



THE RED BANYAN

CANCEL CULTURE RESPONSE PLAYBOOK

How to Respond to Online Outrage, Protect Your Reputation,
and Recover from Public Backlash

INSIDE THIS GUIDE

Reputations are lost in hours. They are rebuilt by process.

The internet has changed how reputations are built — and how they are destroyed. A single social media post can ignite a firestorm. A decades-old photograph can resurface overnight. An offhand comment can trigger calls for someone's firing before the facts are fully understood.

At Red Banyan, we have guided clients through some of the most complex reputation crises imaginable. One lesson stands above the rest: the people and organizations that survive cancel culture rarely do so by accident. They follow a process. This playbook is that process — a proprietary framework distilled from years of high-stakes crisis communications work, built for the era of algorithms and AI.

WHO THIS PLAYBOOK IS FOR

- ✓ Businesses & brands
- ✓ Executives & founders
- ✓ Nonprofits & universities
- ✓ Public figures & professionals

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The first few hours often shape the next few years. The decisions made in that window determine how employees respond, how journalists cover the story — and how AI describes you for years afterward.

What is cancel culture?

Cancel culture is the collective effort to publicly condemn, isolate, boycott, or withdraw support from an individual or organization because of words, actions, beliefs, affiliations, or perceived misconduct.

Sometimes these campaigns arise from legitimate concerns. Sometimes they are driven by misinformation, incomplete facts, or coordinated online activism. They may begin with a social media post, a viral video, investigative reporting, legal proceedings, or a resurfaced comment from years earlier.

The term itself is politically charged. Supporters argue that public accountability has always existed and that people should face consequences for harmful behavior. Critics contend that online outrage can bypass due process, discourage open dialogue, and impose disproportionate penalties before the facts are known.

Regardless of where you fall in that debate, the communications challenge is real. Organizations facing intense public criticism must quickly answer hard questions — and the answers depend on the facts, the stakeholders, the legal context, and the potential business impact. There is no universal formula. There is, however, a disciplined process for evaluating those decisions.

THE QUESTIONS EVERY TARGET MUST ANSWER — FAST

- Should we respond publicly?
- Should we remain silent?
- Should we challenge inaccurate reporting?
- Should we apologize?
- Should we terminate an employee?
- Should we pursue legal action?

A CRUCIAL DISTINCTION

Accountability is not the same as cancellation

Holding people and organizations accountable for harmful conduct matters. Cancel culture generally refers to something different: public condemnation, economic consequences, or reputational harm that arrives rapidly through online campaigns — sometimes before the facts are known, and often without meaningful opportunity for dialogue or due process. This playbook is about navigating that speed with discipline, whatever the underlying facts turn out to be.

Why cancel culture is different from a traditional crisis

Traditional corporate crises usually begin with an identifiable event: a product recall, a cyberattack, a workplace accident, a government investigation. Cancel culture follows a different path. It spreads through networks rather than newsrooms. It accelerates through algorithms rather than press conferences. Its participants are often anonymous. Its timeline changes by the hour.

A controversy may begin on TikTok before moving to X, Reddit, Instagram, YouTube, podcasts, and eventually traditional media. Each platform adds commentary, speculation, and interpretation. Within hours, thousands — or millions — of people may feel compelled to express opinions before complete information is available.

For communications teams, this creates a difficult balancing act. Respond too quickly and you risk making inaccurate statements. Respond too slowly and others define the narrative for you. Understanding that tension is the first step toward responding effectively.



WHY SOCIAL MEDIA CHANGES EVERYTHING

Anyone with a smartphone can now make news

Twenty years ago, organizations primarily worried about reporters. Today a viral video, screenshot, employee post, customer complaint, or podcast clip can become national news. Algorithms intensify the cycle by rewarding emotionally charged content: outrage earns engagement, engagement expands visibility, visibility attracts media coverage — and coverage generates more outrage.

But social media conversations do not always reflect broader public opinion. Sometimes a controversy stays confined to a small online community. Other times it becomes a full-scale reputational crisis. Knowing the difference is one of the most valuable skills in crisis communications — and it is the foundation of Step Two of this playbook.

BEFORE THE STORM

Reputation is built long before a crisis

One of the biggest misconceptions about reputation management is that it begins after something goes wrong. In reality, reputation is cumulative. Every interaction with customers, employees, investors, regulators, journalists, donors, business partners, and community members contributes to how an organization is perceived — and that perception becomes decisive during difficult moments.

Organizations with strong reputations receive greater patience from stakeholders. People are more willing to believe an isolated mistake does not define the whole organization. Organizations with weak credibility find that even minor controversies escalate, because stakeholders already lack confidence in leadership.

This is why Red Banyan encourages clients to invest in reputation before a crisis occurs. Brand building, executive visibility, media relations, thought leadership, and community engagement all contribute to what we call a reputational reserve. When controversy strikes, that reserve becomes one of your most valuable assets.

THE REPUTATIONAL RESERVE



HOURS

for a viral post to reach national media

24–72 HRS

the window that decides the crisis trajectory

YEARS

that Google & AI keep the story discoverable

“

You cannot build trust in the middle of a crisis.
You can only spend what you have already earned.

