

Social Media Crisis Response Meeting

1. Role-Play Dialogue Text (Approximately 10 minutes)

Characters:

- **Emma (Social Media Manager)**
- **James (PR Head)**

Emma: James, we have a situation. A customer's complaint about our latest product has gone viral, and negative feedback is spreading quickly.

James: That's concerning. If we respond quickly, then we could mitigate the damage. Have we acknowledged the complaint yet?

Emma: Not yet. We should issue a statement addressing the concerns directly. If we remain silent, people might assume we're ignoring the issue.

James: Agreed. We could also offer a public apology and a resolution. If we show transparency, our reputation may recover faster.

Emma: That makes sense. What about social media engagement? Should we reply to individual comments?

James: Yes, but carefully. If we engage professionally and provide helpful information, we might turn negative sentiment around.

Emma: And if we offer a discount or replacement, dissatisfied customers might feel valued and reconsider their stance.

James: Good idea. Let's draft a response and get approval from management. If we act swiftly, we should be able to contain this crisis.

Emma: I'll handle the statement draft now. Let's review it together before posting.

James: Perfect. Let's aim to have it live within the next hour.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. What is the issue discussed in the meeting?

- *A customer complaint about the company's product has gone viral, leading to negative feedback.*

2. Why is it important to respond quickly?

- *Responding quickly can help mitigate the damage and show that the company is addressing the concerns.*

3. What strategy do they consider to rebuild trust?

- *They plan to issue a public apology, offer a resolution, and engage professionally with comments on social media.*

4. What action do they take at the end of the meeting?

- *They decide to draft a response and get approval from management before posting it online.*
-

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (crisis response, mitigate, negative feedback), and grammar points (modal verbs and conditionals).
- Be prepared to explain additional crisis management strategies.

Lesson Flow:

1. Introduction (2–3 minutes):

- Start with a warm-up discussion: *“How should companies handle negative feedback on social media?”*

- Introduce lesson objectives: Vocabulary enhancement, conditional structures, and role-playing crisis response scenarios.

2. Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Highlight the use of modal verbs (*should, could, might*) and conditionals (*If we... then we could...*).

3. Comprehension Check (5 minutes):

- Ask the comprehension questions.
- Provide immediate feedback and encourage the student to use the new vocabulary in their responses.

4. Role-Play Practice (Remaining Time):

- Conduct a role-play session: The teacher plays **James**, and the student plays **Emma**.
- Encourage the student to modify the dialogue and suggest their own crisis management plan.

5. Wrap-Up (2–3 minutes):

- Summarize key takeaways.
- Assign a short homework task: *Write a crisis response statement (100–150 words) addressing a hypothetical social media complaint.*