Crisis Communication Plan

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Professor: Dr. Sining Kong

Date: December 8, 2022

- **Crisis 1: YouTube Copyright Issues**
- **Introduction**

YouTube is one of the most popular social media platforms in the world. According to William L. Hosch from Britannica.com, “YouTube, Web site for sharing videos. It was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of the American e-commerce company PayPal. They had the idea that ordinary people would enjoy sharing their “home videos.” The company is headquartered in San Bruno, California" That brilliant idea made YouTube a remarkably successful social media in the world, and many famous people are using it.

- **Acknowledgements**

YouTube CEO: Susan Wojcicki- susan@google.com

Head of Music Partnerships: Pawan Agarwal - LinkedIn.com/in/pawanagarwal

Chief Business Officer: Robert Kyncl - LinkedIn.com/in/robertkyncl

Chief Product Officer: Neal Mohan - LinkedIn.com/in/neal-mohan

Chief Marketing Officer: Danielle Tiedt - LinkedIn.com/in/danielletiedt

- **Rehearsal Dates**

This plan is rehearsed twice a year to keep the Crisis Management Team prepared for crisis of Copyright issues that may occur. And regular rehearsals can maintain the effectiveness of the

team effort. At the same time, the plan needs to be updated immediately when other changes occur or are detected.

The rehearsal dates for the next 3 years are as following:

2023: Friday, April 20 Friday, December 20

2024: Friday, April 18 Friday, December 19

2025: Friday, April 17 Friday, December 18

- **Risk assessment**

There are many issues and risks regarding the internal stakeholders of YouTube, starting from content creators and advertising companies who sponsor content creators' videos for their brand marketing strategies. However, due to copyright issues and "Cancel Culture," the YouTube community that used to be a platform to express freedom became chaotic. For these reasons, many content creators are getting demonetized if they show or say something that is not appropriate to show on YouTube. Many content creators also started their own paid websites to earn more money. This became a massive issue on YouTube/Google because the company makes money from content creators and advertising companies, which is also bad for the CEO's reputation. Many content creators are complaining about the policy of YouTube. According to Howandwhat.net, "As the name suggests, advertisers are those who spend money to promote their products, and services on YouTube. They are also important stakeholders of YouTube. Their ads are designed to get viewers' attention and encourage them to buy their products/services" (HowandWhat.net and Rahman). Advertising companies are one of the most important internal stakeholders of YouTube Organization.

- **Purpose & Objectives**

The purpose of the crisis management plan is to provide clear and concise guidance to crisis team members to deal with the crisis of Copyright issues on YouTube. As a team, we need to protect the public and employees immediately and be open and honest with the public and media. With the truthful attitude and rapid response, the damage of crisis could be controlled in the minimized scale and the business could restore from the crisis quickly.

We will make every effort to make sure that the advanced measures are thoroughly enforced to prevent more copyright issues on YouTube management.

- **Crisis communication team**

Task Statement	**Knowledge**	**Skills**
Copyright Crisis	Content creators uploaded videos will get strikes or warnings if their videos have copyright problems. If the content creator did not do anything to correct this, their uploaded videos will be taken down	To resolve the crisis, content creators should have people who check on their videos before uploading them. It will also be helpful to have lawyers, especially if they are famous on YouTube to avoid getting sued due to copyright issues of YouTube. Overall, the best way to resolve this is for the content creators to be educated regarding the rules and regulations and policies of YouTube. If the content creator is the copyright owner of a video and has been uploaded without permission, they can submit a copyright infringement notice.
Media Relations	Do some research regarding the related crisis information on other social media platforms to get insights on what actions are appropriate for the problem.	Call some press conferences using traditional media to keep society updated with the situation. Local news is a good example to contact if the problem is just around the area. YouTube needs to upload from other social media as well like Twitter, Instagram, and TikTok regarding the crisis because different people have

		different social media so not everyone can access only YouTube videos.
Government Relations	Copy right issues sometime do not need government assistance, but most of the time it needs lawyers to resolve copyright issues.	If the government is involved, the best way to deal with it is for the YouTube organization to communicate effectively to the people in the government to fix the issues in a legal manner.

