



DEVELOPING AN UNDERSTANDING ON THE MOMENT OF CRISIS ON SOCIAL MEDIA BY ANALYSING TWEETS AND FACEBOOK POSTS: CASE OF AN ELECTRONIC MUSIC FESTIVAL*

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Abstract

Communication efforts has been transforming into digital manner since the new media tools and social media platforms have appeared on the stage. As a consequence of this process, crisis management and crisis communication techniques have been adapted to fore-mentioned digital context. This paper primarily aims to develop an understanding on phases of the moment of crisis on social media and then reveal the characteristic and sentiment of the posts. In terms of the study, detailed literature on transforming paradigms of the communication, social media and crisis communication has been reviewed. Soon after, tweets and Facebook posts about the electronic festival were fetched in order to analyze. In next step, the collected data were analyzed in order to reveal sentiment and characteristics of the posts and categorize the phases of the moment of crisis. Under the light of analyzed data fire model, which illustrates the moment of crisis on social media, has been proposed.

Keywords: Crisis, Crisis Communication, Social Media Analysis

SOSYAL AĞLARDAKİ KRİZ ANI ÜZERİNE TWEET VE FACEBOOK GÖNDERİLERİNİ ANALİZ EDEREK BİR ANLAYIŞ GELİŞTİRMEK: BİR ELEKTRONİK MÜZİK FESTİVALİ ÖRNEĞİ

Öz

İletişim faaliyetleri yeni medya ve sosyal medya araçları sahnede yer bulduğundan bu yana dijital bir forma bürünmektedir. Bu sürecin bir sonucu olarak, kriz yönetimi ve kriz iletişimi teknikleri bahsi

* Date of Submission: 05.08.2016; Date of Acceptance: 16.02.2017

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geçen dijital bağlama adapte edilmektedir. Bu araştırma öncelikle sosyal ağlardaki kriz anının fazları üzerine bir anlayış geliştirmeyi ve ardından gönderilerin özellikleri ve taşıdıkları duyguları ortaya koymayı amaçlamaktadır. Çalışma çerçevesinde iletişim, sosyal medya ve kriz iletişiminin dönüşen paradigmaları hakkındaki literatür gözden geçirilmiştir. Akabinde elektronik müzik festivali hakkında gönderilmiş olan tweet ve Facebook gönderileri toplanmıştır. Bir sonraki adımda, toplanmış olan veriler gönderilerin duygu durumu ve karakteristiğini ve kriz anının fazlarını ortaya çıkarmak üzere analiz edilmiştir. Analiz edilmiş olan verilerin ışığında sosyal ağlardaki kriz anını illüstre eden yangın modeli ortaya konmuştur.

Anahtar Kelimeler: Kriz, Kriz İletişimi, Sosyal Medya Analizi

I. INTRODUCTION

With the rise of the new technologies and information era, individuals are bombarded with messages by different organizations via different channels. According to research, media consumption of average person on an average day is calculated as 100.500 words and 34 gigabytes (Bohn et. al., 2012:980). It is possible to indicate that media consumption has been increasing one day to another when intensified usage and integration of new technologies in our daily life is considered. On the other side, it is possible to state that social media contributed generously to fore-mentioned message bombardment situation. Consequently, social media transformed the information consumption habits of the people. Individuals request faster, moreover instantaneous, and more satisfying information from different kind of establishments on social media. If requested information is not provided to target groups, establishments and brands are being disappeared from the mind of individuals quite easily. Regarding to fore-mentioned situation, crisis communication has been transforming into more interactive process. Nowadays social media, as an obligation, has become one of the key element of the solution during crisis, at the same time it provides an almost gatekeeper-free substructure for individuals to express their opinions without hindrance. This study develops a multi-dimensional understanding on morphology of the moment of crisis on social media and divides the moment of crisis into 4 main phases.

II. SOCIAL MEDIA AND CRISIS COMMUNICATION

Crisis communication has long-standing roots as part of crisis management and public relations research. However, it is possible to mention about research and applications on crisis communication on social media since new media made remarkable process and caught good trend of usage in daily life. As a result of this process defining new paradigms which is brought by social media, forming a theoretical frame for definition of crisis and identifying the crossing points between social media and crisis research have enormous importance.

II.1. Social Media and Transformations Of Paradigms

According to Grahl (2011), six different types of social media platforms exist. These are social networks, bookmarking sites, social news, media sharing, microblogging, blog comments and forums. Social networking sites, especially Facebook and Twitter, construct the interest points of this study. Because they provide efficient opportunities during crises. However, it should be highlighted that social network is not a term which started to be used with the rise of social networking sites on the web. Social networks, as a term, referred to connections between people with other people, people with institutions and institutions with other institutions (Institut für Deutsche Gebärdensprache und Kommunikation Gehörloser, N.D.). For this reason, digital social network analysis provides important benefits in order to understand relations and situation of those relations between individuals and establishments (brands, organizations etc.).

