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Social Media and the Planned Parenthood/ Susan G. Komen for the Cure Controversy

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Conflict Management

A conflict represents a recognizable and significant disagreement of ideas or interests between two or more parties.

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Conflict management involves four phases: proactive, strategic, reactive, and recovery.



Susan G. Komen

"It all started with a promise.."

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Former CEO, Nancy Brinker, promised her sister that she would do her part in finding a cure for breast cancer.

The organization's mission has always been to meet the needs of the women they serve while working to find a cure.

*Planned Parenthood
Federation of America*

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Planned Parenthood was established in 1916.

Planned Parenthood clinics have done a great deal to help women, including providing them with exams and screenings. However, they also are a major provider of contraceptives.

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Komen's New Policy

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It was released that in 2011, Komen gave Planned Parenthood \$680, 000 to fund breast exams.

Because Planned Parenthood is the nation's largest abortion provider, many have a negative outlook on any organization that is affiliated with it.

Komen's new policy prohibited grants to organizations under investigation: the only affected affiliate was Planned Parenthood.

Publics

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Supporters of Susan G.
Komen

Social Media, mainly
Facebook

Planned Parenthood

Research

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Komen could, and should, have done more research. Their decision to adopt a new policy was quick.

However, they were trying to recover their image quickly.

Objective

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Komen wanted their supporters to know that their main goal is still women's health and breast cancer awareness.

They did not want to be affiliated with Planned Parenthood's abortion and contraceptive efforts.

Supporters that were also in favor of Planned Parenthood were outraged.

Komen's next objective was to explain that their choices were not politically based.