- **List of Key Publics**

Internal:

YouTube Media Relations Team Adress: Google LLC, D/B/AYouTube, 901 Cherry Ave.,San Bruno, CA 94066, United States E-mail: press@google.com.Michael

Watson Fox News Program Manager Cell: 212-374-5612Work: 212-437-6513Home: 212-918-5641E-mail: jackson5@fox.com

YouTube Creators Twitter @YouTubeCreators San Bruno California YouTube.com/YouTubecreators

YouTube Music Twitter@youTubeMusic.com YouTube Instagram YouTubeProducts/servicesLinkin.bio/youtube/988 Suicide & Crisis Hotline

Olivia Spencer ABC News Program Manager Cell: 212-645-6551Work: 212-743-5616Home: 212-613-6571E-mail:oprah.winfrey@abcnews.comTwitter Accounts: Susan Wojcicki@SusanWojcicki

Robert Kyncl @rkynclNeil Mohan @nealmohanYouTube Music Instagram The premium music streaming App, made by @YoutubeLinkin.bio/youtubemusicGoogle.com

Costumer support United States: +1-650-206-5555, +1-650-763-0461, +1-855-593-8213

External:

Federal Government, Police officers, Community leaders, Investors, Business partners, Media, State, and local government officials

- **List of Key Media**

Internal stakeholders and expectations:

YouTube Content Creators expectations of crisis 1:

YouTube Content Creators are internal stakeholders of YouTube. Many complain about other YouTubers stealing their ideas or masterpiece content they worked hard for, just to be stolen and reposted by other content creators. To the point that the people who stole their work get more views, exposure, and money than they do. I believe this has been going on for years, and there is still not much done to stop it. There are millions of YouTubers that are still expecting that the YT management will fix it in the future because there have been many lawsuits that happened due to the copyright crisis. Also, as stakeholders, they are expected to respect other people's arduous work, so they are expected to give credit to the owners of the videos that they are posting or pay for copyrights before using them in their content before uploading their work.

YouTube Managers expectations of crisis 1:

Regarding the management, they acted towards the copyright crisis in terms of their stakeholders, the Content Creators. According to Audrey Marshall from Hello thematic website, "Unfortunately, copyright claims affect your video's monetization. When your video receives a

copyright claim, your video loses the ability to earn you money. YouTube requires you to own (or have licenses for) all the content in your videos. So, when your video receives a copyright claim, you can no longer monetize that video. The owner of the copyrighted content may choose to place ads on your video. This means that they will monetize and earn money from your video (instead of you)" (Marshall, 2022). Now that YouTube has this policy, the copyright crisis is easier to prevent than it used to be, so the management at least did something about this massive crisis, not only specifically to YouTube but also everywhere. The management's expectations regarding this topic, the copyright crisis, that they will improve and be stricter to protect the arduous work of other people are extremely high because this has been an enormous issue for years. External stakeholders and expectations:

YouTube consumers expectations of crisis1:

When it comes to consumers' expectations about the copyright crisis of YouTube, like me, as a consumer and a content creator, we expect to have a better policy when it comes to copyright crisis. As a consumer, people want to see or watch content creators who are honest about their work and not the ones who steal somebody else's work and pretend that they work hard for it because not everyone will know. Some consumers might think that the person who posted the content was the original creator, which is wrong because that is somebody else's arduous work that they are stealing. As a consumer, I would rather watch someone I can call an authentic "influencer" who is honest. Some consumers also have businesses and can be potential sponsors to these content creators, so it is best not to steal someone else's work to gain more sponsorship in the future to keep their reputation clean and in pristine condition.

Government expectations of crisis 1:

Government, lawyers, and authorities can also be included regarding the copyright crisis on YouTube. According to Gregory L. Philips from the Phillips Kaiser website, "Yes, violation of copyright laws is considered a criminal offense if the violation is willful and involves a certain amount of commercial profit. Offenders can receive up to 5 years in prison. However, most copyright cases are only subject to civil penalties, discussed in the following section, which does not involve any prison time" (Phillips, 2020). In this case, if the copyrighted material includes the property of anyone, whether it has government properties or from huge management, there will be lawsuits and involvement of authorities' expectations if people violate the property of content creators, etc.