Therefore, it is possible to observe common points between the above-mentioned definition of social networks and social networking sites. Social networking sites offer people new ways to communicate via internet with different devices, they allow individuals to create online page or profile, communicate with friends and people outside of their list of contacts and people are being able communicate in public manner (Ofcom, 2008:1). This definition proves that, networked individuals have increased their importance. Networked individuals use social media and the web to gather information, find contacts who have faced similar experiences, compare options (Rainie et. al., 2012). As a consequence, individuals find new ways to organize and reach to new sources of information, on the other hand organizations obtain new ways to reach to customers and learn about their habits. Thereby, these factors create new paradigms for crisis communication.

Besides the fact that social networking sites are widely used by individuals, they are also used by organizations via creating pages and profiles on social networking sites. They have been interacting with individuals and other institutions. Social networks allow organizations to create more effective and engaging communication campaigns by providing tools for analysis and measurement. For instance, organizations take opportunity to establish a dialogue with prospective customers by finding and answering their questions on Twitter. In addition, organizations can link to other organizations' (e.g. sponsor brands) fan pages on their Facebook fan page. These two cases simply illustrate organization-individual and organization-organization relation on social networking sites. Contribution of being present on a social network is not limited with fore-mentioned situations, it is also possible to approach to issue with the theoretical lenses. Burkart (2007:254) states that *"It is (Consensus Oriented PR) based on the assumption that the process of understanding as taking place between public relations clients and publics plays a central role that must not be underestimated."* Starting from this point of view, open dialogue based characteristics of social networks might contribute to build a consensus between organizations and target audience.

At this point, it is necessary to mention about opportunities brought by social media and new technologies in context of brands and organizations. Statistics demonstrates that 40 million small businesses in U.S.A. have page on Facebook (Constine, 2015), 90% of the brands on Twitter replied to user question at least once in 2014 (Bullas, 2014). 71% of the social marketers have indicated that brand awareness is their number one goal on social media (Simply Measured, 2015). Fore-mentioned numbers are indicators of the tendency of organizations and brands to interact on social networking sites. Interaction is one of the core components of social media. By integrating social media to communication efforts, conventional concept of interaction between brands and individuals have transformed and have become more interaction, consumer and dialogue oriented. According to Rohm *et. al.* (2012:5), different types of brand-customer interactions exist on social media which ranges from purposive (e.g. consumer who is looking for news and information) to hedonic (e.g. sharing funny brand related content) and social media must be perceived by brands as a platform where they can (1) react to customer/service issues as fast as possible and (2) create dialogue/interaction starter content. Kaplan *et. al.* (2010:62) noted that collaborative projects are becoming a source of information for customers. Plenty of brands have been establishing page(s) or account(s) on social networking sites to conduct better communication and respond to needs of publics -and this allows customers to reach to brands easier. However, existence of brands on social networks sometimes makes them fragile for crises.

II.2. Defining Borders Of Crisis

Communication during crisis and expectations of customers transformed dramatically as a consequent of digital transformation. It is necessary to define borders of crisis in order to develop a perspective on changing nature of crisis. From an etymologic approach, roots of the term crisis can be found in Greek. Crisis is Latinized form of Greek words *krisis* and *krinein*. *Krisis* describes the turning point in a disease and *krinein* means to judge, separate or decide (Etymonline, N.D.). Different kind of cases may cause crisis situation for an individual, organization or country that carries on the activity in an open system –moreover subjects in close systems are also likely to experience the crisis.

Thenell (2004:4) defines the crisis as an emergency that has intensified. Besides that, various definitions of crisis exist. When the term crisis is approached from different perspective, it is defined as a turning point that will decisively determine an outcome (Lundgren *et. al.*, 2009:343). Crisis situations have serious influence on the perspective of individuals towards brand, service/good or organization and these situations raise negative reactions and feelings as an outcome. In case of a crisis, audiences have many levels of emotionality and many of them involve highly charged states such as anger, hostility, fear, dread or frustration (Walaski, 2011:16). According to Banks (2007:6) crisis is a major occurrence with a potentially negative outcome affecting the organization, company or industry, as well as publics,

services or good name. Coombs (2009:99) has conceptualized crisis from different point of view and stated that if stakeholders believe there is a crisis, the organization is in a crisis unless it can successfully persuade stakeholders it is not. Lastly, Altimeter Group approaches to the crisis from perspective of social media. According to Altimeter Group (2011:9), social media crisis as a crisis issue that arises in or is amplified by social media and results in negative mainstream media coverage, a change in business process, or financial loss. In conclusion, based on the definitions provided by different researchers, crises have three major components: occurrence or event, interaction and outcome. Outcome may be positive or negative depending on success of management of crisis.