THE CASE FOR INVESTING EARLY

Why cancel culture spreads

Understanding why outrage spreads helps leaders respond more thoughtfully. Five psychological forces shape most public pile-ons — and none of them reward accuracy. They do not make thoughtful communication impossible. They simply make disciplined communication far more important.



- **MORAL SIGNALING**
People broadcast opinions publicly to demonstrate their values. Social media makes those signals highly visible — and highly amplified.
- **ALGORITHMS & SPEED**
Platforms reward immediacy and engagement. Information travels faster than verification, and outrage travels fastest of all.
- **CONFIRMATION BIAS**
Once someone reaches a conclusion about a controversy, contradictory facts receive far less attention.
- **EMOTIONAL CONTAGION**
Anger spreads quickly online. Emotionally charged content consistently out-performs neutral information.
- **GROUP DYNAMICS**
Online communities reinforce one another. As a conversation grows, so does the pressure to conform to the dominant narrative.



The takeaway: the crowd is not deliberating — it is reacting. Your job is not to out-shout the reaction. It is to stay factual, stay disciplined, and communicate with the audiences whose trust actually determines your future.

The Red Banyan Cancel Culture Response Playbook

Every cancel culture event is different — but the first 24 to 72 hours almost always decide its trajectory. These ten steps, anchored by our Press the Truth® philosophy, form the discipline that carries organizations through that window and out the other side.





STEP ONE

Pause Before You Post

The first instinct is often the worst one. When people feel attacked, they want to defend themselves. Executives start typing. Employees comment. Friends jump into arguments. These reactions frequently create new problems: one poorly worded tweet becomes tomorrow's headline; a defensive post validates criticism that would have faded; deleting content without explanation looks deceptive.

The first objective is not to respond. It is to think. That does not mean staying silent indefinitely — it means creating enough space to understand what happened before making public statements. Our first recommendation is almost always the same: stop posting, freeze unnecessary communication, form a small decision-making group, and gather information. Every public statement should serve a strategic purpose.

ASK BEFORE YOU ANSWER

- ✓ What exactly happened — and what triggered it?
- ✓ Who is driving the conversation?
- ✓ Has traditional media become involved?
- ✓ Are stakeholders asking for a response?
- ✓ Do we have verified facts?
- ✓ Will speaking now actually improve the situation?

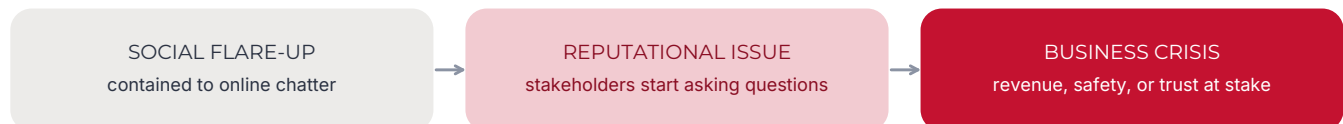


STEP TWO

Separate Online Outrage From Actual Risk

Not every controversy becomes a crisis. Social media creates the illusion that every trending topic represents widespread public opinion — it rarely does. Thousands of angry posts may come from a small number of highly engaged users while customers, employees, donors, and investors pay little attention.

Instead of asking *"What is X saying?"*, ask *"What are our stakeholders saying?"* Consider customers, employees, investors, partners, board members, journalists, and regulators. That analysis tells you whether you are facing a temporary social-media flare-up, a developing reputational issue, or a genuine business crisis — and whether the moment calls for a public response, internal communication, legal action, or continued monitoring.





STEP THREE

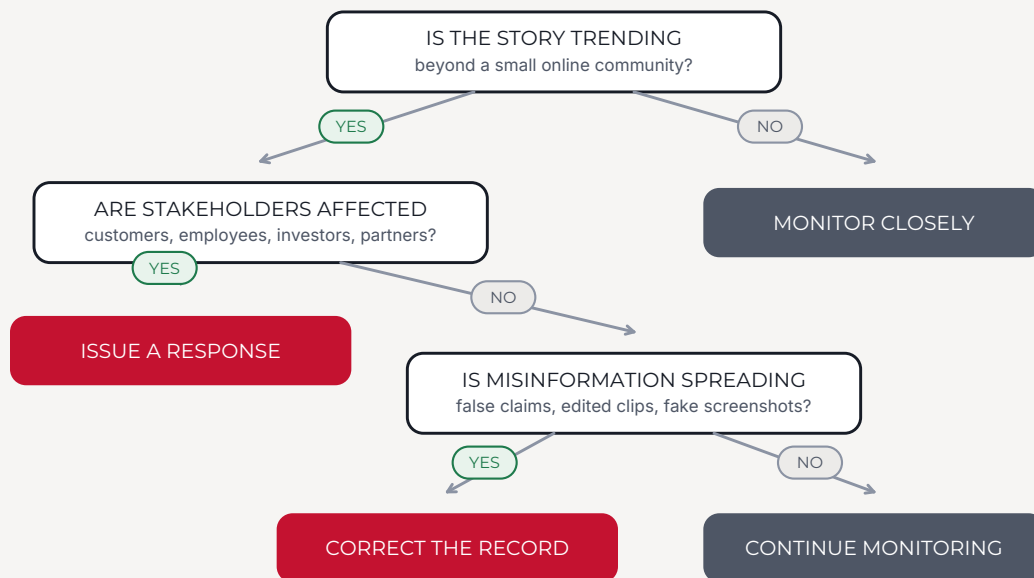
Establish the Facts

Facts remain the strongest defense against misinformation — yet many organizations respond before fully understanding what happened. Social media pressure creates a false sense of urgency. Leaders answer questions they cannot yet answer. Employees speculate internally. Rumors outrun verified information.

