

CRISIS COMMUNICATION



ACTIVISM IN ACTION:

HOW CORPORATE SOCIAL ADVOCACY CAN SAVE THE DAY

■ OVERVIEW

In this assignment, you will analyze a company's corporate social advocacy efforts and crisis communication response. You will then develop a short presentation that highlights the importance of corporate social advocacy in crisis communication. By the end of the assignment, you should have a better understanding of how companies can effectively use corporate social advocacy to assist in their crisis communication efforts.

■ INSTRUCTIONS

1. Choose a company that has faced a crisis in the past five years but also has a track record of corporate social advocacy. Examples include Nike, SVB, Patagonia, and Ben & Jerry's. This crisis will act as your case study.
2. Research the company's communication in response to the crisis, paying particular attention to how the company's social advocacy efforts played a role in the response.
3. Develop a short presentation (no more than 10 slides) to educate others on the importance of corporate social advocacy in crisis communication. Your presentation should include the following elements:
 - a. An overview of the company you chose and the crisis it faced.
 - b. An analysis of the company's social advocacy efforts and how they played a role in the crisis response.
 - c. A discussion of the benefits and risks of corporate social advocacy in crisis communication.

4. Deliver your presentation to a group of peers within your class. You may choose to use a variety of multimedia tools to enhance your presentation, such as videos, infographics, and interactive exercises.
5. After listening to your peers' presentations, write a short reflection (no more than 100 words per presentation) evaluating their effectiveness. Take note of the feedback your peers give you.

6. As a class, discuss your findings on corporate social advocacy and the role it plays in a crisis. At the end of the discussion, submit to your instructor your presentation and the peer feedback you received in the previous step.

■ ASSESSMENT

You will be assessed on the following criteria:

- Quality of the research and analysis of the case study.
- Effectiveness of the presentation in educating others about the importance of corporate social advocacy in crisis communication.
- Quality of the reflection and supporting materials