II.3. Crisis Communications, Effect Of Social Media To Crisis Communication and Understaing Fire Metaphor

Coombs (2015:2) indicates that two different types of crisis exist. The first one is *organizational crisis* and the second one is *disaster*. Indisputably, both types of crisis need to be managed to prevent potential threats. Thus, crisis communication is an inseparable part of this management process. Crisis communication is a relatively recent field of activity, according to Banks (2007:1) crisis communication has been studied and practice has been identified for less than 25 years. Thennel (2004:4) specifies that a crisis communication plan is a structured way to think about how to communicate when the pressure is on.

Crisis and crisis management consist of different stages. Coombs (2009:99) divides crisis management into three phases: pre-crisis, crisis response and post-crisis. According to Okay *et. al.* (2012:359), in case of a crisis, media and publics should be informed about topic of crisis as much as possible. In the contrary case, information which is received from second or third sources, insufficient information and misinformation might be disadvantageous for establishment. Based on this statement, importance of carrying on a crisis communication activity in order to inform publics clearly on social media is quite obvious.

Several studies have been conducted and different findings have been obtained about usage of social media in crisis communication. According to data in report of Altimeter Group (2011:10,17), 56% of companies lack of formalized social media crisis escalation plan. However, social media crises reaching mainstream media has gradually increased since 2001. Wigley *et. al.* (2011:6,7) specify that, 82% of the respondents, within the research, indicated that their organizations are using social media to achieve organizational purposes and 48.2% of public relations practitioners indicated that their organization incorporated the use of social media tools into their crisis communication plans.

Taylor *et. al.* (2005:212) signify that 66% of the organizations, within research, integrated at least one of the new media tactics into their crisis response. According to Wigley *et. al.* (2011:7), organizations primarily rely on Twitter and Facebook for crisis management.

Additionally, findings of Utz *et. al.* (2013:45) provide an integrative perspective and point that although crisis communication via Facebook resulted in a more positive reputation and less secondary reactions, organizations should not neglect traditional ways of crisis communication. Tinker *et. al.* (2009:25) claim that emergency management and crisis communications have become more participatory.

At this point, it is possible to suggest that nature of the crisis and managing the crisis situation have dramatically transformed since emergence of social networks. As it is narrated above, networked individuals use internet as a tool in order to share their experiences and connect with other individuals who have faced with similar experiences. This situation makes brands more fragile for crises because connectandshare culture of social networks allow people to organize quickly. As a result of this situation, crises raise and spread very fast.

Crisis moment on social media has instantaneous and dangerous features for brands and organizations. Based on this, crisis moment on social media might be described with a metaphor of fire. Because it is fast, it needs instantaneous solution and it still might harm the brand or organization even it is managed. Crisis on social media might start with the connection of small group of people who have the same negative experience with a specific service or product. As well as a negative hashtag on Twitter or negative tweets in a campaign might be threat too. This connection between people and negative expressions might be spark of a crisis.

Spark can be defined as very early phase of the moment of crisis on social media. Crisis situation have become more participatory as much as crisis communication process. Regardless the scale of the group, negative expressions might be a threat towards brand. Spark stage of the crisis should be monitored and managed properly. Even answering sporadic questions or providing satisfactory answers to negative expressions have enormous importance at this phase. Otherwise, spark might turn into fire. *Fire* means matured crisis situation. At this stage volume of posts on social media and number of negative posts might start to increase. Connection between individuals who have faced with similar negative experience might gain strenght and widen. At this stage, it is a necessity to develop a solid crisis communication action. However, if necessary steps for managing the crisis is not taken, it might start to spread. *Spread* is the third phase of the crisis on social media. At this point, crisis starts spreading to other social networks. Count of likes, comments and re-tweets for negative posts also might raise and this condition increases the chance of visibility of negative sentimental posts on various social networks. The last phase of the moment of the crisis on social media is soot. *Soot* is the last phase of the moment of crisis. It is what remained after spread of the crisis. However, it still has potential to revive crisis situation.

III. AIM AND METHODOLOGY

III.1. Population and Sample

Population of the research includes crises that have occurred on social networks (e.g. Twitter and Facebook). By reason of the fact that an electronic music festival (will be mentioned as XYZ Festival) was chosen as sample case and it was evaluated in context of the research.

XYZ Festival is an electronic music festival that is annually organized in Istanbul. The festival hosts several musicians from various countries on different stages in festival area. It was organized between 22 August-23 August in 2015, and participants have experienced some difficulties due to bad weather conditions during XYZ Festival and started to send comments, photos and videos on Twitter and Facebook in order to inform other individuals (mostly who are not participated in festival) about their experience, ask question to organization team and criticize/support the festival organizers. Post sharing traffic has peaked during the moment of crisis and even continued after the festival.

III.2. Research Questions

As literature review pointed out that interaction ratio among individuals on social networks has been gradually increasing. Individuals has been molding public opinion on social networks in a short period of time and it is easier to make common cause with other individuals with the help of new technologies. As Tinker et. al. (2009:25) mentioned, crisis communications have become more participatory, this means that crisis communication also being adopted to atmosphere which is created by social networks. On the other hand, study of Terpstra et. al. (2012) show that analyzing social networks in case of crisis might be an instrument to develop a perspective on crises.

