**Engage with Social Communities Amid Crisis**

Chevron Social Media Manager Olivia Harting recommends continuing to engage social media communities amid crises, such as the refinery accidents and Twitter hijackings that have challenged her brand. Create a social media playbook with a team of advisers and use paid search ads to direct consumers to owned media for updates.

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<http://www.smartbrief.com/original/2016/10/how-chevron-leverages-social-media-crisis?utm_source=brief>