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Author Name(s), First M. Last, Omit Titles and Degrees

Institutional Affiliation(s)

Author Note

Executive summery

On April 9th 2017, videos of a middle-aged Asian man being physically assaulted and removed from his seat on the plane went viral on social media. Within a first few hours, the video got an astounding 19 million views on Facebook. The reason behind this tragic incident was that the airline tried to remove some of the passengers to accommodate their own employees.

The problem started when the Airline staff tried to forcefully remove the passengers from plane. This was highly unethical and unprofessional attitude from such a big organization. Afterwards, the PR and communication team of the Airline made the situation worse by communicating right thing at the wrong time. Their statements were so bad that a famous publication called them “Mother of all social media crisis”. The airline didn’t realize the power of social media. In today’s age, it can make or break the image of an organization.   
This whole situation could have been avoided if the staff at the flight offered gift vouchers for first 5 passengers who agreed to take the next flight. The PR team should have utilized social media in a better way and apologized right away for their unethical behavior.

The suggested solution to cater this disaster is to introduce more customer care services within the organization. Better training of the old and new staff to use good judgment and common sense in the application of policies. Introducing more customer-friendly policies is essential. Redefining the social and press media strategies of the company. The most important thing is to own the mistakes that they made and sympathizing with the people who were affected on that flight.

It is important for the organization to address these issues and bring reforms in order to overcome this tragic incident and a major setback.