

# How is social media reshaping brand reputation and crisis management?

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Social media is becoming an ever-increasing important tool for both companies and NGOs

We, at Ethical Corporation, believe it is critical to gain an understanding of how social media is affecting the corporate landscape.

We have just 6 short questions for you to [share your knowledge and thoughts here](#) [2]

The responses will form some of the analysis within the upcoming report titled '*Going viral: How social media is reshaping corporate reputation and crisis management*'.

The report, written and researched by both Ethical Corporation and Useful Social Media, will address in detail the affect social media is having in brand reputation.

The report will draw upon the expert list of contacts from both companies.

All survey respondents will receive selected findings from the report plus an exclusive discount offer on purchasing the report when it's published.

Once again, please do share your thoughts [here](#) [2]

All answers will be confidential.

For more information contact:

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## Links:

[1] <http://www.ethicalcorp.com/users/ec-newsdesk>

[2] <http://www.zoomerang.com/Survey/WEB22FFVG87FRU>

[3] <mailto:liam.dowd@ethicalcorp.com>