Before communicating publicly, leadership should build a clear factual timeline: what occurred, when, who was involved, which allegations are accurate, which remain unverified, and which are demonstrably false. Distinguish carefully between facts, opinions, speculation, and rumors. Those categories blur online. Your communications should not.

Effective response also requires collaboration — executive leadership, communications professionals, legal counsel, HR, outside advisors, and digital monitoring specialists working from one shared understanding of the facts. Every significant public statement should reflect it.

DECISION TREE · SHOULD YOU RESPOND?



■ Act publicly

■ Hold and watch — re-run this tree as facts develop



STEP FOUR

Decide Whether a Public Response Is Necessary

One of the hardest calls in any cancel culture event is whether to engage publicly. Contrary to popular belief, not every controversy deserves a statement. Sometimes responding extends the story. Sometimes silence allows misinformation to flourish. There is no universal rule — which is why the decision tree on the previous page exists.

Evaluate whether the controversy has reached stakeholders, whether credible media are involved, whether customers are asking questions, whether misinformation is spreading, and whether anyone is at risk. Employee, customer, and public safety always come first. Your options range from a full public statement to background briefings, employee-only communication, factual corrections, or silent monitoring. What matters is choosing intentionally — not reacting emotionally.



STEP FIVE

Lead With Truth

This principle sits at the center of everything Red Banyan does. We call it Press the Truth®. Organizations often feel pressure to issue instant apologies before investigations conclude; others refuse to acknowledge legitimate mistakes. Neither serves stakeholders. Truth remains the most durable communications strategy available.

If your organization made a mistake: acknowledge it, explain what happened, describe what will change, and accept responsibility where appropriate. If the allegations are false: correct the record, provide evidence, communicate confidently, and refuse to become defensive.

RETIRE THE NON-APOLOGY

- ❌ *"I'm sorry if anyone was offended."*
- ❌ *"We regret that our comments were misunderstood."*
- ❌ *"We apologize for any confusion."*

If you made a mistake, say so. If the allegations are inaccurate, explain why. If the facts remain unclear, say the investigation is continuing.

PRESS THE TRUTH®, IN PRACTICE



ACKNOWLEDGE WHAT'S TRUE

If you made a mistake, own it plainly — authenticity is recognized, and so is its absence.



CORRECT WHAT'S FALSE

If allegations are inaccurate, say so with evidence — confidently, not defensively.



COMMIT TO WHAT'S NEXT

If facts are still emerging, say the review is underway — and follow through visibly.



STEP SIX

Communicate With the Audiences That Matter Most

The biggest mistake organizations make under attack is confusing social media audiences with actual stakeholders. The loudest voices are not the most important ones. Customers, employees, investors, board members, partners, donors, community leaders, and regulators are the people whose trust directly shapes your future. They deserve to hear from you before they hear from someone else.

Different audiences have different concerns — employees want stability, customers want confidence, investors want transparency, journalists want facts. One message for every audience rarely works. Identify who needs information first, what they need to know, which channel fits, and who should deliver it. Tailored communication demonstrates leadership.

THE STAKEHOLDER PYRAMID
Communicate from the inside out — not from social media outward.



WHAT EACH AUDIENCE NEEDS TO HEAR FIRST



EMPLOYEES

Stability — what this means for them, their work, and the organization's direction.



CUSTOMERS

Confidence — that products, services, and commitments remain unaffected.



INVESTORS

Transparency — an honest read on the risk and how leadership is managing it.



JOURNALISTS

Facts — accurate, timely information that leaves no vacuum for speculation.



STEP SEVEN

Manage the Media Instead of Avoiding It

Many executives instinctively avoid reporters during controversy. It is understandable — and rarely effective. When organizations refuse to communicate, journalists still publish; someone else simply fills the information vacuum. Reporters respect organizations that respond promptly, provide accurate information, correct errors professionally, avoid speculation, and honor deadlines. Even when a story is unfavorable, professionalism matters.

Choose your spokesperson carefully. Not every executive should be the public face of a crisis. The right spokesperson has credibility, authority, calm under pressure, message discipline, and media training. One poorly handled interview can create an entirely new crisis.

HOW A STORY TRAVELS THROUGH THE MODERN MEDIA ECOSYSTEM



Each platform adds commentary and interpretation — and AI systems summarize whatever the chain produces.



