

## Crisis Hits Fast. So Should You.

### Damage Control Starts Before the Damage

When a mistake goes public, silence is not a strategy. Do you have a real damage control plan to protect your business reputation, respond fast, and control the narrative before the internet decides it for you?

#### 1. Audit your exposure

Search your business name, socials, reviews, and tags. Know what is already out there.

#### 2. Define who speaks

One voice only. No rogue replies. No emotional posting.

#### 3. Draft a holding statement

Short. Factual. Calm. Ready before you need it.

#### 4. Set response time rules

Minutes, not days. Silence fuels speculation.

#### 5. Log everything

Screenshots, timestamps, URLs. Facts beat opinions.



Presidents' Day, St. Patrick's Day, Easter Sunday, and Earth Day are right around the corner. But July 4 marks the 250th anniversary of the United States. That is not a post you plan last minute. Start now.

## Massive Update on IG



**This new feature is one you don't want to overlook**

Instagram just leveled up. Clickable links now live in bios, Stories, and select Reels, making it easier

to drive traffic to websites, products, and key content. To use this feature, the Edits app is required.

Instagram now lets anyone reshare any public Story to their own Story without being tagged.