Media expectations of crisis 1:

Regarding media expectations, since YouTube is a huge media platform, it will be controversial if YouTube management does not act regarding the copyright crisis. There are millions of other content creators, but there are also many social media platforms that can destroy the reputation of YouTube if they choose not to act regarding a challenging copyright crisis

- **Crisis Control Center**

Our Address

You can contact YouTube at the address below.

Google LLC, D/B/A YouTube

901 Cherry Ave.

San Bruno, CA 94066

USA

Fax: +1 650-253-0001

- **Pregathered Information**

Safety records, weekly reports, photos, videos, statements from the witnesses, contact lists and government/media directories, background records of people who are involved.

- **Skeletal Media Release**

Contact: Ayafaith Soto

Tel: 361-884-5678

Email: Aya@tamucc.edu For Immediate Release

Future YouTube PR Employees/Trainees Luncheon

CORPUS CHRISTI, TEXAS, December 16, 2022. Current Texas A&M University students are encouraged to attend a career fair luncheon at the Island University provided by the division of Student Engagement and Success. Local companies in the Corpus Christi area will attend this event. Current students and alumni will be allowed to meet with representatives from various companies to gather information, as well as job opportunities within the organizations, such as YouTube. Current students and alumni will be allowed to view various internships available to them not just in the coastal bend area, but to other YouTube facilities in the nation. The Student Engagement and Success Center encourages all students to take advantage of this opportunity as it is a chance to market oneself in the professional setting. We ask that all students dress in casual business attire. Upon entering the event, students will be allowed to join a raffle. The

raffle prize will be a gift card to the University bookstore totaling $200.00. B&J's Pizza will cater for the luncheon. The event will be held in the University Center on December 16, 2022, at 11 AM. President and CEO Kelly Quintanilla will be in attendance to give a speech about leadership within the organizational setting. Please join us for this life-changing event!

The Student Engagement and Success center has aided many students and alumni in their path to success. In many events hosted by the Student Engagement and Success center, alumni have shared their stories with incoming students. One alumnus who has found the path to success through the Student Engagement and Success center stated, "The Student Engagement and Success center gave me the tools to succeed within the organizational setting and helped me forge connections with future employers, I encourage all students to take advantage of the Student Engagement and Success center as I would not be where I am today without them!" This event is guaranteed to give students an eye-opening experience!

About Student Engagement and success Texas A&M University-Corpus Christi

The student Engagement and success center of Texas A&M Corpus Christi is driven to encourage the success of all Texas A&M Corpus Christi Students. The Student Engagement and success division offers an array of events for students to participate in that will allow them to obtain new skills and build bonds both off and on the campus. The activities offered are both fun and educational opportunities for students. The Student Engagement and Success center offers countless opportunities for the student to engage in such as career services, university counseling, university health, and student conduct and community standards. The Student

Engagement and Success center encourages all students to seek out help and build upon their knowledge.

- **Key Messages**

Our company is strictly monitoring all the videos that are being uploaded to YouTube, and our goal is to make sure that we can catch all the copyrighted material to avoid further copyright crisis in our organization.

- **Evaluation form**

The following is an evaluation form to give feedback about our performance in the crisis communication team. Please fill out this form and return it to your administrator. This is a necessary step in helping us figure out how to better prepare for emergencies and we thank you for your support and feedback.

1. How long did it take for the Communication Team to assemble?

_____

_____

2. Do you think all team members are competent enough to consummate their work?

_____

_____

3. Are there any conflicts during the cooperation of all team members?

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4. Do you think all current team positions work in dealing with crisis?