Possibilities brought by social networks and digital transformation have increased interaction volume and velocity of the message transaction, and need for instantaneity. Consequently, period of the moment of a crisis has fractured into different phases. In other words, according to Coombs' classification, period between pre-crisis and post-crisis have several phases on social networks. This research focuses on categorization of messages on social media in case of a crisis in order to discover the phases of on-going crisis on social networks. Accordingly, following research questions compose the backbone of the study.

RQ1: What are the characteristic and sentiment of messages?

RQ2: What are the phases of the moment of crisis on social networks?

III.3. Research Model and Technique

Descriptive analysis approach creates core concept of the research. Within this scope, tweets and Facebook Posts (FBPs) were analyzed by using content analysis technique.

III.4. Data Collection

In order to create a dataset for research, tweets and FBPs about XYZ Festival on Twitter and Facebook were fetched.

Data were gathered between 15.08.2015 – 26.08.2015 in order to observe the atmosphere on social networks before and after the festival. Public tweets that contain name of the festival and public FBPs on *XYZ Festival – Facebook Fan Page* and *XYZ Festival - Facebook Event Page* were collected. However, comments under posts which are sent by users on Facebook were not collected. Tweets were fetched through Tweet Archivist Desktop software. FBPs were gathered manually.

III.5. Data Processing

Duplicated tweets and posts were removed with *Microsoft Excel 2010*. As result of data collection process, around 690 tweets and 587 FBPs were collected. Additionally, 456 users have tweeted while 393 users have sent FBPs in fore-mentioned period of time. Posts were saved and stored as .xls file.

Content acquired from Twitter and Facebook were analyzed. During analysis process, tweets and FBPs were categorized according to two factors : *Polarity of their opinion* and *purpose of the message*. Regarding to concept, content were assigned with major values below:

Polarity of their opinion: Positive, negative, neutral

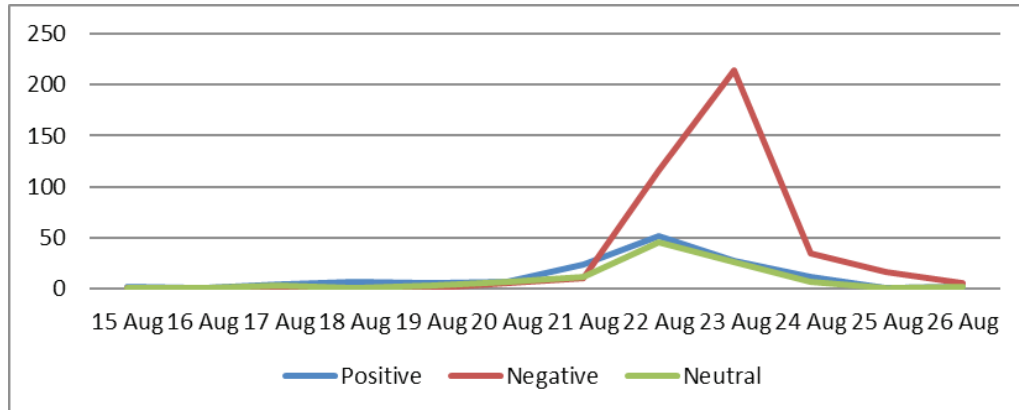
Purpose of the message: Ticket sale, blogpost, announcement, promotion, information request, cooperation, check-in, information

- **Positive**: Tweets and FBPs in this category contain positive emotions toward XYZ Festival. Messages such as where persons state that they feel impatience to participate in festival, persons who are sad for being not able to participate in the festival, persons who are concerned about cancellation of festival (generally due to bad weather conditions), persons who conently state that they would be participated in festival, persons who state that they had fun despite bad weather conditions were positioned under this category.
- **Negative**: Tweets and FBPs in this category contain negative emotions toward XYZ Festival. If process is explained in detail, messages such as persons who state that they would not be participated in festival, persons who conently state that they have not participated in festival, persons who complain of bad weather conditions, persons who experienced difficulties and dissatisfaction due to bad weather conditions, persons who criticise festival and organizers in humorous manner were positioned under this category.

- **Neutral:** Tweets and FBPs in this category contain neutral emotions toward XYZ Festival. If process is explained in detail, messages such as persons who does not state strong positive or negative emotions, persons who sent acontextual tweets or FBPs, sponsors or musicians who sent messages without promotion intention were positioned under this category.
- **Ticket Sale:** Messages of the organizers in order to sell ticket for festival, messages of the persons who would like to sell their tickets or buy tickets from someone who owns it were positioned under this category.
- **Announcement:** This category contains informational messages which are sent by organizers, informational messages which are sent by musicians(e.g. stage name, time), other informational messages.
- **Promotion:** This category contains messages of sponsors, web sites and brands that were not sponsors but have sent messages related to festival.
- **Information Request:** This category mainly contains messages about information request about situation in festival.
- **Information:** This category contains posts which aim to provide helpful information to individuals about festival.
- **Check in:** Check-in notifications realized by individuals who indicated that they are at electronic music festival.
- **Blogposts:** Blog posts written related to festival topics.
- **Cooperation:** Posts written by participants who would like to help each other. Messages mostly written by people who have car and can give lift X amount of people to the festival or people who look for someone to pick him/her with car.