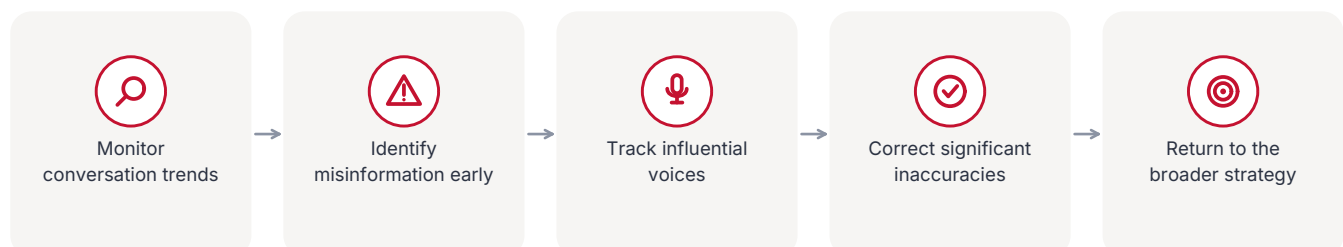
STEP EIGHT

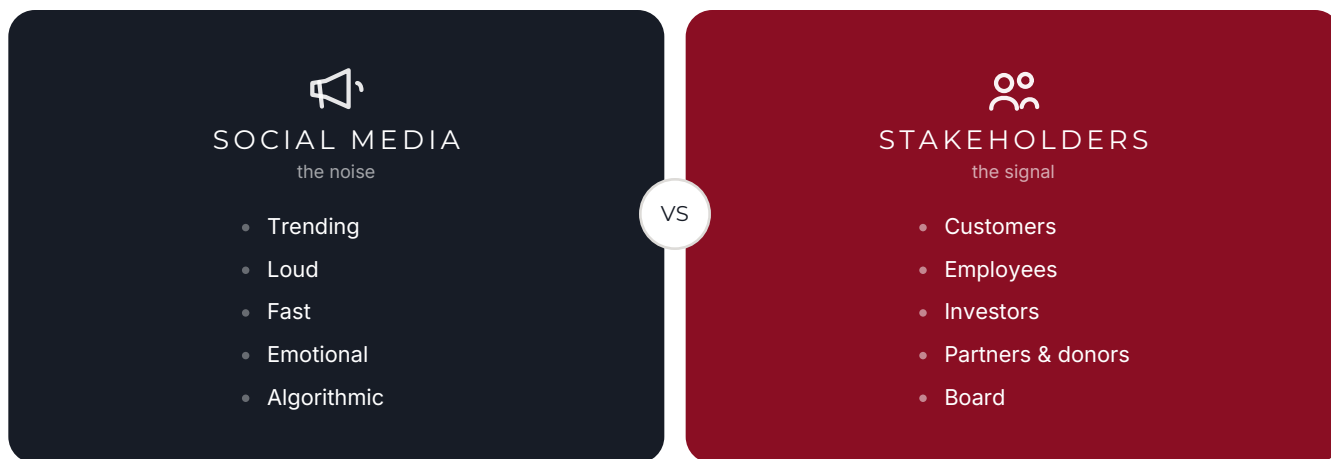
Don't Let Social Media Dictate Your Strategy

Social media is valuable. It is not your communications strategy. Algorithms reward outrage, certainty, and emotional language; organizations should reward accuracy. Use the platforms strategically — monitor conversation trends, identify misinformation, track influential voices, correct significant inaccuracies — then return your focus to the broader strategy.

Many leaders become consumed by every mention, comment, and trending hashtag. That rarely improves decision-making. A platform's algorithm is not your board of directors. Nor is it your customer base.

USE THE PLATFORMS — WITHOUT BEING USED BY THEM





Don't confuse online outrage with stakeholder sentiment.



