

Hey marketing!

Social media crisis?

When you see a public statement that could harm your brand's reputation, you need to address it fast. It used to take hours to develop a response. The right people weren't available. Now, you can have all the experts in one place. We are able to deliver a response in half the time.



Organize your team

Download the Cisco Webex app. Open a space with the crisis team to gain consensus on how to address the issue. Everyone can participate no matter where they are.

[Download Cisco Webex](#)

[Create a space](#)

Strategize together

Share links to the issue, post documents, and give background on what is happening. Start strategizing right away.

[Send a message](#)

[Share files](#)

Add the experts

Include experts as they're needed. They can read the history in the space to easily catch up. Include both internal and external participants.

[Add external participants](#)

Communicate quickly

Instantly escalate from a chat to a meeting. Just click on the call/meet button and all members of the space will be called instantly.

[Call on the fly](#)

Next steps

Once you address the social media issue, you can spin off other spaces to implement long-term fixes. Plan proactively to decrease future response time even more.

Plan a meeting

Schedule a meeting for everyone in the space with just a simple click. All names and meeting information are populated automatically into the invite. You can see when everyone is free on their calendars, so just pick a time and date.

[Schedule a meeting](#)



- ✓ Chat immediately.
- ✓ Meet on the fly.
- ✓ Protect your brand.