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Crisis Communication Plan for Netflix

Organizational Overview

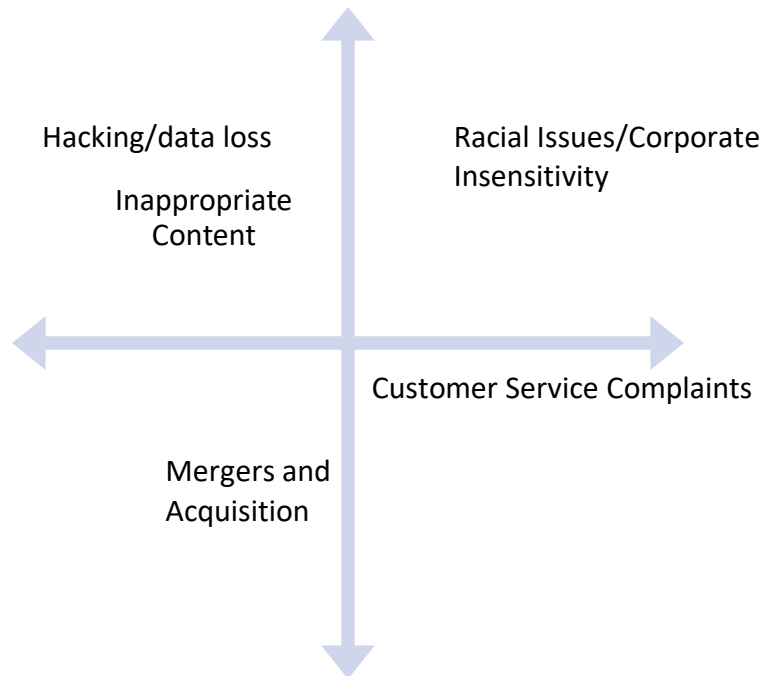
Netflix is a steaming service that offers a gambit of genres of movie and tv shows. In recent years Netflix has begun producing their own movies and TV shows called 'Netflix Originals' as wells as acquiring the rights of other shows made by competing production companies. Some of their competitors include Hulu, Amazon Prime, HBO Max, and Apple TV. In the company life cycle the streaming industry is moving into the maturity stage and soon it will not be uncommon to see bigger streaming services buying the smaller companies. The age demographics of Netflix run a wide range, like their show offerings. The "kids" profile is specifically designed for children ages 2-13 – where they filter out inappropriate content for children. Other personal profiles can be set as an age range with restrictions. But any adult who has access and is capable of working Netflix can watch whatever they desire. The target audience is also open to any gender because of the wide range of shows and movies. There is virtually no language barrier as many of the shows have been dubbed in different languages, making Netflix one of the largest and most inclusive streaming platforms in the world.

Some reputational vulnerabilities could be mergers and acquisitions of smaller streaming services, cyberattacks, customer service complaints, inappropriate content, and corporate insensitivity. As a customer centric company Netflix is at the demand of their customers. Subscriptions is one of the main revenue sources for, and any of these crises could cause a drop in the subscribers and a loss in revenue or could irrevocably change the perception of Netflix.

Probability and Damage

Crisis	Probability (1-5)	Damage (1-5)
Mergers and Acquisition	2	1
Hacking	2	5
Inappropriate Content	2	4
Customer Service Complaints	5	2
Racial Issues/Corporate Insensitivity	4	5

Reputational Heat Map



Crises

Crisis One

Crisis: On Wednesday, April 15th Netflix released their new show, “Black America,” depicting the life of Children who group up in South LA. The show inaccurately depicts Black people as “angry, criminals, and villains.” This causes an outrage in the Black American community and many call for the show’s removal. The NAACP and other Black Organizations been displaying their displeasure of Netflix on all socials. The event has made it onto CNN’s evening news.

Messaging:

Dear Netflix Community,

We apologize for any instances of racism that has occurred in our new show, “Black America.” As a company, we strive to create an inclusive and diverse environment where everyone feels represented and heard. However, we acknowledge that we have fallen short in this regard, and we are deeply sorry for any harm or hurt that has been caused by our actions.

We are committed to taking immediate action to address any instances of racism on our site, platform, and in our offices, including implementing stricter policies and procedures to prevent such incidents from happening in the future. We will also work to ensure that our content reflects the diversity of our audience and society as a whole.