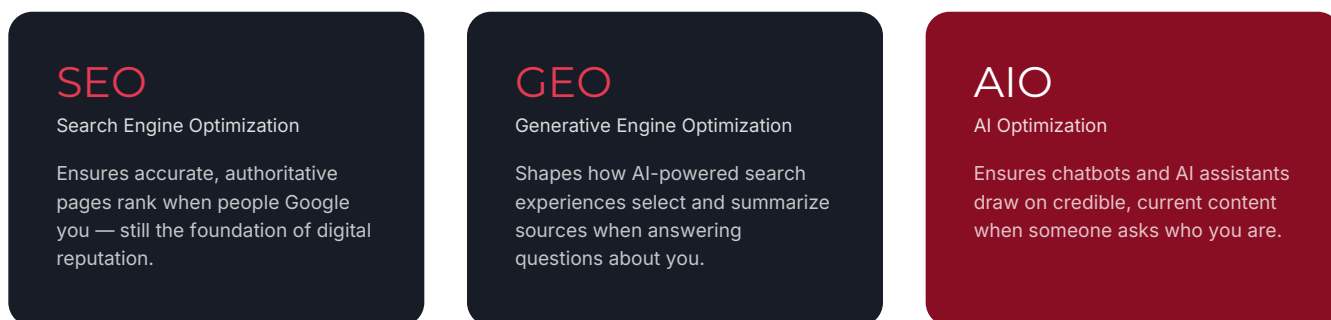
STEP NINE

Protect Your Reputation in the AI Era

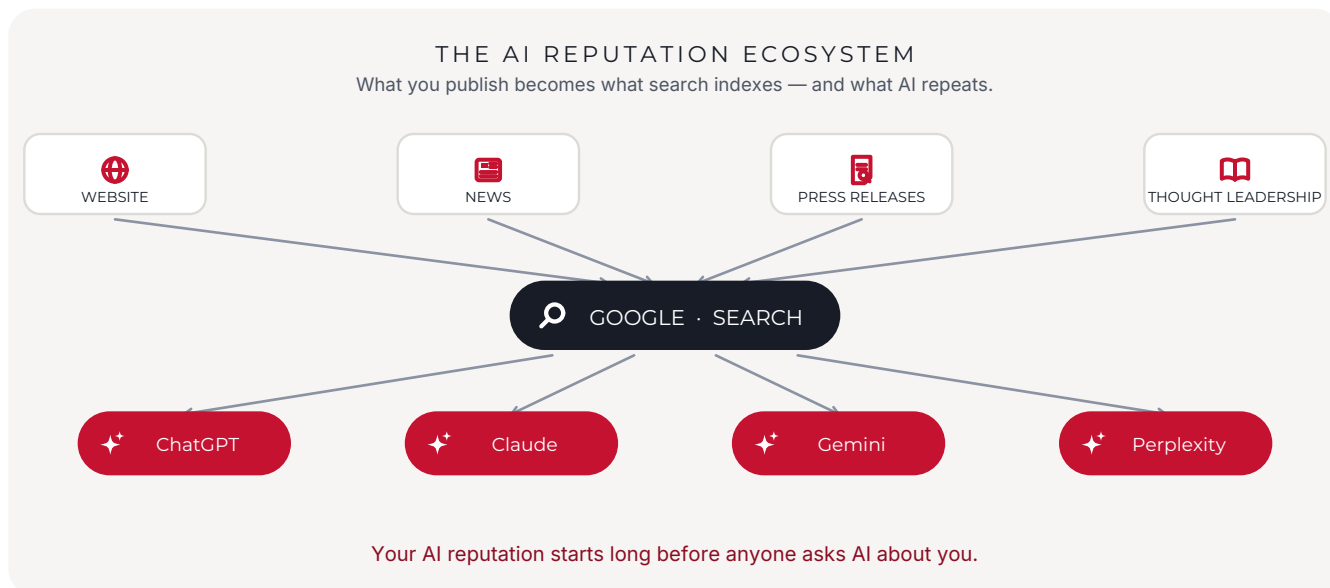
This may be the most important addition to modern crisis communications. Organizations once worried about traditional media, search engines, and social platforms. Today there is a fourth audience: artificial intelligence. Millions of people now ask ChatGPT, Claude, Gemini, and Perplexity questions like "Is this company trustworthy?" or "What happened with this CEO?" Increasingly, those AI-generated summaries are someone's first impression of you.

AI systems synthesize what they find: news articles, corporate websites, Wikipedia, government documents, press releases, blogs, and search results. The quality of those sources directly shapes how AI describes you. That creates a new duty for communications teams: actively publish accurate, authoritative content — thought leadership, newsroom updates, FAQs, case studies — that reflects reality. At Red Banyan we call this the convergence of SEO, Generative Engine Optimization (GEO), and AI Optimization (AIO). Modern reputation management requires all three.

THE NEW VISIBILITY STACK



Modern reputation management requires all three — working together, long before a crisis.



STEP TEN

Begin Reputation Recovery Immediately

A common misconception is that recovery begins after the controversy ends. It does not. Recovery begins the moment the crisis starts. Every employee conversation, customer interaction, executive interview, and public statement contributes to your future reputation.

Recovery is not about making people forget. It is about giving them new reasons to remember you differently. The strongest recoveries rarely depend on clever messaging — they depend on consistent behavior: following through on commitments, demonstrating accountability, improving policies, supporting affected stakeholders, and showing progress over time. Words begin the recovery. Actions sustain it.

WORDS BEGIN THE RECOVERY. ACTIONS SUSTAIN IT.



Follow through
on commitments



Demonstrate
accountability



Improve policies
and practices



Show progress
over time

The anatomy of a cancel culture crisis

Every pile-on follows a remarkably similar arc. Knowing the sequence in advance is what allows disciplined organizations to intervene early — while the story is still forming — instead of reacting after it hardens into the permanent record.

STAGES 1-3 Monitor & assess

The pause window. Gather facts while the story is still fluid.

STAGES 4-5 Engage stakeholders

Media and employers are now involved. Lead with truth, inside out.

STAGES 6-8 Shape the record

Search and AI are writing the permanent version. Publish authority.



The seven biggest cancel culture mistakes

Over the years, Red Banyan has watched the same unforced errors make bad situations worse. Each one feels natural in the moment. Each one is avoidable with preparation.



#1 RESPONDING EMOTIONALLY

Fear and frustration produce impulsive decisions. Take time to think before speaking publicly.



