

Case Study, Is breaking up hard to do

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Abstracts

For American Idol, the departure of Abdul was one of the main crises, in such cases the appropriate use of social media can help in managing situation and minimizing its impact. When any organization that is linked with fans and public so closely faces any crisis such as Paula Abdul that judged American idol for nine years left the internationally popular show. Although, Fox took advantage of social media to deal with the crisis situation and displayed a message on Twitter stating that Paula Abdul will not be a part of American idol in future and they wish her good luck. Apparently, it looked like a neutral message, in which Fox didn't blame Pula and just covered the message with bolstering that is showing positive image of show by indicating the performance of past performers as per Benoit (1995) framework. They employed the concept of transcendence in which they stated that American idol was not only a show but it was a family which was left by Abdul. Lastly, they used the concept of corrective action and immediately replaced the judge on show as they hired DeGeneres. But they didn't use anything negative about Abdul and hence did not use the concept of denial. If I would ne the executive of Fox I would have displayed the real fact in addition of making this announcement, not telling the actual reason of her departure caused a lot of misunderstandings among public. It was shown that it was the decision of Pula to leave the show in an impartial manner. I would have said that due to non settlement of salary increase issue and some of the negative reputation linked with alleged affair and death case of Paula Godspeed. This could have presented a realistic image rather than a neutral image that got favor for Abdul even through, she was not the victim in the case and show got much negative comments.(continued...)wordcount of report: 1000 words

Contents

If you were fox executive what would have been your first tweet related to Abdul's departure?

What alternative methods could fox and American idol could use to maintain a good relationship with fans when Abdul's departure was announced?

How should social media be used in crisis?

What impact does crisis like this have on sponsors?

References

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