Meltwater

Creating a Crisis Search: Checklist

This doc will walk you through what information is needed to create an effective crisis search using the AI Search Assistant.

Identify Crisis Search Terms

Before creating your crisis search in Explore, you first need to uncover the potential crises that could happen to your brand or within your Industry. Ask yourself the following questions to get a better idea:

☐ What types of risks are you most concerned about as a brand, industry or organization? E.g. Reputational, operational, legal, or financial risks. Are there industry-specific threats, regulatory changes, or activist groups)

☐ Is there a history of particular crises in the company or industry? What are they?

☐ In the event of a crisis, who will be the audience for the information? Are you sharing this information with internal stakeholders (executives, PR teams) or external audiences (shareholders, customers, media). What information will they want to know about the crisis? (e.g. In the event of a financial crisis, would the audience care more about fraud or bankruptcy. This will help you to determine which keywords to include in your search)

Create your Crisis Search Prompt

Using the AI Search Assistant in Explore, you will want to give it prompts based on the type of crises you want to monitor. The AI Search Assistant will build a Search query for you in Explore.

Below are typical prompt for the most common crises. You can copy and paste the prompt directly into the AI Search Assistant in Explore or adjust the prompt based on work you completed on Page 1.

If any of this information is unknown, you will be able to ask the AI Search Assistant. Verify the search results the AI Search Assistant provides, then ask it to add or remove these terms we see most frequently used in crisis boolean.

Additionally, review the Crisis Management Boolean Use Cases Article to identify other search terms you may want to include in your prompt.

TYPES OF CRISES

☐ Financial Crises

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential financial crises. Include keywords and phrases such as financial crisis, economic downturn, recession, market crash, bankruptcy, credit crunch, financial instability, stock market volatility, and currency devaluation. Add any additional commonly used financial crisis keywords or phrases I might have missed.

Operational Crises

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential operational crises. Include keywords and phrases such as supply chain disruption, production halt, logistics failure, equipment breakdown, operational delay, service outage, staff shortage, and safety incident. Add any additional commonly used operational crisis keywords or phrases I might have missed.

Reputational Crises ☐

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential reputational crises. Include keywords and phrases such as public backlash, negative press, scandal, brand damage, reputation risk, crisis management, public relations disaster, consumer boycott, product recall, safety recall, defective product, recall notice, voluntary recall, mandatory recall, and recall alert. Add any additional commonly used reputational crisis keywords or phrases I might have missed.

Executive Crises ☐

Tip: Replace "John Doe" and "Jane Smith" with your executives' names.

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor our executives' names alongside any potential crises. Include keywords and phrases such as John Doe, Jane Smith, crisis, scandal, controversy, investigation, resignation, lawsuit, fraud, or misconduct. Add any additional commonly used executive crisis keywords or phrases I might have missed.

Compliance and Legal Crises ☐

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential compliance and legal crises. Include keywords and phrases such as regulatory violation, compliance breach, legal lawsuit, government investigation, penalty, legal dispute, compliance failure, and regulatory scrutiny. Add any additional commonly used compliance and legal crisis keywords or phrases I might have missed.

☐ Environmental and Natural Disasters

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential environmental and natural disasters. Include keywords and phrases such as earthquake, flood, hurricane, wildfire, tsunami, drought, environmental pollution, climate change impact, and natural disaster response. Add any additional commonly used environmental crisis keywords or phrases I might have missed.

☐ Cybersecurity and Data Breach Crises

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential cybersecurity and data breach crises. Include keywords and phrases such as data breach, cyber attack, ransomware, phishing scam, malware infection, unauthorized access, data leak, information security breach, and hacking incident. Add any additional commonly used cybersecurity crisis keywords or phrases I might have missed.

☐ Competitive and Market Risks

How do you want to adjust the prompt?

AI Search Assistant Prompt

Create a search to monitor potential competitive and market risks. Include keywords and phrases such as market competition, competitive threat, market-entry, pricing pressure, market share loss, new competitors, industry disruption, competitive advantage, and strategic risk. Add any additional commonly used competitive and market crisis keywords or phrases I might have missed.