We know that words alone cannot undo the damage that has been done, but we hope that this apology serves as a first step in our efforts to make things right. We recognize that we have a lot of work to do, and we are dedicated to doing everything in our power to create a more inclusive and equitable platform.

With this in mind, we will be taking down the show and re-filming with the help of Black Organizations to get an accurate depiction of Black Culture. For more information on the steps that we are taking internally, please visit: www.netflix/BlackAmerica.

Sincerely,
Netflix CEO

Key Audiences:

- Black People
- Stockholders
- Employees (Especially if they are Black)

Media Channels:

The CEO should be speaking on behalf of the company in an apology video via Youtube that is disbursed on other social media channels. The statement should go on their company website as well.

Crisis Two

Crisis: Thursday Night, May 27th, a hacker managed to breach the Netflix firewalls and stole personal information of clients. No new information is known.

Messaging:

Dear Netflix Users,

We regret to inform you that last night, Thursday, May 27th, we discovered a data breach that may have compromised some of your personal information. Our security team detected an unauthorized access to our systems and immediately launched an investigation with the help of the Federal Trade Commission to assess the extent of the breach.

We take this incident very seriously and are taking actionable steps to improve our security measures and prevent similar incidents from occurring in the future. In the meantime, we recommend that you change your password immediately and monitor your account for suspicious activity. We also advise you to be cautious of unsolicited emails or messages that may ask for your personal information or attempt to trick you into clicking on a malicious link.

At this moment it is unclear how much information was exposed, and we deeply apologize for any inconvenience or concern this may cause you. We are committed to keeping you informed as we learn more about the situation. Here at Netflix, we value your trust and loyalty, and we will do everything in our power to protect your data and maintain the highest standards of security and privacy.

If you receive or come across any suspicious activity, we urge you to call our hotline at 1-800-586-9842.

Sincerely,

The Netflix Team

Key Audiences:

- Federal Trade Commission
- Stockholders
- Clients

Media Channels:

Sent through client emails, social media platforms, and on Netflix's website.

Social Media Plan

Crisis One -- Racial Issues and Corporate Insensitivity

	Situation	Response/Action	Hide Post? Y/N
1	Someone just commented on a post on Instagram stating that Netflix is racist.	In a direct message: "Hello, we recognize that our show displayed instances of racism and acknowledge the harm that we have caused to many communities. At Netflix, we are trying to implement stricter policies so this we will never happen in the future. For more information you are welcome to visit our website netflix.com/BlackAmerica ."	Yes These types of comments are reputationally damaging and can hurt Netflix's brand if they are left up.
2	A follower used offensive language on Instagram to express their anger about the racist TV show.	Hello, @whoever we acknowledge your displeasure with us and our actions. However, we do not condone the use of offensive language on our platforms. If you would like to speak with a representative from the company, please DM us."	Yes Offensive language should never be kept on social media platforms.
3	A follower shares their opinion on their own Twitter feed that just because Netflix is re-filming the show doesn't mean they will change their behavior. Netflix has been tagged.	Reply: Dear @whoever, we recognize your concerns and would like you to know that we are taking actionable steps internally to ensure this will not happen again. If you would like to read our resolutions, please DM us or visit our website www.netflix.com/BlackAmerica	No These are legitimate concerns that any stakeholder would have, and these comments are not reputationally damaging.

Crisis Two – Hacking/Data Loss

	Situation	Response/Action	Hide Post? Y/N
1	A Netflix User is complaining on their personal	"Hi @User, we are terribly sorry for the breach of your privacy. At this time, we can positively say that no credit card information	No

	Facebook page that they have been hacked and their credit card information was stolen.	was accessed off our system. To see what was directly affected we urge you to look at our website or call our hotline.”	This is not on our personal page therefore we cannot hide it.
2	Someone commented under a Netflix Twitter thread stating that Netflix sold personal information.	Hi @User, Netflix has not sold any private client information. To review our privacy laws please read our terms and agreements that we have linked below www.netflix.com/termsandagreements .	Yes This is clear misinformation that could be interpreted as factual. Which could potentially be damaging to the reputation of Netflix.
3	The Federal Trade Commission has opened an investigation on the data breach which is inciting more panic on social media. Some followers are urging people to get rid of their accounts on Twitter.	In a separate Tweet: According to FTC protocols they have launched an investigation. We are working with the FTC to get to the bottom of the data breach to ensure this does not happen again.	Yes This misinformation could cause Netflix Users to unsubscribe which would not be good for the brand.

<https://about.netflix.com/en>

References