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_____

5. Do you think there is any other member or position that should be added to the Crisis Communication Team?

_____

_____

Crisis 2: Losing Content Creators/Stakeholders Due to Censorship

Introduction:

YouTube is one of the most popular social media platforms in the world. According to William L. Hosch from Britannica.com, “YouTube, Web site for sharing videos. It was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of the American e-commerce company PayPal. They had the idea that ordinary people would enjoy sharing their “home videos.” The company is headquartered in San Bruno, California" That brilliant idea made YouTube a remarkably successful social media in the world, and many famous people are using it.

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Chief Product Officer: Neal Mohan - LinkedIn.com/in/neal-mohan

Chief Marketing Officer: Danielle Tiedt - LinkedIn.com/in/danielletiedt

- **Rehearsal Dates**

This plan is rehearsed twice a year to keep the Crisis Management Team prepared for crisis of Censorship issues that may occur. And regular rehearsals can maintain the effectiveness of the team effort. At the same time, the plan needs to be updated immediately when other changes occur or are detected.

The rehearsal dates for the next 3 years are as following:

2023: Friday, April 20 Friday, December 20

2024: Friday, April 18 Friday, December 19

2025: Friday, April 17 Friday, December 18

- **Risk assessment**

There are many issues and risks regarding the internal stakeholders of YouTube, starting from content creators and advertising companies who sponsor content creators' videos for their brand marketing strategies. However, due to copyright issues and "Cancel Culture," the YouTube community that used to be a platform to express freedom became chaotic. For these reasons, many content creators are getting demonetized if they show or say something that is not appropriate to show on YouTube. Many content creators also started their own paid websites to earn more money. This became a massive issue on YouTube/Google because the company makes money from content creators and advertising companies, which is also bad for the CEO's reputation. Many content creators are complaining about the policy of YouTube. According to

Howandwhat.net, "As the name suggests, advertisers are those who spend money to promote their products, and services on YouTube. They are also important stakeholders of YouTube. Their ads are designed to get viewers' attention and encourage them to buy their products/services" (HowandWhat.net and Rahman). Advertising companies are one of the most important internal stakeholders of YouTube Organization.

- **Purpose & Objectives**

The purpose of the crisis management plan is to provide clear and concise guidance to crisis team members to deal with the crisis of unfair and biased censorship issues on YouTube. As a team, we need to protect the public and employees immediately and be open and honest with the public and media. With the truthful attitude and rapid response, the damage of crisis could be controlled in the minimized scale and the business could restore from the crisis quickly. To keep the content creators who are the stakeholders of YouTube.

We will make every effort to make sure that the advanced measures are thoroughly enforced to Implement necessary changes to avoid any future problems occurring

- **Crisis communication team**

Task Statement	**Knowledge**	**Skills**
Content Creators Leaving YouTube	Content creators leave due to strict censorship and cancel culture that are over the top.	Reach out to proper media channels/people to send out information. Effective communication between the company and their content creators. It is important for YouTube company who is in charge to talk or communicate directly to the stakeholders and talk about other options to resolve

		the censorship issues to avoid YouTubers leaving the company. For the content creators, they should reach out to their subscribers using different social media. They must fill them in about the situation and keep them updated in case their videos are demonetized due to censorship.
Media Relations	Do some research regarding the related crisis information on other social media platforms to get insights on what actions are appropriate for the problem.	Call some press conferences using traditional media to keep society updated with the situation. Local news is a good example to contact if the problem is just around the area. YouTube needs to upload from other social media as well like Twitter, Instagram, and TikTok regarding the crisis because different people have different social media so not everyone can access only YouTube videos.
Government	Since some of the government officials are also some of the videos that we are watching on YouTube, their channels can also be affected in terms of censorship, for example, President Trump. He was censored and disrespected by so many news channels and those videos of him getting humiliated and disrespected are uploaded on YouTube. These organizations are biased.	The government needs to be fair to all the content creators. For example, the CDC was trying to censor the content creators on YouTube that contradict their reports. Censor all the people in a fair manner, not only because they favor other content creators over the other, but vice versa when it comes to politics on YouTube.

