

Gaps in perceptions on social media use in crisis communication between vietnamese organizations and stakeholders / Tuong-Minh Ly-Le

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Abstrak

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Despite the emergence of social media in many aspects of Vietnamese lives, including marketing and promotional activities, Vietnamese organizations have used little social media in their crisis communication efforts. The organizations are hesitant to adopt social media in crisis communication and prefer to use traditional media because of its controllability and professionalism. However, with the increasing number of organizational crises that started on social media in the past years, it is arguably that Vietnamese stakeholders use social media as one of their main communication channels during crises. Should the organizations use social media in response? Through a series of interviews to PR practitioners and stakeholders in Vietnam, this research aims to find out the similarities and gaps in the perception of social media use for crisis communication between these two groups, and to guide a crisis communication practice that is appreciated by stakeholders.