**How to Prevent and Manage a Social Media Crisis**

Matthew Dooley gives advice on how to prevent social media backlash, saying respecting customers, staying positive, understanding mistakes other brands have made and ignoring trolls are important. Dooley also points out the importance of proofreading and developing a crisis-response strategy that focuses on research and investigation before responding to an issue.

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[***http://www.smartbrief.com/original/2017/05/how-calm-social-media-storm?utm\_source=brief***](http://www.smartbrief.com/original/2017/05/how-calm-social-media-storm?utm_source=brief)

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