IV. FINDINGS

Visualizing crisis has an enormous importance for identifying alpha and omega point of the crisis and for developing a chronological perspective towards crises on social networks. Graphic 1, clearly illustrates the beginning and ending points of the crisis. Therefore, considering raise in negative tweets and FBPs on the graphic, it is possible to state that crisis started to signal on 19th August even festival was on 22-23 August. This stage can be identified as spark stage of the crisis.

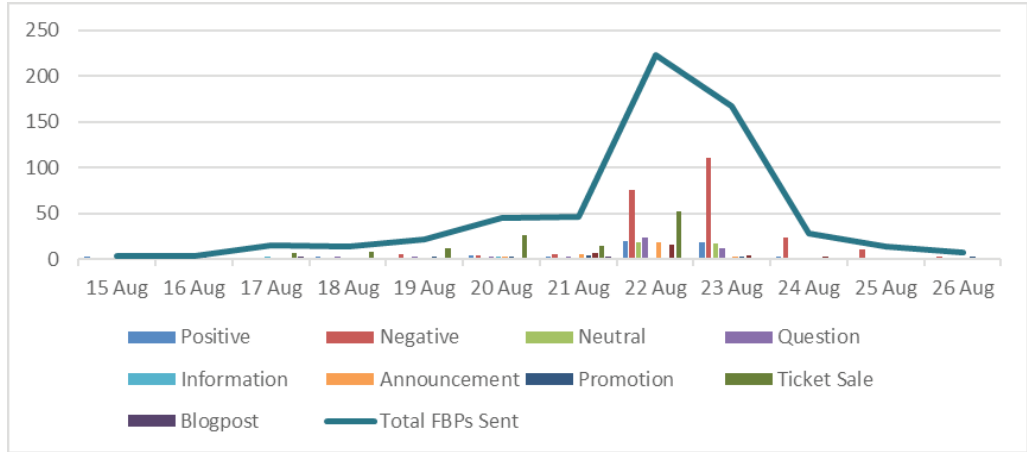


Graphic 1. Count and Sentiment of All FBPs and Tweets

It is possible to signify that bar chart at Graphic 2 and Graphic 3 provide clear answer to RQ1 as they provide detail insight on how characteristic of the posts have changed gradually. Following sentences attempt to describe graphics in order to define change in the characteristic of the FBPs and tweets.

As it is possible to be seen from the Graphic 2 crisis situation has begun soon after festival started. Before the festival date, FBPs has pursued a goal of ticket sale however count of the negative FBPs have raised after festival started and following days. FBPs which have been sent on 22 August and 23 August were mainly negative ones. Most of the FBS have been sent between 21 August and 24 August then number of the FBPs have started to decrease.

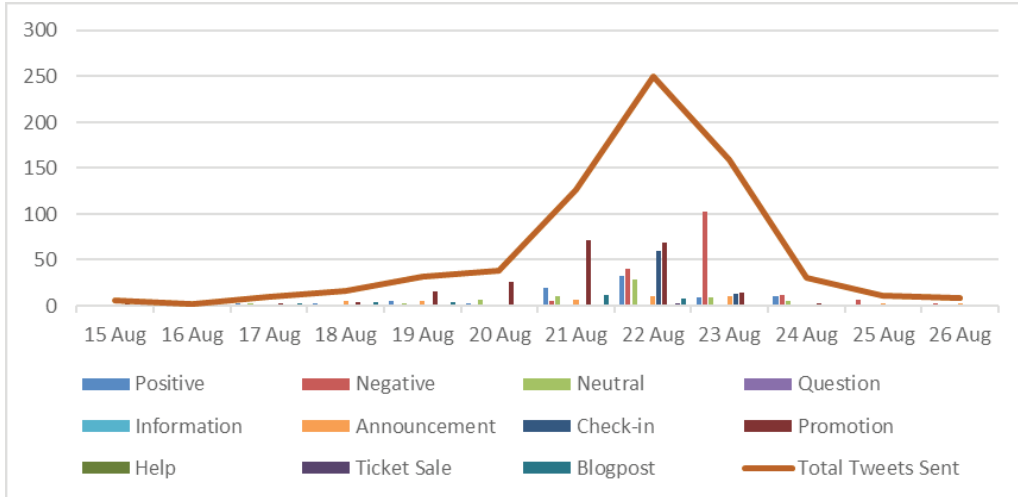
On Facebook Event Page, it is possible the observe posts about ticket sale, request of information, cooperation among participants until festival starts however characteristic of the posts changed between 22-23 August. It is clearly possible to observe a sharp increase in negative posts. Individuals were inclined to express their dissatisfaction with sarcastic sentences on Facebook Event Page.



