

# Public opinion poll on PR disasters & social media



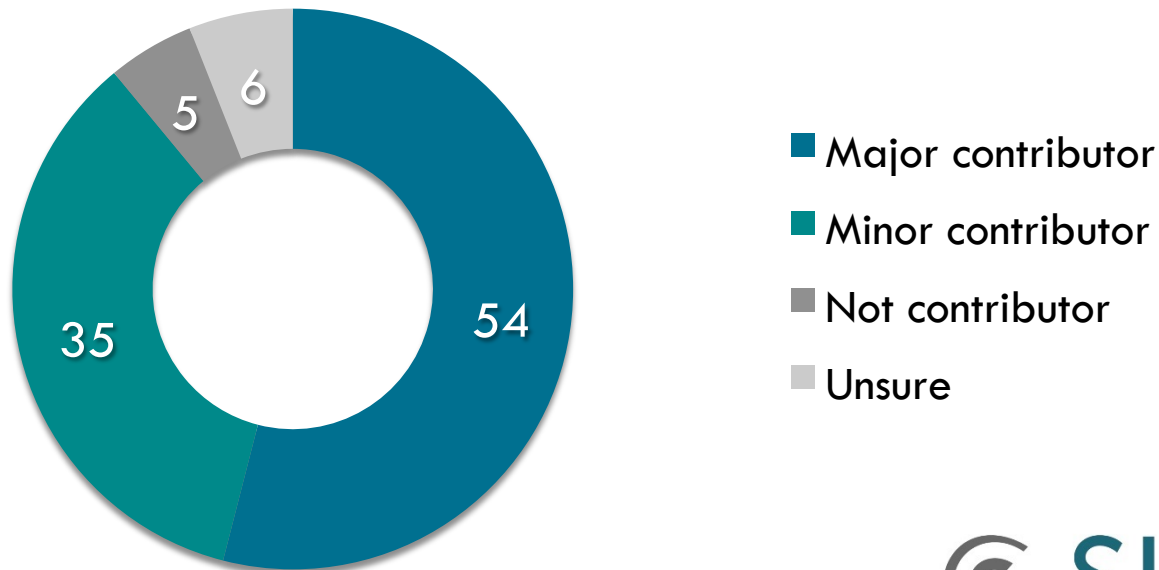
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Conducted for Signal by Nanos Research

# Social media contribution to PR disasters

*Would you say that social media like Twitter and Facebook are major contributors, minor contributors or not contributors to public relations disasters for companies?*

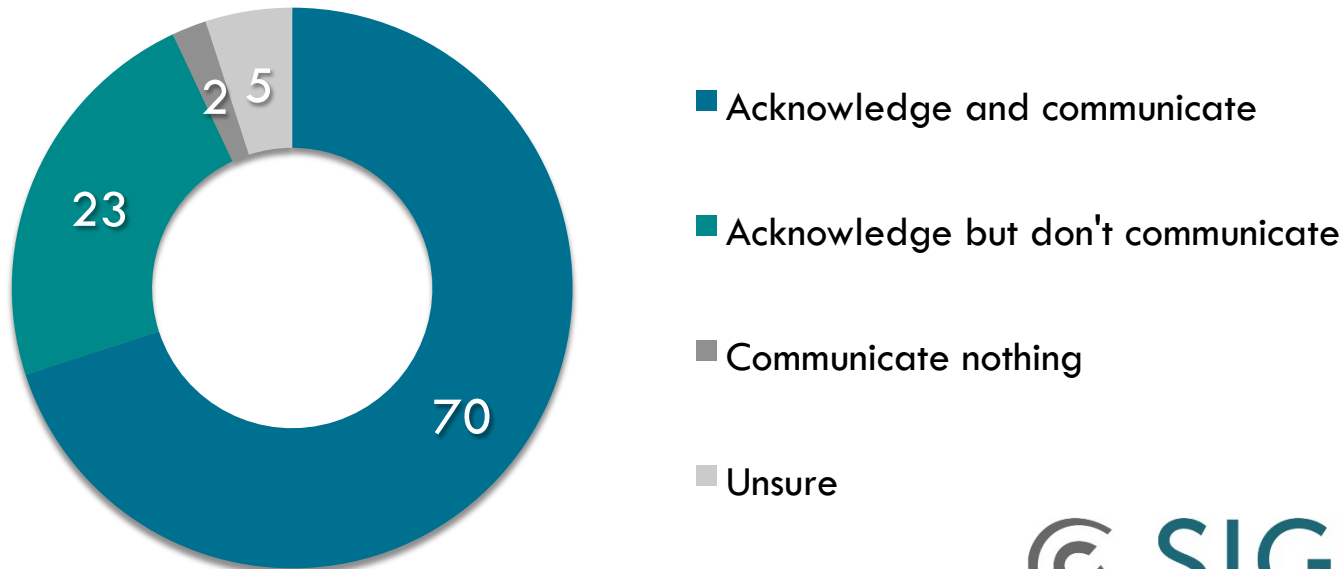
More than half of Canadians (54%) say that social media is a major contributor to PR disasters for companies. Roughly a third of (35%) feel that social media is a minor contributor and five percent (5%) say that social media is not a contributor to PR disasters. Six percent are unsure.



