

### **Crisis Management – Bookface**

Social Media conglomerate Bookface has been a growing force in American culture for the past few decades. As a leading social platform, there are over 210 users in the United States. Users connect with friends, post thoughts, and rate businesses.

It has recently come to light that Bookface has been selling large swaths of personal information with companies in a marketing push with the purpose of making money. Bookface uses other avenues for revenue, including advertisements and direct marketing to the consumers, this data sale was in addition to their overall bottom line.

The CEO was said to be apologetic but now his board of directors is calling for his resignation over the public outcry that has risen up as a result of this data sale, and the subsequent loss of users. He is adamant about remaining CEO, in opposition to his board.

“Bookface is my brain child. I remember coming up with the idea in my dorm room. I have been with this company since before it was a company, and want to remain in charge of the empire I built.”

You are the press agent for Bookface and it's CEO Zed Muckerberg. You are working to mitigate any public fallout and help