

## Digital crisis communications service unveiled by Citigate

Citigate Dewe Rogerson has launched a new service to manage client online crisis communications.

The new service, which will run by Citigate's corporate team headed by Jonathan Flint, will be relevant for both business-to-business as well as business-to-consumer clients. The agency says it has been developed in response to the growing need by organisations to manage crises across digital as well as print and broadcast channels.

The offering supports companies through every stage of online crisis communications, from buzz monitoring to identifying issues, through to engagement, legal advice and internal social media guidelines. Citigate believes that the benefit of this approach is that it maps onto a traditional crisis communications strategy, ensuring that spokespeople are also on message and communications are consistent across all channels.

Legal consultancy is available in partnership with a panel of leading law firms, advising on issues such as defamation, copyright and privacy, helping to ensure that companies' online reputations are protected.

"The advent of social media has completely switched the emphasis of managing crises online," commented Jonathan Flint, Managing Director, Citigate Dewe Rogerson. "Knowing who to engage with, when and how is the secret to ensuring that a crisis doesn't get out of control. We have introduced this service in direct response to client demand, and as part of this we have built digital know-how into everyone's skillset at the agency. "

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