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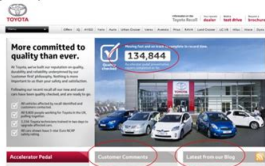
so many fake sites. this is the first one which worked! Many thanks

3.1.2 Post Recall Social Media Strategy

Despite being classed as highly engaged Toyota still failed to utilise its social media channels at the early stages of the recall process. Information was released through the company's website and traditional mediums such as TV, Radio and Print (Lawrence, 2010). Toyota failed to engage their brand ambassadors who were anxiously waiting for information which represents a complete misinterpretation of the influence that online brand advocates during a crisis. In a web 2.0 environment brand ambassadors can be used to defend the brand in online communities (Lawrence, 2010). Toyota missed the opportunity to apologise to the network for its mistakes and to set the record straight.

However, Toyota now appears to be challenging the threats of the recall by utilising social media effectively. Firstly, Toyota created an internal Micro site that is dedicated to recall information for customers. The micro site encompasses many web 2.0 aspects such as a customer comments section where existing customers can leave comments on what is happening with their Toyota. Within the micro site Toyota has included a live update counter to emphasise the speed at which it fixing the accelerator pedals.

Figure 3.3: Toyota Recall Micro site



Additionally, the internal micro site is attempting to highlight Toyota's speed and effectiveness in responding to the recall crisis (Figure 3.4). Toyota have utilised a timeline to highlight the importance the company is paying to respond effectively to the

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The Toyota Recall Crisis Media Impact On Toyota S