**Social Media and the Golden Hour of Crisis Response**

Each week, you will be asked to respond to the prompt or prompts in the discussion forum. If there are two questions to the week's discussion, you are to respond to both questions in your initial post. Your initial post should be a minimum of 300 words in length, and is due on Sunday. By Tuesday, you should respond to two additional posts from your peers. If you have not done so lately, please review the [Rules of Discussion](https://content.grantham.edu/academics/01_Instructional_Designers/Rules_of_Discussion.html).

For your follow up post...review the responses provided by your peers. Engage in conversation, or even civil debate, as you discuss their insights and viewpoints. You may ask questions for clarification (if you are confused by their initial post) or pose questions that advance the conversation.

Question A:

How does social media affect The Golden Hour of Crisis Response? What are examples you have seen where social media has hindered a person or organization from controlling the communication agenda? How does an organization control the agenda given the advent of social media?

Question B:

What are examples in your life when you have seen someone step on their message? What was the result?

View your discussion [rubric](https://content.grantham.edu/academics/01_Instructional_Designers/Rubrics/Graduate_DQ_Rubric.htm).

Controlling the Communication Agenda

In early September 2011, JC Penney offered a back-to-school T-shirt for teenage girls that read: “I’m too pretty to do homework, so my brother has to do it for me.”

A young woman named Lauren Todd saw a picture of the T-shirt on Facebook and created a Change.org petition, asking people to post directly to JC Penney’s Facebook page to discontinue the shirt.

Within a day, 1,600 people had signed the petition, and by the end of the day, JC Penney pulled the shirt from stores and apologized.

See the [CBS News report](https://www.cbsnews.com/news/im-too-pretty-to-do-homework-t-shirt-yanked/) of the JC Penney T-shirt incident.

Analyze how this case study is an example of controlling the communication agenda early in a crisis. Do not simply retell the story.  Your paper must be written as an analysis.  Be sure to include terms and concepts from our text, and cite these both in-text and as a final reference.  You must build on to this analysis by including your interpretation of how the Golden Hour of Crisis Response applies to this situation.

The requirements below must be met for your paper to be accepted and graded:

         Write 3 – 5 pages using Microsoft Word in APA style.

         Use font size 12 and 1” margins.

         Include cover page and reference page.

         At least 80% of your paper must be original content/writing.

         No more than 20% of your content/information may come from references.

         Use an appropriate number of references to support your position, and defend your arguments.

         Cite all reference material (data, dates, graphs, quotes, paraphrased words, values, etc.) in the paper and list on a reference page in APA style.

The following are examples of primary and secondary sources that may be used:

         Primary sources such as, government websites ([United States Department of Labor Bureau of Labor Statistics](http://www.bls.gov/), [United States Census Bureau](http://www.census.gov/), [The World Bank](http://www.worldbank.org/), etc.), peer reviewed and scholarly journals in EBSCOhost (Grantham University Online Library) and [Google Scholar](https://scholar.google.com/).

         Secondary and credible sources such as, [CNN Money](http://money.cnn.com/), [The Wall Street Journal](http://www.wsj.com/), trade journals, and publications in EBSCOhost (Grantham University Online Library).

The following are examples of non-credible and opinion based sources that may not be used:

         Non-credible and opinion based sources such as, Wikis, Yahoo Answers, eHow, blogs, etc.

[View your assignment rubric](https://content.grantham.edu/academics/01_Instructional_Designers/WrittenAssignmentRubric.htm).