



Community Management training

Module BM03: Problem Management

Group case study

You identified several alarming situations. Try to understand what really happened and what are the consequences for creating an appropriate content. Assess if the incident is very serious and you should escalate it or not. Maybe you can just react to it and not look for the root problems? How are you going to handle them? Whom will you contact (Some department in your company? Some external stakeholders?) and what information will you share? Make sure you are ready to explain your decisions and keep in mind that you are the decision-maker here – there is no single correct answer.

	Decision to escalate Y/N	Stakeholders to be informed	Information to be shared with others (content)
You have read an anonymous opinion that products of your company are expensive			
Many consumers write in social media that your products are expensive			
You have found out another company uses original pictures from your website for presenting some other products			
You have found out original pictures of your product had been used without your permission for training issues			
Your company e-mail has been used illegally for profit-making purposes			
Some part of your online community recommends products from a different company			
Some online community members post information about mobbing in your company			