Graphic 2. Analysis of Facebook Posts

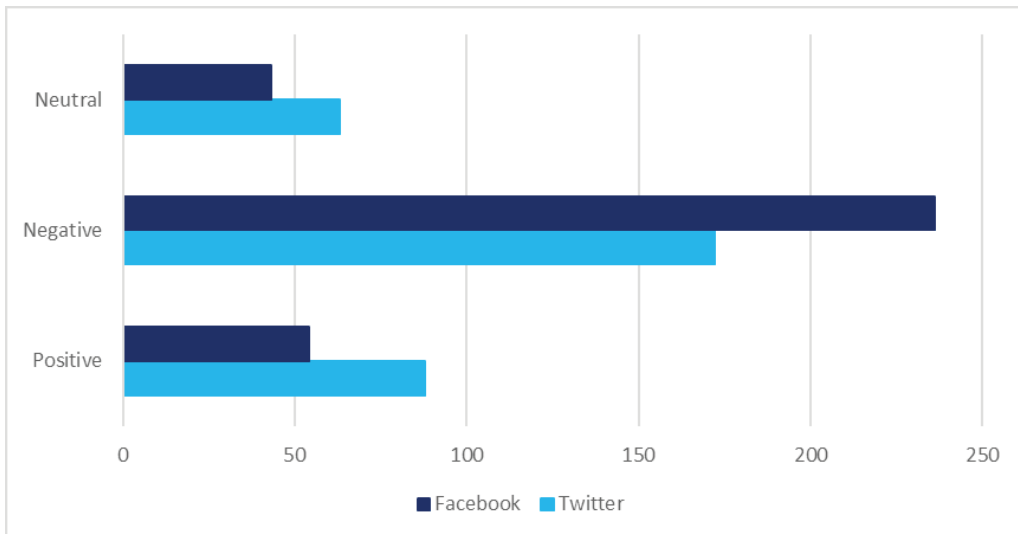
The Graphic 3 depicts that, tweets intensely have aim to realize promotion for the event. These tweets were sent mainly by sponsors and organizers. However, soon after festival has started, negative tweets have significantly increased. Line, which shows the count of the tweets, in the graphic dramatically fluctuated between day before the festival and day after the festival. It should be underlined that tweets which are sent on 22 August and 23 August were significantly negative ones. It is possible to observe raise in negative tweets and decrease in tweets in other categories after festival started.

Characteristic of messages has different manner on Twitter compared to Facebook. It is possible to observe announcement and promotion messages on Twitter until festival begins. There is sharp increase in check-in tweets when festival began. Similar to FBPs between 22 August and 23 August negative posts gain visibility on the graphic. It is possible to state that both sentiment and characteristic of the tweets transformed after individuals have faced with negative experience.



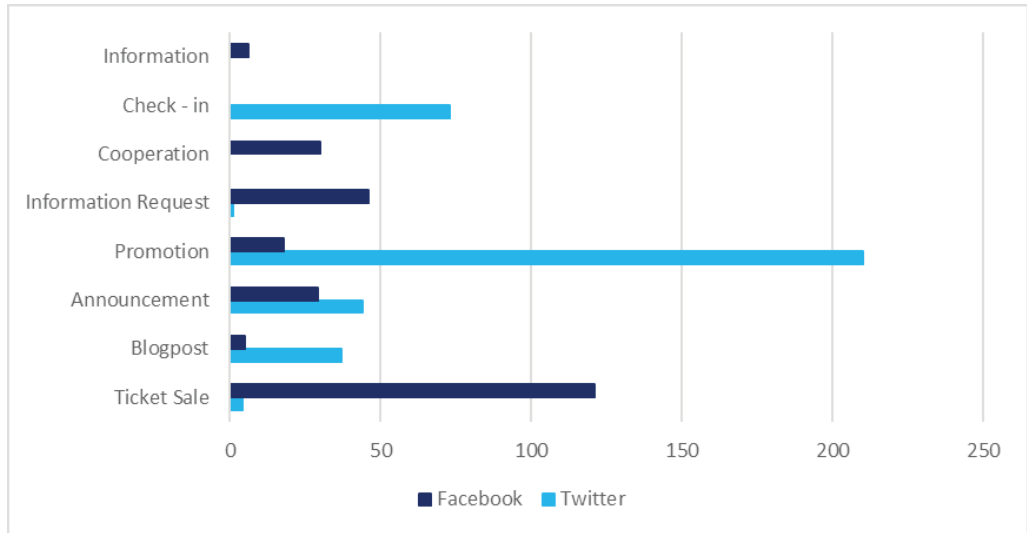
Graphic 3. Analysis of Tweets

In order to provide more detailed insights about the characteristics of the posts, they are visualized as follows. As it is visualized in Graphic 4, FBPs and tweets mainly contain negative sentiment.