# Best way to respond in a PR disaster

*When an organization has a PR disaster on social media like Twitter or Facebook, what would you say is the best way for the troubled organization to respond?*

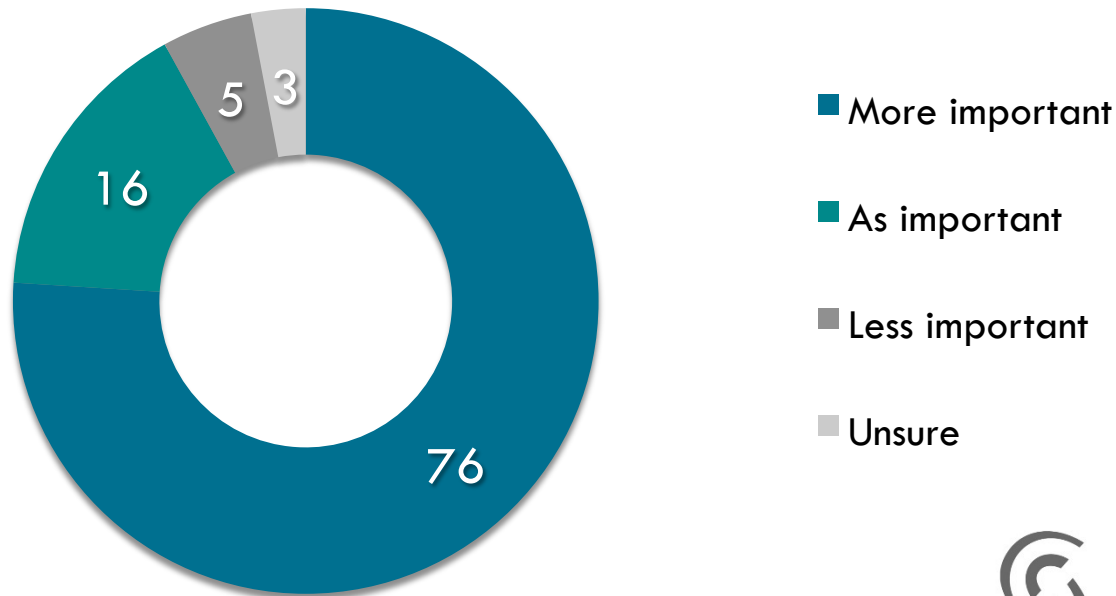
Just over seven in ten (70%) say that the best way for a troubled organization to respond is to “acknowledge the problem and communicate on social media.” Twenty-three percent (23%) say organizations should “acknowledge the problem but not communicate on social media.” Two percent (2%) said they should “communicate nothing” and five percent (5%) are unsure.



# Social media is making PR more important

*Do you think that with the rise of social media, public relations, also known as PR, is becoming more important, less important or as important for organizations today compared to 10 years ago?*

When asked about the importance of PR today compared to 10 years ago, more than three-quarters (76%) feel that PR is more important, 16 percent (16%) say that it is as important while five percent (5%) say it is less important and three percent (3%) are unsure.



# Methodology

- Nanos Research conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 24th and 25th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.
- Individuals were randomly called using random digit dialing with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.
- Note: Charts may not add up to 100 due to rounding.

# Signal Leadership Communication

**Signal Leadership Communication Inc.** is a social public relations firm for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. It is the one communications consultancy expressly dedicated to serving senior leaders with PR counsel that is both strategic and social by design, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. The company is partnered with Nanos Research, one of North America's premier market and public opinion research organizations.

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