# SOCIAL MEDIA – a crisis communication tool

A case study of three companies within the oil and gas industry on how to implement social media in the crisis communication response



MASTER THESIS BY MAREN LØWÉN HERADSTVEIT (Cand.Merc. MSc Strategy Organization & Leadership) AND KINE HAGEN (Cand.Merc. MSc International Business)

Department of Organization & Department of International Economics and Management

Supervisor: Itziar Castelló, Department of Intercultural Communication and Management

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