**What PR Pros Can Learn From the Houston Rockets' Twitter Storm**

The Houston Rockets general manager sent a tweet in October that read "Stand with Hong Kong" that set off a firestorm on social media and resulted in numerous reprimands from the NBA, the Chinese Basketball Association and other organizations. Aidan M. Ryan, APR, points to lessons in corporate social responsibility PR pros can learn from the incident and points to the power of a "values-based response," the importance of having the right spokesperson and ensuring the entire team understands the preferred corporate messaging.

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[***https://prsay.prsa.org/2019/12/18/why-the-nbas-hong-kong-controversy-is-a-timely-lesson-in-corporate-responsibility/***](https://prsay.prsa.org/2019/12/18/why-the-nbas-hong-kong-controversy-is-a-timely-lesson-in-corporate-responsibility/)