Graphic 4. Polarity of The Messages on Facebook and Twitter

When it comes to Graphic 5, it is possible to state promotion tweets are abundant among tweets. On the other hand, ticket sale posts dominates the FBPs. Within the context of the graphic 5, it is possible to state that information mostly provided via Facebook channel. And individuals are inclined to look for cooperation on Facebook.



Graphic 5. Purpose of The Messages

It is important to share some of the comments sent on social networking sites Twitter and Facebook about the festival in order to develop an understanding on the manner of individuals' reactions.

Table 1. Sample Comments

Stages	Social Media Post Examples
Spark	<ul style="list-style-type: none"> • Destiny of the XYZ Festival is rain • It is not possible to go to XYZ Festival tomorrow (rain and umbrella emojis) • It has to be rainy in every XYZ Festival session? Cursed festival :(. • GUSGUS was cancelled because of the bad weather situation, what will happen to XYZ Festival? • We want snow next year! • Glastonbury has come itself!
Fire	<ul style="list-style-type: none"> • It was the worst night of my life, thank you XYZ Festival. • XYZ Festival concentration camp • You can not change the weather however you can realize adaptation to it. Could not you learn anything from previous year? Zero measure. Disgrace. • I am going to after-party at Ibiza with my sailboat which is made from sunbed and beach umbrellas. I have place for 20 persons, PM me please (I have mp3 player and non-stop music.) • They organized a festival which ends before it starts. • If you want we can change the name of the festival as XYZfail • We should start to discuss ticket-returns. • There is something I am wondering, will festival organizers be able to sleep with peace?
Spread	<ul style="list-style-type: none"> • I bought pop-corn and can start reading festival comments with joy. • If I receive 100 likes, I will come to XYZ Festival too • I could not participate in XYZ Festival, I am reading posts with joy at home.
Soot	<ul style="list-style-type: none"> • I would choose to throw my money to garbage bin rather than coming to this festival. • Where is the XYZFestival now, they were sending 865465469 posts on social media.

V. CONCLUSION

Under the light of information obtained from the analysis of data, it is possible to answer second research question and observe the four stages of the moment of crisis on social media. Developing an understanding on stages of the moment of crisis on social media is vital. Because crisis communication on social media needs rapidity, developing an understanding on crisis situation and satisfactory strategy and providing solution-oriented content. Therefore, the case examined, within the scope of the study, clearly shows that individuals easily connect on social networks in order to share their experience about festival. Moreover, it is observed that people who did not participate in the festival sending posts about the festival in humorous way on social networks and this situation clearly addresses that crises on social networks might expand faster and sparks of the crises might turn into fire.

This situation confirms the idea that individuals should be informed in case of a crisis. Otherwise, as it is seen in research's case, crisis is more likely to expand on social networks. In addition, within the context of research, it is observed that festival organizers attempted to provide solutions to festival participants however increasing number of negative posts on social networks have not stopped. One of the possible reasons of this situation might be

that strategic and satisfactory amount of information has not conveyed to participants. This clarifies that informing and persuading individuals in a crisis is of paramount importance.

On the other hand, it is possible to confirm the proposition which define crisis and crisis communication as participatory issue. Because it is observed that, while users tweeting and sending FBPs about their negative experience, organizers have not intervened in situation. This situation is one of the possible reasons that transformed spark into fire. Interaction such as re-tweet, like and share allows crisis to gain strength and enlarge its sphere of impact. In case of a social media crisis, brands should be more agile, even they should pay special attention to every social media post in order to stop its enlargement.

It is possible to state that the manner of moment of crisis on social media overlaps with the fore-mentioned fire metaphor. It begins with a spark, transforms into fire, spreads and soot remains on social networks even after fire (crisis) is extinguished. In following section, steps of the fire model will be reviewed under the light of information obtained from the case of XYZ Festival. At this point, content of the posts has been considered in order to provide better insights about the steps of the moment of crisis.

1. Spark: As it is narrated above, spark can be defined as the very early phase of the moment of crisis on social media. Information obtained via social media data analysis of the case illuminates that, crisis situation gives signals before it transforms into matured crisis. Sample comments in spark section of the Table 1 clearly shows the concerns of individuals. These posts indicate that there is an incoming negative factor for festival. However, no tweets from official account of festival which provide a solution or information about negative situation exist. Adversely, some promotion tweets, and some promotion-like tweets are shared from official account of the festival. This is one of the possible reasons that transformed spark into crisis.

On the other hand, one of the significant feature of the social media posts of individuals during spark stage is that they contain sarcasm. And this is another factor which increases the participation of others into topic and makes spark stage more visible on social networks. It is possible to remark that spark stage of the moment of a social media crisis contains high amount of concern and curiosity about the situation and future situation.

