Negotiating with haters — to be or not to be
Any citizen can write to the president on Facebook.

ONE DOES NOT SIMPLY...

...IGNORE SOCIAL MEDIA
Haters do not miss an opportunity to fuel the conflict.
This is a case from my own experience or one post on Facebook.
2 mm dot is a newsbreak of the national scale.
One wrong step of the SMM-Manager can cost a reputation created over the years.

WHAT IF I TOLD YOU

THAT COMMUNICATION IS THE KEY TO SUCCESS?
Life Hack

Never reply to someone in the alien territory.

IF YOU WOULD JUST GO HOME NOW

THAT WOULD BE GREAT.
We are accused of delivering the Crimea to Russia.

IT'S TREASON

THEN
The meme was immediately shared.
75 online media resources wrote about the situation with the Crimea.
The next day it was not interesting to anyone.
The only way out was to exceed negativism by positivism.
Action plan:

- a response by the acknowledgement of the mistake in our own territory
- withdrawal of the print-run from sales
- an article-explanation in media
- maximal repost of the article by the employees, friends and acquaintances
- generating of positive interviews, news and events.
Everyone has the right to make a mistake, but not everyone can notice it on time.

"Joseph Yotem"
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