

The role of advertising in managing the image of the institution through social media during the crisis

Prof. Atiyat Bayoumi Al-Jabri

Professor Emeritus, Emeritus, Advertising Department - Faculty of Applied Arts - Helwan University – Egypt.

gabry.at1@gmail.com

Prof. Samar Hany Al Saeed Abo Donia

Professor of Design, Advertising Department, Faculty of Applied Arts, Helwan University, Egypt

dr.samarhany@hotmail.com

Researcher. Mai Hassan Mohamed Hassan

Art specialist at the Higher Institute of Applied Arts, 6th of October - Egypt

fanana2mai@gmail.com

Abstract:

Many institutions publish marketing content on their own pages on social media regularly and monitor them constantly and are ready to interact with customers, and marketing on social media are characterized by flexibility where the organization can modify its marketing strategies at any time, in contrast to traditional marketing methods such as television newspapers, which are usually scheduled at least several months in advance, and this feature is very useful, especially at the time of a crisis where advertising messages can change at the same time the crisis occurs, which helps to speed up the response of the public and its understanding of the events of the crisis.

Because of the enormous development of the Internet, the social media changed pattern of spread in crisis, events and the audience participation. Making the rise of new challenges for crisis management institutions in order to maintain its positive image. Where the audience depends on the social media to share their experiences in dealing with crises, and communicate with their inner feelings such as worry and fear, and actively search for all the information about the crisis. Social media is an important source to detect signals of possibility crises, a useful tool for monitoring public opinion.

Audience exposure of crisis on social media aggravates the negative impact of crisis, Of course, it effects on brand and future sales of institution. When an organization or brand faces a crisis, social media can be the most effective platforms to spread position and organization's vision of the crisis; It has become important to use it to gain Audience sympathy and their support. The institution must determine the appropriate strategy for crisis management, consider consumer attitudes towards the crisis. If the institution wants to get out of the crisis with big profits, it must use advertising as a fast and effective communication tool to help enhance its reputation and positive image among consumers, so as to overcome the negative events of the crisis and stand out from it strong without any losses.

Keywords:

Crisis Communications - Social Media – Advertising.

Research problem:

Despite knowing the importance of social media as a fast and low-cost marketing tool, we find that most institutions overlook their role in solving the crisis or amplifying their damages, with a scarcity of studies that are concerned with the role of advertising on social media at the time of the crisis, hence the problem of research in an attempt to answer the following questions:

1. How can social media be used as a mean of communication with the Foundation's public during the crisis?
2. How can advertising be used to manage the institution's image on social media during a crisis?
3. What is the appropriate advertising strategy for the institution in facing a crisis on social media?

Research Goals:

The research aims to emphasize the importance of using advertising as a fast and effective means of communication on social media in managing the positive image of the institution in a crisis.

Research imposition:

The research assumes that when formulating and designing institution's advertising messages on social media to respond to crisis events, it has a direct and successful impact in managing and resolving them effectively.

Research methodology:

The research follows the descriptive approach of some Egyptian and foreign crises and how institutions manage those crises by using advertising on social media.

Theoretical Framework:**1. The social media:**

It is a group of effective communication sites on the Internet for different entities and institutions, which reduce geographical and time limits, and allow the sharing of information for those of concern to these parties, in a way that allows the rapid and wide spread of news, which helps to reduce crises and disasters and reduce their effects.

2. The crisis:

It is a sudden and unexpected event that threatens to disrupt all business of the institution and has a negative impact, and this threat affects its reputation and financial position in the markets, as it has a negative impact on its relationship with its customers. ⁴

3. Reasons for relying on social media during the crisis:

One of the studies that shows the extent of the public's dependence on social media during times of crisis indicates that the largest percentage (70.5%) depends on these networks and mobile applications during the crisis, and the study shows that Facebook is more preferred to rely on it in times of crisis, while (WhatsApp) comes first, then (YouTube) followed by (Twitter).

These results reflect the importance of Facebook as the most prevalent and used, because events cannot be followed, but reactions and repercussions, and the transmission of the positions of the various parties (official - and unofficial), in addition to the strength of feelings carried by this site, which are largely related to the situation of the crisis and the actors in it.

As for (YouTube) is one of the important sites in times of crisis, because videos can be embodied through it that reveal some hidden aspects related to the crisis sound and image, and it provides an opportunity to present the other side of the truth that traditional media may not be able to provide, whether that in the form of visions or characters that are not allowed to appear in the traditional media or even watch a video that the context does not allow to display.

4. Managing the institution's image through social media:

Institutions strive to develop their image, their will to stimulate sales, establish goodwill for the institution, and foster positive relationships with society, and opinion leaders to achieve a competitive situation, and managing the institution's image is a three-stage dialogue process:

- **Build the image:**

It begins when the institution is unknown, and this stage is difficult, because most members of society are ignorant of the institution, so the institution needs to provide a modern and influential advertising strategy that includes creative advertising ideas and methods, and attention to social media networks because of its extreme importance and rapid impact on the public.

- **Maintaining the image:**

It means maintaining the success of the communication and advertising strategies achieved by the institution, emphasizing the importance of the positive image of the institution through various social media, and attention to the ever-changing reactions of the public and interest.

- **Restore the image:**

It occurs when the organization suffers from a crisis where a communication and advertising strategy is designed to restore the image of the institution, and this stage is critical due to its threat to the positive image of the institution and the possibility of the institution being exposed to significant damage and the possibility of its disappearance, which makes the institution take care of social networking at that critical time as it is characterized by communication capabilities. It is immense, as it provides attractive factors to the public in its various misses, and the ease of creating good impressions in the minds of the audience and narrowing the gap between the perceived image (at the time of the crisis) and the desired image in order to achieve its goals by creating a good image of the institution.

