

Kríziskommunikáció esettanulmányok

United Airlines

Video shows a passenger forcibly dragged off a United ...



We demand the resignation of United Airlines CEO Oscar Munoz



 [Eugene Belinski](#) started this petition to [Mike Hogan](#)

Under Oscar Munoz's watch, United Airlines employees forcibly

101,142 have signed. Let's get to 150,000!



First name	
Last name	
Email	

- ☐ Share with Facebook friends
- ☒ Display my name and comment on this petition

 [Sign this petition](#)

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.

Mi a tanulság?

- Ha hibáztunk, ne féljünk bocsánatot kérni
- Nincs sok idő a gondolkodásra, a bocsánatkérésnek gyorsnak és őszintének kell lennie
- Ne csak bocsánatot kérjünk, de ígérjük meg azt is, hogy többet nem fordul elő
- Mutassuk meg, mit teszünk azért, hogy a jövőben a hasonló esetet elkerüljük

McDonalds





Martin
@Thenh11



The McDonalds advert with the mum describing the kids dead dads favourite meal is particularly vulgar. Targeting the bereaved market? Weird.

11:35 PM - May 14, 2017

♡ 6 👤 See Martin's other Tweets



Tony Richman
@TonyLRichman



New [#McDonalds](#) advert, cynically using the story of a kid's dead dad is trashy beyond belief. Who needs 2 parents when you have McNuggets?

7:55 PM - May 12, 2017

♡ 105 💬 54 people are talking about this



Martyn
@MartynEwoma



There's a McDonalds advert where a mums reminiscing with her son about his dead dad.

Is it that deep to sell some McNuggets?

11:26 PM - May 15, 2017

♡ 19 👤 See Martyn's other Tweets



Mi a tanulság?

- Lehet, hogy nem értünk egyet a tömeg reakciójával, de ne próbáljunk meg szembe menni vele
- Tesztelni kell egy kisebb célcsoporton
- Ha gyorsan reagálunk, elkerülhetjük a még nagyobb felháborodást

Fyre fesztivál



FYRE STARTERS

AS PART OF OUR INFLUENCER MARKETING CAMPAIGN, WE PARTNERED WITH KENDALL JENNER TO ANNOUNCE OUR FIRST HEADLINERS, THE G.O.O.D. MUSIC FAMILY.

WITHIN FIVE DAYS, SHE AMASSED APPROXIMATELY
6 MILLION UNIQUE IMPRESSIONS
LEADING TO AN EXPONENTIAL LEAP IN WEBSITE VIEWS
AND TICKET PURCHASES.





Trevor DeHaas
@trev4president

The dinner that @fyrefestival promised us was catered by Steven Starr is literally bread, cheese, and salad with dressing. #fyrefestival

3:00 AM - Apr 28, 2017

♡ 2,188 💬 1,368 people are talking about this

Jeremy Burke
@JEREMYBURKE

So happy our plane never took off. We were about 5 minutes from joining "Lord of the Fyre Flies: Ja Rule's Revenge." #FyreFestival

8:15 AM - Apr 28, 2017

♡ 3,897 💬 1,105 people are talking about this

allison harvard ✓
@alliharvard

I just heard that they are emptying our plane & the other to literally rescue people who are at #Fyre right now. #fyrefestival #fyrefest

3:01 AM - Apr 28, 2017

♡ 213 💬 61 people are talking about this



William Needham Finley IV
@WNFIV

A view of the luxury food court with some luxury school bus transportation at Fyre Festival. #fyre #fyrefestival

3:36 AM - Apr 28, 2017

♡ 1,771 💬 766 people are talking about this



Rapper Ja Rule was one of the partners involved in the Fyre Festival and along with promoter Billy McFarland, already faces more than a dozen law suits from ticket buyers. (Christopher Smith/The Associated Press)

Mi a tanulság?

- Ha már látod, hogy nem fog menni, ne erőltesd, mert nagyobb baj lehet belőle
- Ha új terméket vezetsz be a piacra, különösen ügyelj rá, hogy azt jól csináld, mert a social media azonnal lecsap a legkisebb hibára is

Adidas

●●○○○ Sprint LTE

12:47 PM

71% 



Congrats, you survived the Boston Marathon!



adidas Running

12:39 PM 

to me

[You've conquered Boston. Share your race day experience and shop official gear.](#)

[View this email online](#)



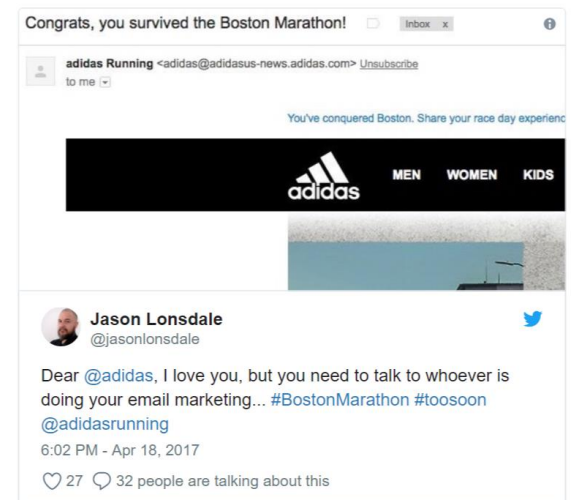
MEN

WOMEN

KIDS

CUSTOMIZE

STORE FINDER 



“We are incredibly sorry. Clearly, there was no thought given to the insensitive email subject line we sent Tuesday,” the statement to TIME said.

“We deeply apologize for our mistake. The Boston Marathon is one of the most inspirational sporting events in the world. Every year we’re reminded of the hope and resiliency of the running community at this event.”

Mi a tanulság?

- Ha tömegekhez szólunk, a legegyszerűbbnek tűnő kommunikációt is ellenőrizzük le kétszer!
- Ha hibáztunk, a lehető legmagasabb szinten kérjünk bocsánatot

Mások példájából könnyebb tanulni

- Folyamatosan felügyeljük az online csatornákat!
- Legyen kríziskommunikációs tervünk!
- Ne veszítsük el a fejünket!
- Legyünk őszinték és transzparenssek!
- Értékeljük ki a történeteket!

Köszönöm a figyelmet!

Joanelli Tamás
joanelli.tamas@besocial.hu