- **List of Key Publics**

Internal:

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YouTube Creators Twitter@YouTubeCreators San Bruno California Youtube.com/youtubecreators

YouTube Music Twitter @youTubeMusic.comYouTube Instagram YouTubeProducts/servicesLinkin.bio/youtube/988 Suicide & Crisis Hotline

Olivia Spencer ABC News Program Manager Cell: 212-645-6551Work: 212-743-5616Home: 212-613-6571E-mail:oprah.winfrey@abcnews.comTwitter Accounts: Susan Wojcicki@SusanWojcicki

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External:

Federal Government, Police officers, Community leaders, Investors, Business partners, Media, State, and local government officials

- **List of Key Media**

Internal stakeholders and expectations: •YouTube Content Creators expectations of crisis:

In the past couple of years, YouTube content creators have left due to strict censorship and "Cancel Culture," which are over the top and suffocating. YouTube content creators upload videos to gain popularity and subscribers and monetize their content with the hope of getting picked up by many huge corporations for sponsorship. Due to the strict censorship of YouTube management, many of the contents have been demonetized due to foul language, racist jokes, etc. That used to be "Ok" before all the strict censorship happened. Many content creators are hopeful that this type of policy will change.

YouTube Managers expectations of crisis 2:

The YouTube industry became more about politics, unfortunately. I am sure the YouTube managers tried their best to fix this colossal mess about the strict censorship and bias policy of YouTube. Dan Sanchez from Fee.org states, "Soon, YouTubers will be silenced if they don't agree with the United Nations on public health. As The Verdict reports: YouTube will ban any content containing medical advice that contradicts World Health Organization (WHO) coronavirus recommendations, according to CEO Susan Wojcicki" (Sanchez, 2020). Unfortunately, there was much false and fake news regarding the information that the WHO released and United Nations Public Health regarding Corona Virus from 2020-2022. How can the managers and the CEO of YouTube fix that? They cannot just ban all those podcast content creators that know the truth and want the public to know about all the lies of WHO and Fauci about the vaccines, etc...

External stakeholders and expectations:

YouTube Consumers expectations of crisis 2:

There are pros and cons regarding consumers' expectations regarding censorship on YouTube. Many videos are not age-appropriate, so it is good to censor those from underage kids. On the contrary, if I base my expectations as a consumer regarding health information, for example, the Corona Virus, I will have access to different opinions of people on YouTube. Many doctors and scientists have the credibility to talk about what to do if their consumers or subscribers get infected by Covid. Because Fauci and many more people who have credibility used their power to lie in our faces regarding masks, vaccines, and many more. As a consumer, I want the freedom to make sense of what other people are saying on YouTube regarding the pandemic or even the politicians I want to watch. No one has the right to dictate who we want to vote for as presidents of the United States. That is how we sometimes learn, from hearing, or watching other people's life experiences. We do not understand those just from being academically smart. We need to be street-smart and know how other people are coping with their crises on YouTube.

Government expectations of crisis 2:

Governments such as CDC or even President Donald Trump had issues in terms of strict censorship on YouTube. The government is expected to act when it comes to the censorship crisis on YouTube. The CDC is also a part of the government, but unfortunately, they released information full of lies, just like WHO when they gave out information about Covid. In some cases, content creators on YouTube file a lawsuit because they found out that YouTube is demonetizing their videos due to gender discrimination. According to EJ Dickson from Rolling Stone's website, "Frustrated, Bardo decided to join an amended suit filed on behalf of LGBTQ content creators against Google and YouTube, alleging discrimination. The initial version of the class-action suit was filed in August 2019, in which five YouTube channels alleged that the platform had unfairly targeted LGBTQ content creators with practices like those described by

Bardo: demonetizing videos, placing them in restricted mode without warning, and hiding them from search results" (Sanchez, 2020). It was confusing because many successful content creators in YT are part of the LGBTQ+ community.

