This study examines whether organizations in the state of Indiana are using social media during times of crisis, how they are using social media and what effects they are experiencing if they are using social media during times of crisis. A survey of over 500 public relations professionals provided evidence that organizations are in fact using social media during crises, but not as many those that plan to use it in their next crisis. Professionals answered that they were using social media to monitor the conversation about their brand, stay in contact with stakeholders following a crisis and a small number reported using social media to respond to a crisis. Facebook and Twitter were found to be the most used social media tools. Social media’s ability to enhance two-way communication and inform stakeholders quickly were the most noted effects of social media respondents reported.