#2 LETTING SOCIAL MEDIA SET THE AGENDA

Trending topics come and go; your reputation lasts much longer. Online momentum is not a strategic priority.



#3 ISSUING AN EMPTY APOLOGY

People recognize authenticity — and they recognize legalistic language built to dodge responsibility. If an apology is right, make it meaningful.



#4 IGNORING EMPLOYEES

Employees are the most overlooked audience in a reputational crisis. Internal communication deserves as much care as external.



#5 LETTING LEADERS TELL DIFFERENT STORIES

Mixed messaging destroys credibility. Every spokesperson must work from the same strategic framework.



#6 WAITING TOO LONG TO PREPARE

Most organizations invest in crisis communications after their first crisis. Scenario planning beforehand is what makes pressure survivable.



#7 THINKING IT'S OVER WHEN HEADLINES FADE

The news cycle moves on. Google remembers. AI remembers. Long-term reputation management matters long after attention shifts.

DIFFERENT TARGETS, DIFFERENT STAKES

Companies and individuals face different challenges

The principles stay the same, but what is at risk — and who must be reassured — changes with the target. The underlying objective never does: protect credibility, preserve trust, and communicate thoughtfully.



THE INDIVIDUAL

- Personal brand
- Career
- Family
- Personal credibility
- Social following



THE ORGANIZATION

- Corporate reputation
- Revenue
- Employees
- Investor confidence
- Customers

WHAT TO PROTECT, BY AUDIENCE

BUSINESSES

Customers, operations, revenue, employees, shareholders, continuity.

NONPROFITS

Donors, mission, volunteers, community trust, transparency.

UNIVERSITIES

Students, parents, faculty, alumni, academic freedom, credibility.

EXECUTIVES

Leadership standing, board confidence, relationships, future opportunities.

PUBLIC FIGURES

Public perception, media narratives, audience trust, brand value.

THE TACTICS DIFFER. THE OBJECTIVE NEVER DOES.



Protect credibility



Preserve trust

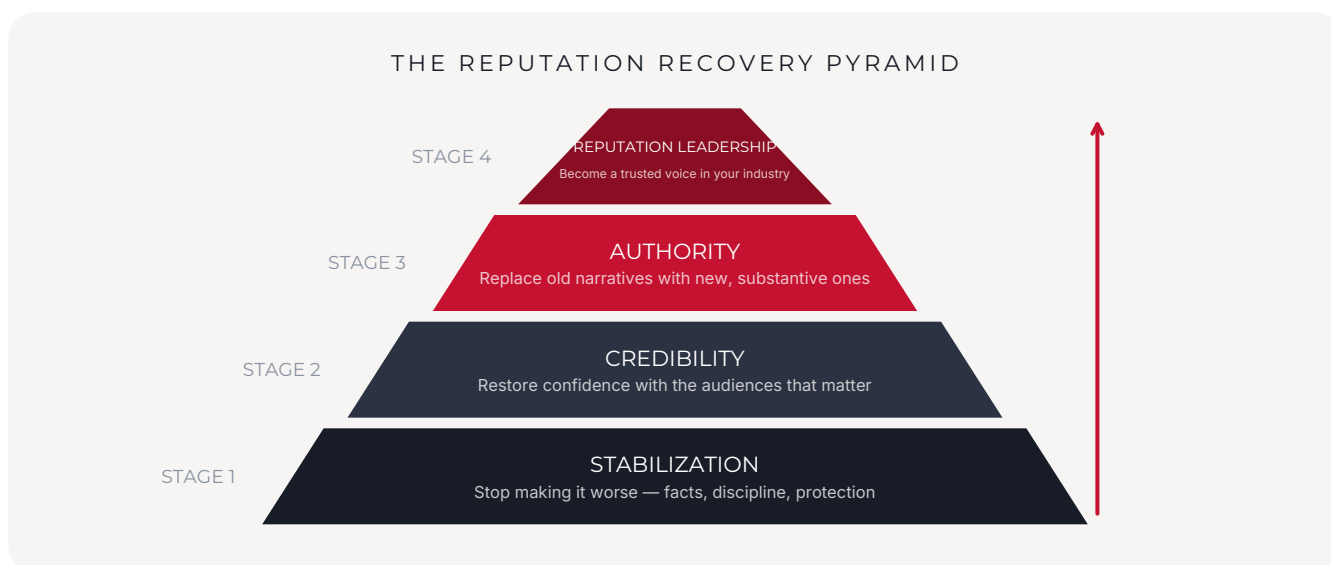


Communicate thoughtfully

Recovery is a strategy, not a press release

The immediate crisis eventually subsides. The hashtags stop trending; cable news moves on. Many leaders assume that is the end of the story. It is not. Reputational damage now lingers because the internet has become a permanent record — and artificial intelligence has become its librarian. Google indexes yesterday's headlines. AI summarizes them. Future employers, customers, investors, and reporters can surface years-old controversies in seconds.

Recovery does not come from writing the perfect apology. It is rebuilt through consistent action: acknowledging reality, communicating transparently, implementing meaningful changes, and continuing to demonstrate them long after public attention has shifted. Recovery is rarely dramatic. It is incremental. Trust is earned one interaction at a time.