Media expectations of crisis 2:

The expectations of the media regarding the crisis on YT and the Content creators are that both parties should be responsible when giving statements regarding the issue. If the problem is about people's health, it is necessary that both parties reach out to proper media channels/people to send out information. It is also expected that both parties must have effective communication between the company and their content creators. It is crucial for YouTube company or whoever is in charge to talk or communicate directly to the media and talk about other options to resolve the censorship issues to avoid YouTubers leaving the company. Since many content creators left YT for the same reasons, their followers and subscribers will follow them to other media platforms, and it will not be good in terms of the reputation of YT. Getting the information out in the media is the best way to avoid uncertainties.

- **Crisis Control Center**

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You can contact YouTube at the address below.

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901 Cherry Ave.

San Bruno, CA 94066

USA

Fax: +1 650-253-0001

- **Pregathered Information**

Safety records, weekly reports, photos, videos, statements from the witnesses, contact lists and government/media directories, background records of people who are involved.

- **Skeletal Media Release**

Contact: Ayafaith Soto

Tel: 361-884-5678

Email: Aya@tamucc.edu For Immediate Release

Future YouTube PR Employees/Trainees Luncheon

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11 AM. President and CEO Kelly Quintanilla will be in attendance to give a speech about leadership within the organizational setting. Please join us for this life-changing event!

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- **Key Messages**

We will do our best to make sure that our stakeholders such as our content creator here on YouTube are following all the censorship guidelines or our organization to keep the company flow better and to protect our stakeholders.

- **Evaluation form**

The following is an evaluation form to give feedback about our performance in the crisis communication team. Please fill out this form and return it to your administrator. This is a necessary step in helping us figure out how to better prepare for emergencies and we thank you for your support and feedback.

1. How long did it take for the Communication Team to assemble?

_____

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2. Do you think all team members are competent enough to consummate their work?

_____

_____

3. Are there any conflicts during the cooperation of all team members?

_____

_____

4. Do you think all current team positions work in dealing with crisis?

_____

_____

5. Do you think there is any other member or position that should be added to the Crisis Communication Team?

Crisis 3: Dangerous and Harmful Content on YouTube

- **Introduction**

YouTube is one of the most popular social media platforms in the world. According to William L. Hosch from Britannica.com, “YouTube, Web site for sharing videos. It was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of the American e-commerce company PayPal. They had the idea that ordinary people would enjoy sharing their “home videos.” The company is headquartered in San Bruno, California" That brilliant idea made YouTube a remarkably successful social media in the world, and many famous people are using it.

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Chief Product Officer: Neal Mohan - LinkedIn.com/in/neal-mohan

Chief Marketing Officer: Danielle Tiedt - LinkedIn.com/in/danielletiedt

- **Rehearsal Dates**

This plan is rehearsed twice a year to keep the Crisis Management Team prepared for crisis of Harmful and dangerous content issues that may occur. And regular rehearsals can maintain the effectiveness of the team effort. At the same time, the plan needs to be updated immediately when other changes occur or are detected.

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2023: Friday, April 20 Friday, December 20

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products/services" (HowandWhat.net and Rahman). Advertising companies are one of the most important internal stakeholders of YouTube Organization.

- **Purpose & Objectives**

The purpose of the crisis management plan is to provide clear and concise guidance to crisis team members to deal with the crisis of video content that is dangerous and harmful to the public which is unfortunately a common issue on YouTube. As a team, we need to protect the public and employees immediately and be open and honest with the public and media. With a truthful attitude and rapid response, the damage of crisis could be controlled in the minimized scale and the business could restore from the crisis quickly to keep our social media platform safe from dangerous and harmful content.

We will make every effort to make sure that the advanced measures are thoroughly enforced to Initiate the crisis management plan after the crisis quickly.

