

Social Media Crisis Management

Safeguard your brand's reputation with Kylie Chown.

Social media presents a range of opportunities and challenges for the professional services profession. Whether operating as individual practitioners or within larger firms, engaging with these platforms can yield significant benefits.

It's crucial to acknowledge the potential risks. In the event of a social media crisis, the repercussions on a professional and firm level can be substantial.

Given the evolving landscape of today's digital world, it is imperative for all professionals to equip themselves with the knowledge and skills necessary to effectively identify and manage social media crises.

Delivery Model

Audience Professional services practitioners and firms
Genre Business practices and social media

Duration 30 minutes to full day
Platform Virtual or in person

This presentation will be based on the model of Awareness, Acknowledge, Action and Administer.

Awareness explores the constantly monitoring of social media channels and developing a system for early detection of potential issues or crises.

Acknowledge when a situation escalates into a crisis and requires a different level of response than standard negative feedback.

Action by developing a clear and concise response strategy and engaging and communicating with stakeholders.

Administer by implementing necessary changes to prevent future occurrences, conducting a post crisis review and reputation management and recovery.



What previous event organisers have said.

"APSAA engaged Kylie to present a professional development session as part of our 2023 Conference. Her in-depth knowledge and the useful strategies presented ensured Kylie was one of our most popular presenters. A fun, engaging and very professional experience – thanks Kylie!" Sonia Daniels, Conference Manager, APSAA.

"In the planning stages she was so flexible and understanding and really worked with us to tailor the workshop to the needs of our target audience. The workshop itself was very informative and many attendees mentioned how beneficial they found the session. I highly recommend Kylie and couldn't thank her enough for what she did for our workshop. We will definitely be contacting Kylie again for future events. Translational Research Institute Australia" – Renae Denman, Translational Research Institute Australia.

About Kylie Chown

Speaking for Industry Conferences, Professional Associations, Events and Corporates



Kylie facilitates educational training sessions, presentations and workshops for professional associations, member groups, events and conferences across the areas of LinkedIn, Social Media and Social Media Crisis Management.

Kylie is Australia's first Certified Social Media Crisis Advisor and founder of My Digital Brand, helping professionals, businesses and corporates create a world-class digital brand.

She is the current #2 LinkedIn expert in Asia-Pac, in 2021 was awarded Best Use of LinkedIn from the Social Media Marketing Institute, and Mentor of the Year - Social Media Silver in the Stevie Awards.

Having worked with thousands of businesses and professionals in Australia, Asia, NZ and the USA, she has found that while people are great at what they do, they often don't have a strategy or struggle with sharing this confidently online.

Kylie has spoken at and delivered workshops across Asia-Pacific, USA and the UK.



Awards and Accolades

- Australia's first Certified Social Media Crisis Advisor
- Certified LinkedIn Marketing Insider, LinkedIn
- Finalist, Australian Women's Small Business Champion Awards, 2023, 2022
- Mentor or Coach of the Year - Social Media, Bronze Stevie Winner, 2023, 2022
- Awarded Best Use of LinkedIn, Social Media Marketing Institute, 2021
- Finalist - Social Media Educator, Social Media Marketing Institute, 2020 // 2021 // 2022
- Finalist - Best use of LinkedIn, Social Media Marketing Institute, 2019 // 2020 // 2021 // 2022
- Number 2 LinkedIn Expert for the Asia Pacific and Number 1 for QLD, 2019
- Certified as a Social Branding Analyst by Reach in the USA
- Co-author of CONNECT: Leverage Your LinkedIn Profile for Business Growth and Lead Generation

Kylie has been featured in publications that include.

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