

Crisis ahead? Someone call First Degree PR!

Admit it, we all love a good scandal, just so long as it doesn't directly involve us! We often refer to PR as the band-aid solution to business problems. And in this month's newsletter, we show you that whether you take a rip-it-off quickly, or a peel-it-back slowly approach, there will always been a right way and a wrong way to handle any media disaster. In today's media landscape, there is nowhere to hide when mistakes are made.



Crisis Management SOS

**CRISIS ALERT* uh-oh, somebody get PR on the phone! Hot tip, when dealing with a media crisis the best advice is to plan, plan, plan if you want to maintain a squeaky clean image.*



Smooth sailing on the social media seas

Nowadays, our personal and business Facebook, Instagram and Twitter accounts must be managed with great care. And as our social media guru Jen discovers, when a mistake is made, your entire social

network will have front row seats.

And in other news...



Fashion made with love

With March comes the browning of autumn leaves and the two most glorious words in the fashion-lovers dictionary. Yep, you guessed it – fashion week. From charity runways to ethical fashion, this month we take a closer look at fashion labels worthy of the made with love tag.

We support Kiva



This month, we're supporting the [La Cruz Patuca Group](#) from Trojes, Honduras with our Kiva loan. With our help, the group will purchase supplies such as combs, brushes, meat and butter for their business to help cover their family expenses and financial obligations.

Monthly dose not enough? Check out our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

The fine print: We disclaim nothing. In fact, we're quite proud of our newsletter!

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