

CRISIS READY® FORMULA

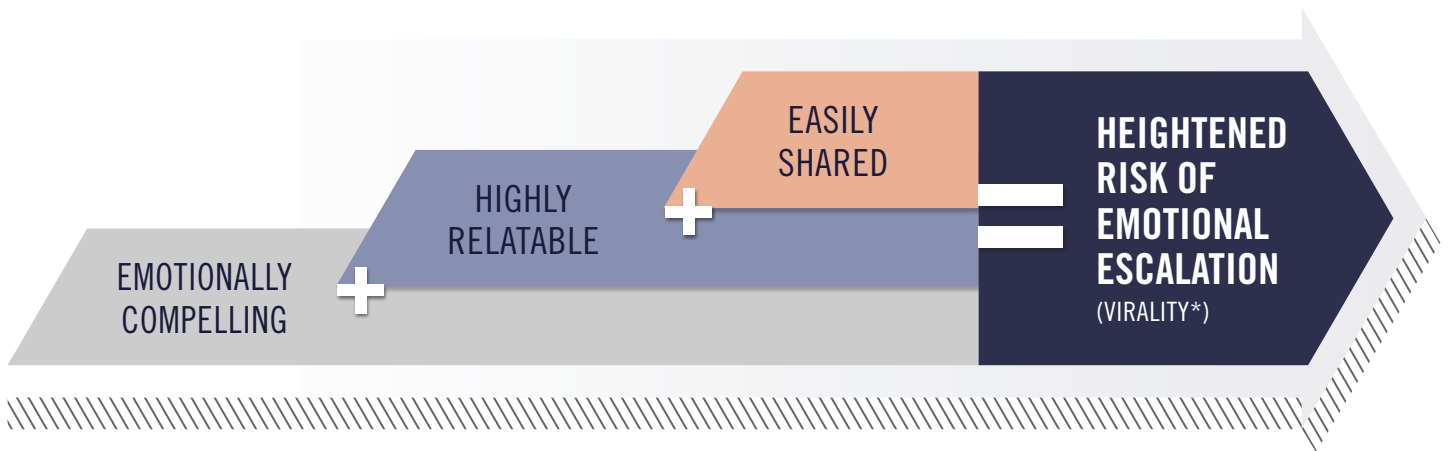
Detecting Likelihood of Emotional Escalation (NEGATIVE VIRALITY)

Elevating status quo to create a crisis resilient world.

One of the Crisis Ready® Rules is: **You cannot beat emotion with logic.**

One of the Crisis Ready® Rules is “you cannot beat emotion with logic”. Therefore, once an incident begins to emotionally escalate, the more challenging it is to overcome. The sooner your team can detect the heightened probability of emotional escalation, the better you will be in a position to respond effectively and reduce the risk and its potential impacts.

The following is a Crisis Ready® Formula designed to provide your team with a simple and effective way to help them detect the likelihood of emotional escalation—which can also lead to negative virality.



Breaking down the formula

EMOTIONALLY COMPELLING +	If an incident is emotionally impactful...
HIGHLY RELATABLE +	and if by sharing it, the sharer knows that others are likely to relate to the emotion, the probability of the incident being shared repeatedly is heightened, widening its reach and increasing the risk of negative virality*.
EASILY SHARED	Whether we're talking about a link, an image, a video, a headline, a hashtag... let's face it, everything is easily shared in today's world.

CRISIS READY® ACTION ITEM

For assistance on effectively responding to heightened emotion and negative virality, refer to the Crisis Read® Flowchart for Internal Escalation and the Crisis Ready® Formula for Responding to Emotional Escalation. Visit CrisisReadyInstitute.com for these and other helpful resources.

* Virality is relative. It is determined by the influx of unwanted attention to your organization or cause. Its risk is then determined by the potential emotional and material impact the situation threatens to have on your stakeholders and your brand.