

NEGATIVE SOCIAL MEDIA INTERACTIONS ARE AN ONGOING RISK TO BUSINESSES AND INDIVIDUALS

Here are 10 things you can do to prevent you or your business from being canceled



1 EVERYONE IS AT RISK

Understand that everyone is at risk of cancel culture. Contrary to popular belief, it is often the everyday person who is most at risk of being canceled. The first step is acknowledging this, and then preparing accordingly.



2 BE PROACTIVE

If you are in a position of leadership within an organization, create a business continuity plan in case of an attack. Developing “holding statements” in advance of an incident will prepare you for potential media inquiries. Proactive coordination with a team of experts and the creation of a plan before you need it can help you survive a social media attack.



3 BE AWARE

Monitor online conversations with alerts and social media software. Be aware of conversations about you and others in your space. If you see something concerning, ask for help from crisis experts before responding.



4 BE CIVIL

When engaging on social media, share with care and post with purpose. Adhere to The Golden Rule: Do unto others as you would have them do unto you. And keep in mind that everyone makes mistakes, so be open to offering forgiveness.



5 HIT THE PAUSE BUTTON

Take a breath before expressing outrage or anger online—and then don’t do it. It is important to remember that salacious accusations are often more memorable than factual denials. Also, what’s posted online usually lasts forever.



6 SOMEONE IS ALWAYS WATCHING

Keep in mind that everyone has cell phones which means they always have access to a recording device. Exercise caution in all situations and assume someone is always watching.



7 PUT POLICIES IN PLACE

The sins of an alleged transgressor are often transferred to their employer. Think about your employees and your organization and develop policies around social media use. Provide appropriate guidance related to your expectations and the dos and don’ts of your brand/organization and add them to your employee handbook.



8

ENGAGE SMARTLY WITH MEDIA

“No Comment” is itself a comment and should never be used when dealing with press. Instead, refrain from engaging with the media altogether until you have consulted with expert representation and have agreed-upon messaging.



9

APOLOGIZE

Only apologize if warranted and do so to the person who deserves to hear from you. If you do decide to apologize, then do so properly.

- ▶ Acknowledging the wrong
- ▶ Taking responsibility for your words or deeds without blaming others
- ▶ Forgoing pandering or groveling
- ▶ Asking for forgiveness
- ▶ Following through on any pledges you make
- ▶ Avoiding repetition of the same offense



10

PRESS THE TRUTH

Deciding to defend yourself against “cancel vultures” (who thrive on making mistakes permanent), and refusing to be canceled are key factors for surviving cancel culture. When defending yourself, don’t just tell the truth. Instead, “press the truth” and assert your side of the story as aggressively as those doing the canceling.

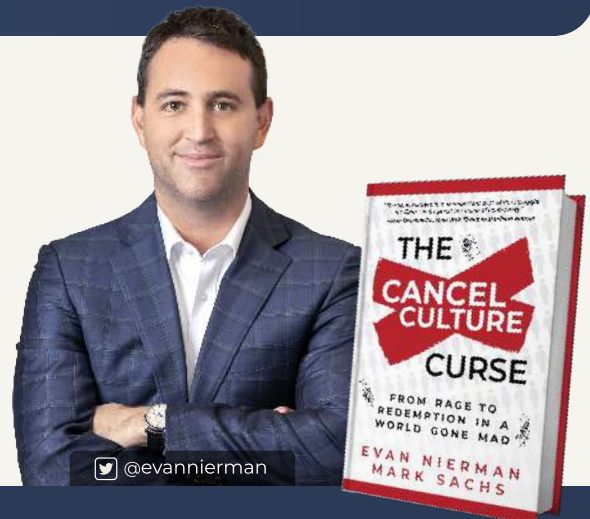
Are you a CEO, marketing leader, or business owner wanting to learn more about the dangers of Cancel Culture?

Are you or your organization in need of crisis communications services?

LET'S HAVE A CONVERSATION

Evan Nierman, CEO of Red Banyan is an expert on this topic and has written a book on the dangers of cancel culture.

Please visit redbanyan.com to learn more about our firm and how we can help you.



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