

ABSTRACT

RESEARCH PAPER: The role of microblogs in crisis communication: A content analysis of the Red Cross Society's credibility crisis in mainland China

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Microblogging often starts popular or notorious trend in the internet community in China. The Red Cross Society of China (RCSC), China's biggest charity organization, was involved in a scandal of corruption and misuse of public donations because a few microblog posts of a young Chinese woman, whose name is Guo Meimei, created a huge controversy.

The case study in this research paper is trying to find out: 1. What was the online public's response to the Guo Meimei crisis as obtained from microblog posts? 2. What public relations strategies were used by the Red Cross Society of China in response to the case involving Guo Meimei?

This research paper discusses how the Chinese Red Cross responded was reported in microblogs. Obviously, as the crisis spread, microblogs played a key role in delivering the crisis. How should an organization communicate with microblogs when it is involved in a crisis. Understanding microblogging mechanism will let organizations deal with crisis affairs more effectively.