



What matters now. What works next. | VeroHausCreative.com

February 2026

Edition - 26001

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.