

## **Combating Fake News: A Qualitative Evidence Synthesis of Organizational Stakeholder Trust in Social Media Communication during Crisis**

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**Abstract :** Social media would seem to be an ideal mechanism for crisis communication, yet it has been met with varied results. Natural disasters, such as hurricanes, provide a slow moving view of how social media can be leveraged to guide stakeholders and the public through a crisis. Crisis communication managers have struggled to reach target audiences with credible messaging. This Qualitative Evidence Synthesis (QES) analyzed the findings of eight studies published in the last year to determine how organizations effectively utilize social media for crisis communication. Additionally, the evidence was analyzed to note strategies for establishing credibility in a medium fraught with misinformation. Studies indicated wide agreement on the use of multiple social media channels in addition to frequent accurate messaging in order to establish credibility. Studies indicated mixed agreement on the use of text based emergency notification systems. The findings in this QES will help crisis communication professionals plan for social media use for crisis communication.

**Keywords :** crisis communication, crisis management, emergency response, social media

**Conference Title :** ICDEM 2019 : International Conference on Disaster and Emergency Management

**Conference Location :** Rome, Italy

**Conference Dates :** March 05-06, 2019