1 · STABILIZATION

Gather facts, reduce speculation, correct misinformation, protect stakeholders.

2 · CREDIBILITY

Executive visibility, employee comms, customer outreach, media engagement.

3 · AUTHORITY

Original research, thought leadership, case studies, speaking, podcasts.

4 · LEADERSHIP

Your executives write, speak, teach, and lead — associated with expertise, not controversy.

The AI revolution changes everything

Artificial intelligence is the biggest shift in reputation management since the rise of social media. Google still matters — but it is no longer the only gateway to information. Consumers now ask AI platforms directly: *“Is this company trustworthy?” “What happened with this CEO?” “Should I do business with them?”*

These systems answer by synthesizing news coverage, corporate websites, industry publications, government records, press releases, and search results. That means organizations no longer influence only what people read — they influence what AI says. The more authoritative and consistent your content, the better positioned you become. Organizations investing in SEO, GEO, and AIO together are building an advantage most competitors do not yet recognize.

FIVE WAYS TO STRENGTHEN YOUR AI REPUTATION

1



PUBLISH EXPERT CONTENT

Authoritative educational content gives AI systems reliable sources to reference.

2



KEEP YOUR WEBSITE CURRENT

Outdated bios, dead newsroom pages, and missing leadership info erode confidence — for people and machines.

3



EARN CREDIBLE MEDIA COVERAGE

Independent third-party coverage remains the strongest trust signal online. Quality beats quantity.

4



CORRECT MISINFORMATION

False information must never become the dominant narrative. Address inaccuracies professionally, with evidence.

5



THINK LONG TERM

AI reputation is not one article. It is an ecosystem of trustworthy information built over months and years.



START WITH A FIVE-MINUTE AUDIT

Ask ChatGPT, Claude, Gemini, and Perplexity what they say about you today. If the answers are outdated, inaccurate, or thin, that is your baseline — and your to-do list. What AI says about you is now part of your reputation.

“What do you know about [your name]?”

FIELD NOTES

Lessons from real-world cancel culture cases

01 DELAY CREATES A VACUUM

When organizations refuse to communicate, someone else fills the gap: media, critics, competitors, or anonymous accounts. Silence can be appropriate. Unexplained silence rarely is.

02 AUTHENTICITY BEATS PERFECTION

Audiences recognize scripted corporate language — and they recognize sincerity. Communications should sound human.

03 DIFFERENT AUDIENCES, DIFFERENT MESSAGES

Employees, customers, investors, donors, regulators, and media each care about different things. Tailor accordingly.

04 THE INTERNET NEVER TRULY FORGETS

Search engines and AI keep old controversies alive. Ask: "What will someone researching us two years from now find?" Then build that future today.

THE LONG VIEW

Can people recover from cancel culture?

Yes — many already have. Reputations are resilient when handled thoughtfully. Successful recoveries share the same DNA: honest communication, responsibility where appropriate, meaningful action, consistency over time, and a willingness to let actions shape opinion. Unsuccessful ones share DNA too: inconsistency, defensiveness, attempts to mislead, personal attacks, and escalating conflict. Cancel culture is rarely the final chapter. It is often the beginning of a much longer story — and how that story ends depends largely on leadership.

WHY PREPARATION ALWAYS BEATS REACTION

Organizations spend enormous resources preparing for cyberattacks, audits, and natural disasters — few give reputational risk the same attention. Forward-looking teams now run media training, crisis simulations, scenario planning, reputation audits, stakeholder mapping, and AI visibility assessments. These exercises never make headlines. They decide who controls the narrative when headlines arrive.

THE DNA OF RECOVERY

SUCCESSFUL RECOVERIES

- ✓ Honest communication
- ✓ Responsibility where appropriate
- ✓ Meaningful action
- ✓ Consistency over time
- ✓ Letting actions shape opinion

UNSUCCESSFUL RECOVERIES

- ✗ Inconsistency
- ✗ Defensiveness
- ✗ Attempts to mislead
- ✗ Personal attacks
- ✗ Escalating conflict

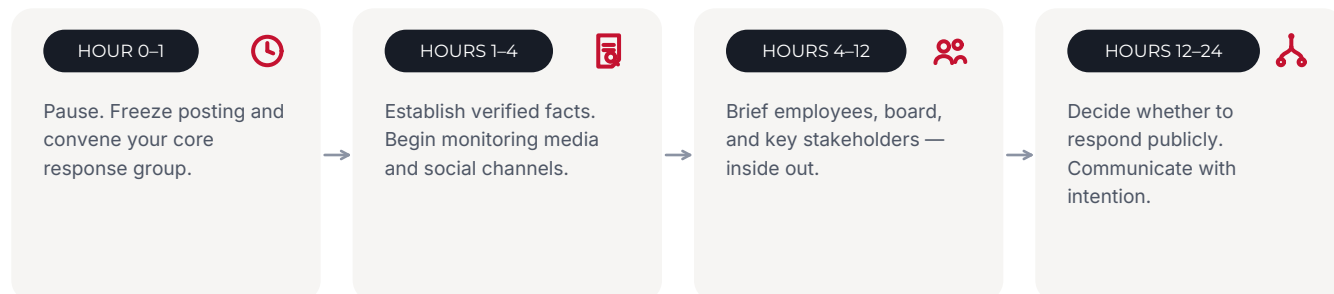
The first 24 hours after a cancel culture attack

When emotions run high, a checklist prevents costly mistakes. Print this page. Keep it where your leadership team can find it before they find their phones.

