides, enterprise should learn to carry out emotional guidance. Competitive pressure is much higher in modern society and forum, post bar and microblog become the collection and distribution place of people’s emotion. And, the production of crisis incident provides an excuse and space for people to discharge their emotion. Owing to their knowledge limitation and unsatisfaction with society, the public may publish irrational speech or extreme condemn or even senseless rumor for emotional catharsis against the crisis incident. After the crisis, enterprise should utilize the interaction of new media to walk toward the public positively, carry out positive emotional guidance, eliminate people’s negative emotion toward enterprise and rebuild people’s trust to the enterprise. Good reputation of enterprise can also becomes the powerful weapon of enterprise to prevent negative effect. In numerous and complicated social environment, if an enterprise needs to keep competitiveness, it must strengthen the construction of product and self-image. If an enterprise or product has built good reputation and image among consumers, when negative effect occurs, good enterprise and product image may be good for reducing the hazard and destructiveness of crisis to the enterprise.

Crisis is inevitable for any enterprises, but crisis contains opportunities. In micromedia environment, crisis that enterprise faces changes greatly and crisis PR becomes an important link of enterprise management. Therefore, enterprise must intensify the awareness of crisis management, enhance the crisis PR capability, be adept in applying new media, follow the principle of crisis disposal and deal with crisis in time and effectively so as to save the enterprise and realize continuous development of enterprise in a long term.

References