- **Crisis communication team**

Task Statement	**Knowledge**	**Skills**

Harmful or dangerous content	There are some YouTube accounts that people use to upload dangerous and harmful videos that can be a huge crisis especially if children watch it. There are some harmful and dangerous fake news on YouTube regarding health during pandemic that became a huge crisis due to false information. Dangerous and harmful challenges are also a crisis that YouTube is facing.	Contact Abuse and Policy Center of YouTube. Contact YouTube Help Center. Report violations if the video shows illegal activities, serious physical harm, or death. Research and trace the I address of the user who is posting harmful and dangerous content on YouTube. Delete the harmful videos that were uploaded to stop showing to other people's algorithm /feeds on YouTube. Inform the authorities about the dangerous harmful videos to have a report recorded regarding the person who is posting it. Contact the proper health professionals if you have any questions regarding medication or anything related to health and do not believe everything in social media.
Media	All the social media people who oversee and filter the dangerous and harmful content need to be more careful and should do their best to make sure that this dangerous content will not be uploaded to their platforms.	Put many restrictions and make sure that the videos uploaded are not dangerous and harmful to whoever watches it. Make sure to be stricter regarding age-appropriate content on YouTube and other platforms to keep the children safe from the dangerous content.

	YouTube has been dealing with a lot of dangerous and harmful content that they need to involve the government and authorities in the issue.	Report what you watched if you think it is harmful to viewers.
Government Relations	There are some legal actions that the government needs to take care of especially if the society are involved, just like the people who are posting messages that they will do school shooting or even self-harming.	If it is happening in your area, research and inform the local government and authorities if there is a potential crime about to happen that you watch on YouTube.

- **List of Key Publics**

Internal:

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YouTube Creators Twitter@YouTubeCreators San Bruno California

Youtube.com/youtubecreators

YouTube Music Twitter@youTubeMusic.comYouTube Instagram

YouTubeProducts/servicesLinkin.bio/youtube/988 Suicide & Crisis Hotline

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External:

Federal Government, Police officers, Community leaders, Investors, Business partners, Media, State, and local government officials

- **List of Key Media**

Internal stakeholders and expectations: YouTube consumers expectations:

Like the pros and cons I mentioned in my second crisis regarding strict censorship, some YouTube accounts that people use to upload dangerous and harmful videos can be a massive crisis, especially if children watch them. Unfortunately, many content creators use YT to post these videos. As for the right-minded, good, and clean slate employees and stakeholders of the company, they expect the company to take serious action to censor these types of harmful and dangerous content on YT. YouTube Managers expectations of crisis 3. For YT managers, their expectations are incredibly high when it comes to censoring harmful and dangerous content on YT. Immediacy is important, which means the time pressure is involved with the crisis. They are expected to act and take down video content that contains harmful and dangerous things, especially for children, as quickly as possible to maintain safety and avoid uncertainty. Senior

executives' attitudes and beliefs affect corporate culture, so to keep the YT name as pristine as possible, they need to show the people that they will take some action to prevent this harmful and dangerous content from being viewed by the consumers.

External stakeholders and expectations:

Consumers' expectations of crisis 3:

Consumers' expectations of harmful and dangerous content on YT are damaging. Many people who are subscribed to some YT Content Creators, including me, have seen many dangerous and harmful videos posted on YT. It makes me wonder how these videos are viewed by millions of people. As a consumer, I heard many scapegoating statements about so many content creators blaming others and not taking accountability for their own mistakes. YouTube is an extremely famous worldwide social media platform, so when it comes to the safety and well-being of its consumers, they are expected to have a faster response and action. Equally important, as consumers, it is important that if we see something harmful and dangerous, we should say something and inform the authorities right away to help prevent crises, such as the death of other people. There is a saying, "If you see something, say something," and you might be able to save many people's lives.

Government expectations of crisis 3:

The government, authorities, and the law are also expected to act because they are external stakeholders. Harmful and dangerous content means it needs profound consequences. The messages of the external stakeholders must be fearful for the other people who are thinking of posting the same harmful content in the future to show them that there will be consequences, like jail time or lawsuits. The government is also expected to keep track of threats that people are

posting online, like bombings, shootings, etc., to prevent them from happening in the future. If they Dickson, E. J. (2019, November 16). Inside LGBTQ vloggers' class-action 'censorship' suit against YouTube. Rolling Stone. Retrieved October 10, 2022, from do that, they can move on to the fear control process.

