How to manage your brand during times of crisis
How a brand communicates and acts during challenging times is a key aspect of brand management. The pandemic has forced every brand to deal with countless unanticipated challenges. Working from home, supply chain issues, and mask and vaccination mandates are all complex issues. Brands have had to address all of these in one way or another over the past few years. This guide will demonstrate how effective brand management can help companies navigate a crisis and position themselves for success, regardless of whatever storm they find themselves in.

“It takes 20 years to build brand reputation and five minutes to ruin it.”

Warren Buffett
CEO
Berkshire Hathaway
The importance of trust in a crisis.

The key to crisis management is establishing trust or, in some instances, re-establishing trust. LinkedIn is an ideal place to do both. Our members trust the content they find on LinkedIn more than that of any other platform.¹

When dealing with a crisis, it’s important for brands to consider the views held by three stakeholder groups: employees, clients, and larger communities. All three of these important groups are active on LinkedIn, which means brands can use the platform to effectively reach all of them and guide them through a crisis.

¹LinkedIn Meet the Member Research Study, July 2020
How to earn trust in times of crisis.

Trust is earned over time, and brands can make progress on that front by helping the audience work through different situations. Regardless of the specifics surrounding a crisis, eyes are on brands to deliver help in multiple ways. The graph below shows the types of activity and effort the audience is expecting from brands.²

- 77% Talk about how the brand is helpful in the “new” everyday
- 75% Keep them informed about the brand’s reaction to the new situation
- 70% Offer a reassuring tone

²Kantar COVID-19 Barometer
How to be a safe port in a storm.

We have seen many brands effectively engage in crisis management efforts on LinkedIn. All of these examples have trust and authenticity at their core.

Johnson & Johnson’s journalistic approach to COVID-19 coverage earned them valuable trust.

Engagement Metrics
1.5M views in 120 countries
983K average minutes watched weekly
97% of comments neutral or positive

Content Highlights
Consistency, substance & objectivity
Fact-based information
Straightforward value

Goldman Sachs used quick-hitting, action-oriented content to help audiences navigate volatility.

- “Exchanges at Goldman Sachs” podcast + cutdowns for LinkedIn
- Monthly “Munis in a Minute” series breaks down the analysts’ positions on pressing topics beyond the noise
- Chart of the week: sleekly designed data viz with global summaries across equities, commodities, fixed income & FX
Brands delivering unexpected value-driving experiences to their audiences during times of crisis.

Boeing created real-life design challenge games for bored children who are stuck at home.

Stryker created a time-lapse video of employees assembling hospital relief beds, a new initiative Stryker has taken on during the COVID crisis.

Kaiser announced it was offering free Pandemic Readiness training to vocational and licensed nurses.

Humana set up a free loneliness hotline for senior citizens who felt isolated during the pandemic to speak with trained professionals.
It’s not possible for a brand to avoid every crisis. But there is a blueprint for how to communicate and act during challenging times. Delivering the right message, in the right venue, to the right audience can go a long way towards helping to establish or restore a brand’s reputation. In addition, an effective brand management strategy and execution during a crisis can help the bottom line.

Visit LinkedIn’s brand management page to better understand how to use our platform to support your marketing efforts during times of crisis.