DO	DON'T
✓ Pause before responding publicly ✓ Assemble your crisis response team ✓ Gather verified facts ✓ Monitor traditional and social media ✓ Identify your key stakeholders ✓ Develop consistent messaging ✓ Coordinate with legal counsel ✓ Correct significant misinformation ✓ Prepare spokespersons before interviews ✓ Think long-term, not just today's headlines	✗ Respond emotionally ✗ Argue with critics online ✗ Delete content without understanding the consequences ✗ Speculate ✗ Apologize before you understand the facts ✗ Ignore employees ✗ Let anonymous accounts dictate your strategy ✗ Assume it's over once it stops trending

Facing this right now? Skip to the back cover — Red Banyan's crisis team is available around the clock.

THE FIRST 24 HOURS, HOUR BY HOUR



Frequently asked questions



Should you apologize immediately?

Only when the facts support it. An authentic apology rebuilds trust; a premature one based on incomplete information creates legal, operational, and reputational complications.



How has AI changed cancel culture?

AI platforms now shape first impressions. Customers, employers, investors, and journalists ask ChatGPT, Claude, Gemini, and Perplexity before making decisions — so manage how you appear across search, news, and AI summaries.



How long does a controversy last?

The conversation may last hours or weeks. The digital footprint lasts years — search engines, archives, and AI keep surfacing it long after attention moves on.



When should you hire a crisis firm?

Ideally before you need one. Organizations that invest in planning, media training, and reputation strategy outperform those improvising during their first active crisis.



What exactly counts as cancel culture?

The public withdrawal of support from a person, organization, or brand over actual or perceived words, actions, affiliations, or beliefs — typically spreading through social media and affecting business, employment, and coverage.



Should you stay silent?

Sometimes — when reach is limited or legal considerations require restraint. But prolonged silence in a significant crisis lets others define the narrative. Make it a strategic choice, not a reflex.



How should a company respond?

Slow the decision-making, gather verified facts, assess real reputational risk, identify key stakeholders, develop coordinated messaging, communicate honestly, and keep monitoring.



Can businesses recover?

Yes. Recovery depends on the facts, leadership decisions, stakeholder relationships, and communications quality — built on transparency, accountability, and consistent action over time.



Publicist vs. reputationist?

A publicist generates publicity and coverage. A reputationist takes the broader strategic view — building, protecting, repairing, and strengthening reputations before, during, and after high-stakes events.



Is it the same as accountability?

Not necessarily. Accountability for harmful conduct matters. Cancel culture usually describes condemnation and consequences that arrive rapidly online — sometimes before the facts are known or without due process.

Why organizations choose Red Banyan

Reputation is one of your most valuable assets. It shapes customer loyalty, investor confidence, recruiting, partnerships, media coverage, and long-term performance. Protecting it takes more than media relations — it takes strategy. Red Banyan helps organizations build, protect, repair, and power their reputations through crisis communications, reputation management, executive visibility, litigation and legal PR, media relations, online reputation management, SEO, GEO and AI optimization, thought leadership, and public affairs.

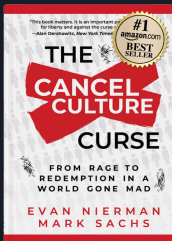
Our approach is guided by one principle: Press the Truth®. Credibility is built through facts, transparency, preparation, and thoughtful communication — not spin.

RECOGNIZED WORLDWIDE

No. 1 Boutique Crisis Communications Firm in the United States – O'Dwyer's

No. 1 Communications Firm in the World for Communications Excellence — World Communications Forum Association, Davos

Ranked Among the nation's leading Crisis & Risk Management PR firms by Chambers and Partners



FROM THE DESK OF OUR FOUNDER

Founder and CEO Evan Nierman is one of the country's leading voices on reputation management and cancel culture. His book, *The Cancel Culture Curse: From Rage to Redemption in a World Gone Mad*, examines how public backlash forms, the communications mistakes that make it worse, and practical strategies for navigating today's most polarized reputation challenges.

HOW WE HELP



Crisis communications



Reputation management



Executive visibility



Litigation & legal PR



Media relations



SEO, GEO & AI optimization



Protect Your Reputation Before a Crisis Happens

The first few hours often shape the next few years.
Let's make sure your next decision is the right one.

IF YOU'RE FACING:

- ✓ Online backlash
- ✓ Executive scrutiny
- ✓ Cancel culture
- ✓ Litigation
- ✓ Media attacks
- ✓ Government investigations

CONTACT RED BANYAN

redbanyan.com · 855-277-6333 · Confidential strategic counsel, around the clock

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