

## **The role of advertising in managing the image of the institution through social media during the crisis**

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### **Abstract:**

Many institutions publish marketing content on their own pages on social media sites regularly and monitor them constantly and are ready to interact with customers, and marketing on social media is characterized by flexibility where the organization can modify its marketing strategies at any time, in contrast to traditional marketing methods such as television Newspapers, which are usually scheduled at least several months in advance, and this feature is very useful, especially at the time of a crisis where advertising messages can change at the same moment the crisis occurs, which helps to speed up the response of the public and its understanding of the events of the crisis.

Because of the enormous development of the Internet, the social media changed pattern of spread in crisis, events and the audience participation. Making the rise of new challenges for crisis management institutions in order to maintain its positive image . Where the audience depends on the social media to share their experiences in dealing with crises, and communicate with inner feelings such as worry and fear, And actively search for all the information about the crisis. Social media is an important source to detect signals of possibility crises, a useful tool for monitoring public opinion.

Audience exposure of crisis on social media aggravates the negative impact of crisis, Of course, it affects on brand and future sales of institution. When an organization or brand faces a crisis, social media can be the most effective platforms to spread position and organization's vision of the crisis; It has become important to use it to gain Audience sympathy and their support. The institution must determine the appropriate strategy for crisis management, Consider consumer attitudes towards the crisis. If the institution wants to get out of the crisis with big profits, it must use advertising as a fast and effective communication tool to help enhance its reputation and positive image among consumers, so as to overcome the negative events of the crisis and stand out from it strong without any losses.

### **Keywords:**

Crisis Communications - Social Media – Advertising.