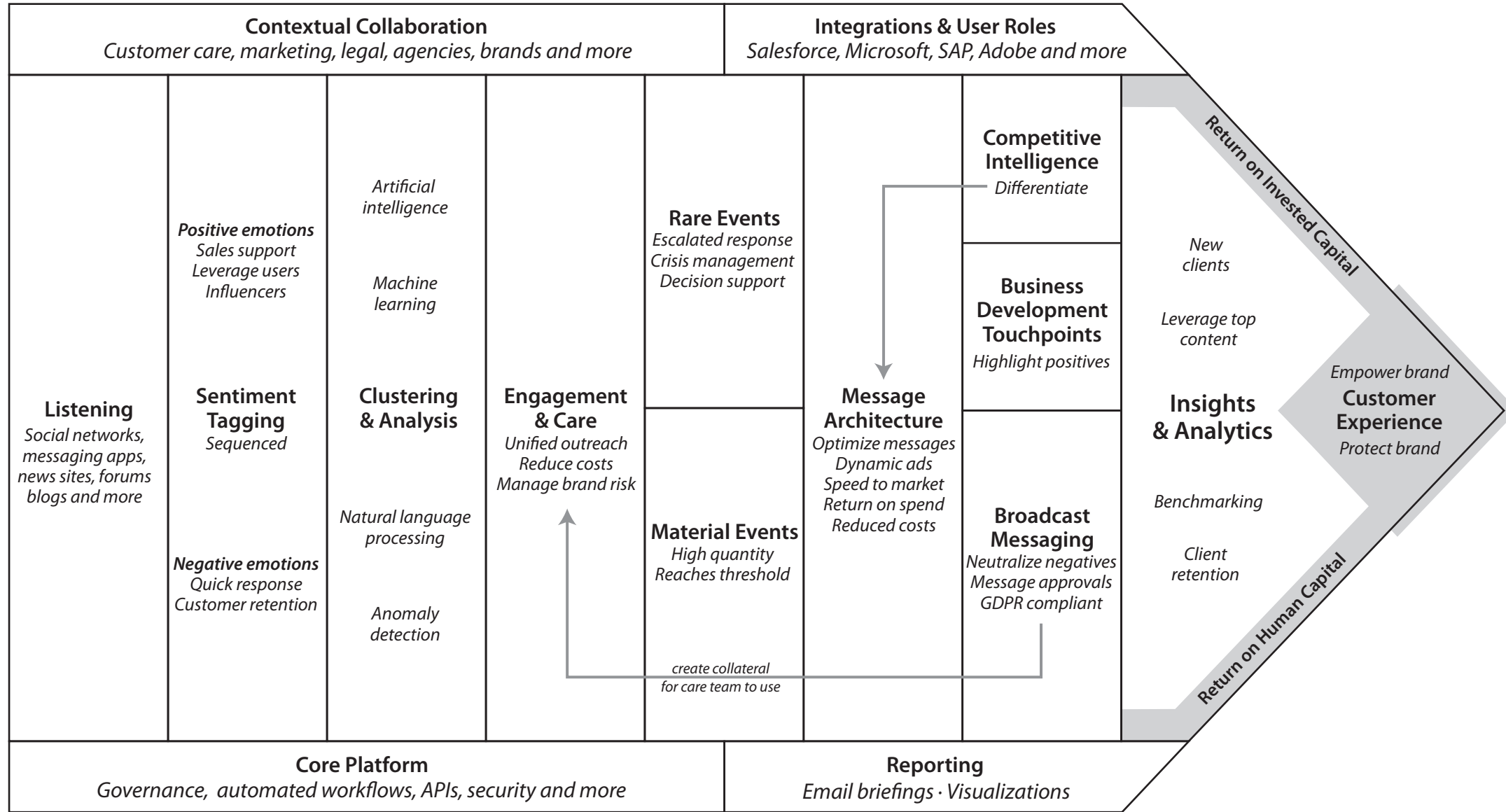


Social Media Management Value Chain



Neutralize Amplification
Respond before trolling and event can go viral

Leverage Organization
Route events to internal subject matter experts for optimized responses

Manage Media Coverage
Neutralize the sensationalism a reporter will bring to a negative event

Accelerated Responses
Risk mitigation