

# Journal



# of PR Research

## Middle East

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# **Crises Communications Management in the Digital Social Networks time: Theoretical Transformations and Practical Models**

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## **Abstract**

This study focuses on understanding new communication mechanisms to anticipate and manage crises online, From research in the social network as a modern phenomenon in the production of new relationships (relationship to time, relationship with other, relationship to authority), which have caused the emergence of new trends reflected in the property of Technological knowledge and control of resources and the balance of power.

The social networks have changed also the depth of crises nature that are classified as potential crises , where we talk about the permanent risk, which in turn influenced the system of relationships between institutions and their publics , And it gave the holy word to the share of the Internet users.

Social networks have contributed to the emergence of a new social environment characterized by asymmetric communication, which ended the monopoly of politicians, leaders, experts and media to manage crisis, as we have the decline of the responsible's function and the official source, as well as the role of these social platforms are growing in the media industry ,the publicity and the propaganda during crises which led the communication administrations through the various bodies and institutions to rethink of the strategies to treat online with the new characteristics of crises and before this trying to understand the constants and variables in the process of crises communication Web. 2.0.

In front of the challenges posed by the uses of social networks, how can the Communication Officials avoid crises (wet-ji)? How can he limit the risk (wet), and how can he turn it into an opportunity (ji)?

**Keywords:** Crisis, Social Networks, Web 2.0, Crisis Communication, Corporate, Reputation.