Media expectations of crisis 3:

Media will have a massive impact in preventing the crisis if the communicators can effectively communicate to all the people watching. Using media, people can Report violations if the video shows illegal activities, severe physical harm, or death. Also, by using the media, people can gather more information. They can research and trace the IP address of the user posting harmful and dangerous content on YouTube. Even consumers can help find answers with the government and authorities, just like what happened to Gabby Petito, who was killed by her boyfriend while traveling in the van. People used the media to help the authorities find answers about her death. This will only be possible if the media use is not biased and not only one-sided pure negative information. With the severity of the harmful and dangerous content, using media can be a faster way to give out information regarding the Organizations side of the story. Still, it must be the two sides of the story to help people avoid uncertainties

- **Crisis Control Center Our Address**

You can contact YouTube at the address below.

Google LLC, D/B/A YouTube

901 Cherry Ave.

San Bruno, CA 94066

USA

Fax: +1 650-253-0001

- **Pregathered Information**

Safety records, weekly reports, photos, videos, statements from the witnesses, contact lists and government/media directories, background records of people who are involved.

- **Skeletal Media Release**

Contact: Ayafaith Soto

Tel: 361-884-5678

Email: Aya@tamucc.edu For Immediate Release

Future YouTube PR Employees/Trainees Luncheon

CORPUS CHRISTI, TEXAS, December 16, 2022. Current Texas A&M University students are encouraged to attend a career fair luncheon at the Island University provided by the division of Student Engagement and Success. Local companies in the Corpus Christi area will attend this event. Current students and alumni will be allowed to meet with representatives from various companies to gather information, as well as job opportunities within the organizations, such as YouTube. Current students and alumni will be allowed to view various internships available to them not just in the coastal bend area, but to other YouTube facilities in the nation. The Student Engagement and Success Center encourages all students to take advantage of this opportunity as it is a chance to market oneself in the professional setting. We ask that all students dress in casual business attire. Upon entering the event, students will be allowed to join a raffle. The

raffle prize will be a gift card to the University bookstore totaling $200.00. B&J's Pizza will cater for the luncheon. The event will be held in the University Center on December 16, 2022, at 11 AM. President and CEO Kelly Quintanilla will be in attendance to give a speech about leadership within the organizational setting. Please join us for this life-changing event!

The Student Engagement and Success center has aided many students and alumni in their path to success. In many events hosted by the Student Engagement and Success center, alumni have shared their stories with incoming students. One alumnus who has found the path to success through the Student Engagement and Success center stated, "The Student Engagement and Success center gave me the tools to succeed within the organizational setting and helped me forge connections with future employers, I encourage all students to take advantage of the Student Engagement and Success center as I would not be where I am today without them!" This event is guaranteed to give students an eye-opening experience!

About Student Engagement and success Texas A&M University-Corpus Christi

The student Engagement and success center of Texas A&M Corpus Christi is driven to encourage the success of all Texas A&M Corpus Christi Students. The Student Engagement and success division offers an array of events for students to participate in that will allow them to obtain new skills and build bonds both off and on the campus. The activities offered are both fun and educational opportunities for students. The Student Engagement and Success center offers countless opportunities for the student to engage in such as career services, university counseling, university health, and student conduct and community standards. The Student

Engagement and Success center encourages all students to seek out help and build upon their knowledge.

- **Key Messages**

We will keep transparent to the public about all the dangerous and harmful content being uploaded in our organization. We will be strict regarding the filtration of all the contents before we approve it to be published publicly.

- **Evaluation form**

The following is an evaluation form to give feedback about our performance in the crisis communication team. Please fill out this form and return it to your administrator. This is a necessary step in helping us figure out how to better prepare for emergencies and we thank you for your support and feedback.

1. How long did it take for the Communication Team to assemble?

_____

_____

2. Do you think all team members are competent enough to consummate their work?

_____

_____

3. Are there any conflicts during the cooperation of all team members?

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_____

4. Do you think all current team positions work in dealing with crisis?

_____

_____

5. Do you think there is any other member or position that should be added to the Crisis Communication Team?

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