5. Crisis communications on social media during a crisis:

- Because of the tremendous development in the Internet, social media has dramatically changed the prevalence of the crisis and events and the participation of the public in it, which led to the rise of new challenges to crisis management for institutions in order to maintain their positive mental image.

- Social media has an important role in communicating with crises, with enormous influencing power not only to influence the event of the crisis itself, but also to have a counter-impact on people's understanding, building ideas and impressions, and influencing community behaviors and reactions.

- When comparing with traditional media and due to its great impact, the power of social media has been recognized in the event of a crisis for the institution, and more importantly, social media has changed dramatically how the pattern of crisis events spread, which helped spread the news of the crisis very quickly at a wide range.

- Taking copies of the news published on other media such as television and newspapers and publishing them on social media, at which time the public turns into a receiver for negative news, and provided him with an interactive feature during communication on these networks where he can express his own opinions and share them, send comments and discuss the crisis happened with other followers. Here, the audience now has a stronger voice in communicating with crises and switching from the negative state of consuming information to actively participating in the news.⁵

6. The impact of social media on the brand:

At the time of crisis, consumers circulate crisis news on social media, which exacerbates the negative impact of the crisis and of course affects the brand and future sales of the institution, and when an organization or brand faces a crisis, social media can be one of the most effective platforms for spreading a position and vision. The Foundation is out of crisis, as it has become commonplace to use communication websites in the crisis to gain sympathy and support from the public.

It is clear to us that a strong brand can resist the impact of negative publicity at a time of crisis and thus reduce potential fluctuations in the organization's future sales, when building a strong brand provides the organization with the ability to cope with inevitable crisis events.⁶

But with institutions with a strong brand in the market, we find this negative impact much less compared to institutions with new or weak brand, where consumers are less likely to attribute the cause of the crisis to the institution, because of the brand's strong strength and their loyalty to it, but with the Weak brand consumers attribute the cause of the crisis to it and the various complaints poured in due to the crisis, so the negative impact of social networking sites after the crisis increases on the institution with the weak brand from the firm with a strong brand.

7. The importance of using advertising in a crisis:

We find that, once a crisis occurs, the Foundation focuses on managing open relations with all groups of the public, and the various media, where we find that it has a very large role in dealing with the events of the crisis, and in order for the Foundation to form an ideal relationship to communicate with all concerned parties, it uses the advertisement as a mean to convey its message directly in a fast and effective way, and many organizations have succeeded in designing specific advertising messages and used them successfully as means of communication and restoring a positive image during the crisis.

8. Advertising strategy to face the crisis on social media:

Many companies publish marketing content on their own pages on social media regularly and monitor them constantly and are ready to interact with customers, and marketing on social media is characterized by flexibility where the institution can modify its marketing strategies at any time and that is in contrast to traditional marketing methods such as Television Newspapers, which are usually scheduled at least a few months in advance, and this feature is very useful especially at the time of a crisis where advertising messages can change at the same moment the crisis occurs, which helps to speed up the response of the public and its understanding of the events of the crisis.

The organization must define the appropriate strategy for managing the crisis, and whether or not it intends to publish messages of apology and regret to its audience, and it must also study the attitudes of consumers towards the crisis, and a strategy to confront the crisis has been developed on social media, which is divided into:

Brand Marketing:

Social media platforms are ideal for brand marketing because companies can reach a large number of audiences or potential customers at a relatively low cost, providing a cost-effective (cost-effective) way to communicate with the audience and broadcast for them advertising messages that enhance their vision and build brand loyalty.

But at a time of crisis, the effort to market the brand on social media should be reduced since sometimes it is counter-productive, preferably as an explanation of the crisis situation or an apology for the cause of the crisis.

Improve customer relationship:

One of the advantages of social networking sites is that the institution can build better relationships with customers, which have a positive impact on the financial performance of the organization and its position in the markets.

Research results:

1. The good use of social media helps to show the reality of the institution and fight rumors and distortion and misinformation campaigns, especially in times of crisis.
2. The electronic interaction of the institution at the time of the crisis on social media with the public limits the severity of the negative effects of the events of the crisis, which helps in converting the negative consumer into a positive consumer and regaining his confidence in the institution again.
3. The successful selection of an appropriate advertising strategy to confront the crisis on social media, while studying the attitude of consumers towards the crisis helps greatly in managing and overcoming most of the negative effects of it.

In times of crisis, consumers become unsure of the quality and credibility of the organization due to the negative impact of the crisis and its events, the organization must be more attentive to the demands of customers who express their opinions on social media sites that can help reduce consumer anxiety and enhance positive customers.

Poor performance in providing responses via social media can negatively affect branding images, and limits the organization's ability to use social media and customer service in times of crisis.

This strategy is based on doing more with customers on social networks and reducing brand marketing effort.⁸

Research Recommendations:

Through the results obtained, the researcher recommends the following:

1. Acknowledgment of the value and importance of social media in managing institutional crises, to become a real way to communicate with citizens, through which they can freely express their views and perceptions to face crises, in a desire to reach a collective participation in decision-making that guarantees a successful response to crises.

2. Activating the role of advertising during a crisis by publishing and designing appropriate messages for crisis events, in an attempt to reduce the negative effects on the brand of the institution

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