When it comes to research case, it should be underlined that festival organizers have attempted to provide information about the individuals' concerns on bad weather with a Facebook post on 21.08.2015. However, this has not stopped increasing number of negative comments.

2. Fire: Fire means matured crisis situation. At this stage message count on social media and number of the negative posts have started to increase. It is possible to observe this situation on the Graphic 1 between 22.08.2015-23.08.201. The negative posts have significantly

peaked. At this stage, individuals have expressed their dissatisfaction with sarcastic posts as in the spark stage. However, level of the anger is significantly higher than messages in spark stage as it can be understood from sample posts in Table 1.

Based on these posts, it is possible to state that the moment of the crisis on social media has distinctive features compared to crisis on conventional media. First, in the moment of crisis on social media, individuals' choose sarcastic and ironic message manner in order to express their dissatisfaction during crisis. Within the framework of the research, it is possible to explain individual-organizer relationship with hedonic brand-consumer interaction (which is mentioned in literature part) idea. They use jokes as a tool of expression of dissatisfaction. Sarcastic manner of the posts might cause wider spread of the crisis. Because, this situation opens door for other individuals (individuals who participated or did not participate to the festival) join to the topic by commenting, liking, sharing or re-tweeting. Therefore, increase in interaction rate might spread the crisis and expand its visibility. Second distinctive feature of the crisis on social media is that individuals who are not affected from the crisis directly (in case of the research they are individuals who did not join to the festival) also join to discussions from the very early stages. It is possible to observe comments of individuals who have not joined to festival in every stage of the festival.

In addition, increase in message count create a substructure to spread of messages on various social networks. Because content which are shared by participants have potential to be shared. At the fire stage of the crisis, certain crisis communication implementation is needed to stop development of crisis.

3. Spread: Spread is the third phase of the crisis. At this point, crisis starts spreading to other social networks. Count of likes, comments and re-tweets also might raise. This condition increases the chance of visibility of negative sentimental posts on various social networks.

In case of the XYZ Festival, it is possible to observe wider spread on Facebook. Especially, posts which are sent by individuals who have not joined to the festival are more abundant compared to previous stages. They mainly have sent mocking messages for individuals who have joined to the festival.

It is possible to state that fire and spread stages of the crisis occur almost at the same time. Time gap between fire and spread stages are really short. This means soon after fire stage began (high amount of negative Facebook posts) it might start to spread (re-tweets, Facebook comments and likes etc.). This confirms that crisis on social media needs rapid, satisfactory and informative response.

4. Soot: Soot is the last phase of the moment of crisis. It is what remained after spread of the crisis. This might be a post, a comment to existing post, re-tweet or Facebook like. These

actions might revive the crisis due to chance of visibility. However, this should be underlined that soot is not the post-crisis situation. Crisis still continues in this phase.

Within the context of XYZ Festival, it is possible to state that soot phase starts after 23.08.2015. In soot phase number of the negative comments were decreased. However, it is still possible to observe individuals who express their dissatisfaction.

Comments written under the posts on Facebook is not considered within the scope of the research. However, user comments written under the last post on XYZ Festival Fan Page is good example for soot phase of the crisis. A video-post which shows -mostly positive- moments from the XYZ Festival was shared on XYZ Festival Facebook Fan-page on 10.05.2016 and it is still possible to see social media users who write comments such as “Will you do a goodness for last year’s rain victims...”, “Everyone is dry in this video”, “Is it joke?”, “I hope you consider last year”. This shows that a social media users still can be effective on the future image of the festival or they might cause new crisis by expressing their negative thoughts about the festival even after long time.

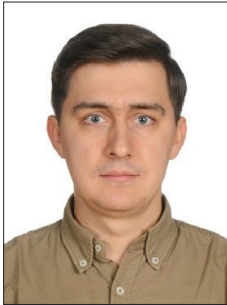
Results of this study shows that the moment of crisis on social media has a different nature. Crisis on social media occurs very fast and the moment of the crisis has four different phases. It starts with a spark. At spark stage rapid and satisfactory information should be provided to individuals’ unique problems. Otherwise, individuals feel upset when they experience the problem they have guessed. In this case, crisis continues to grow and turns into fire and soon after it starts to spread. The time gap between fire and spread is quite short. This is another reason which shows the importance of providing instantenous, participatory and satisfactory information. Individuals expect unique solutions and answer for their unique problems and questions. That is why participatory approach is vital. Final stage of the moment of crisis is soot. Negative feelings of individuals towards product/service might continue to be observed on social network posts in short or long term. Length of the soot term might vary on persuasion of individuals with satisfactory information. It is important to be aware of these posts and propose solutions to owner of the posts. Because these posts might revive the crisis.

On the other hand, as result of this study an important note should be stated for further social media crisis research papers. It is highly recommended for further studies to collect user comments which are written under posts on Facebook Event page beside main posts. This requires extended technical knowledge however will enable further researchers to reach more valuable insights.

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