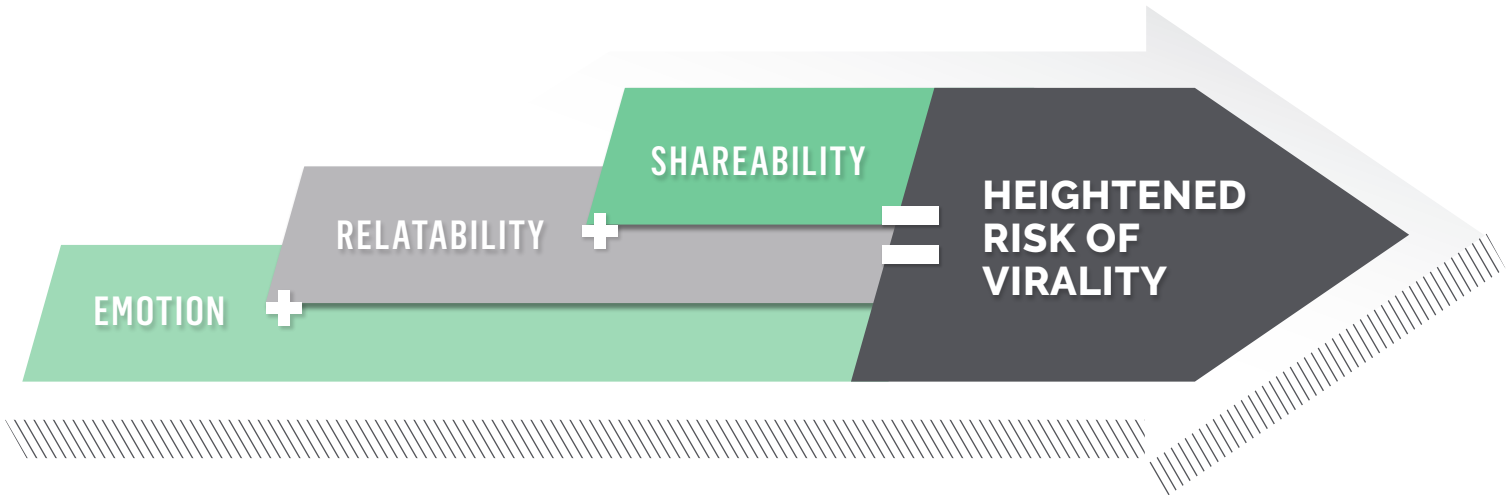




CRISIS READY™ FORMULA DETECTING NEGATIVE VIRALITY

By Melissa Agnes



DISSECTING THE FORMULA

EMOTION

If a negative event is highly emotionally impactful,

+

RELATABILITY

and if by sharing it the sharer knows that the emotion they're feeling will relate to others, it is likely to be shared, consumed, related to, with this pattern repeating itself over and over again, heightening its risk of virality*.

SHAREABILITY

Whether we're talking about an image, a video, or a hashtag, everything has a shareability factor in today's world.

CRISIS READY™ ACTION ITEM

Teach your team to be able to quickly assess and evaluate the emotional relatability of a given situation. Then, design an internal escalation protocol for them to follow once strong emotional relatability is flagged.

* Virality is relative. It is determined by the influx of unwanted attention to your organization or cause. Its risk is then determined by the potential long-term material impact the situation threatens to have on your brand.