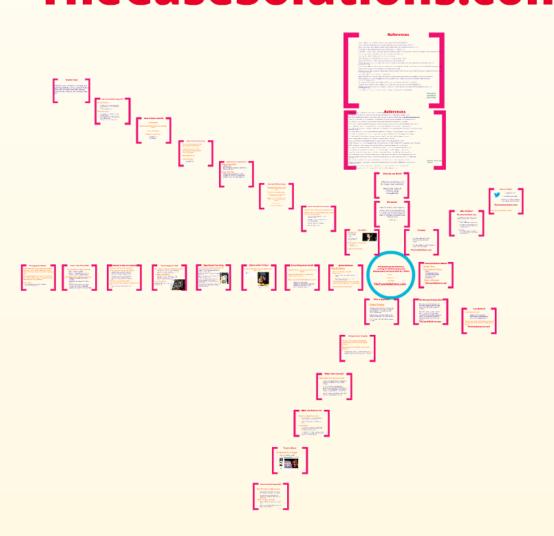
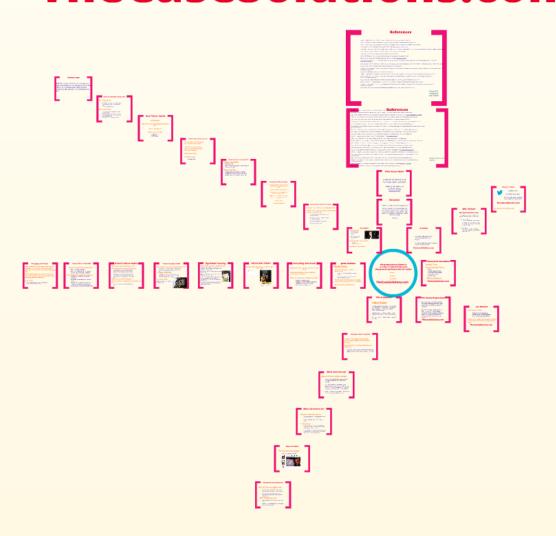
# Understanding and Managing CEO Celebrity TheCaseSolutions.com



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# #shapingimagetweetbytweet: A Study of Celebrity Impression Management and Restoration via Twitter

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#### **Premise**

 How have celebrities' use of Twitter damaged personal image?

 How have celebrities used Twitter to restore personal image?

# **Why Twitter?**

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• Everybody else is doing it, so why can't we? In July 2012, Twitter surpassed 517 million users.

The Trendy PR Tool
 The 'new' internet: Web 2.0 programming

Microblogging presents fluid opportunities for branding and immediacy for correction (Zhang et al., 2009).

• The Dark Side:

"once a tweet is posted, it is out there forever, and up for public scrutiny" (Nichols & Meadows, 2010).

#### **History of Twitter**



- Founded in 2006
- 140 million posts daily
- Known as the fastest growing social media platform today

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How many of you have Twitter accounts?

## **Theoretical Foundation**

Apologia Theory

# Image Restoration Theory

- Denial
- Evading Responsibility
- Reducing Offensiveness
- Corrective Action
- Mortification

Rhetoric of Atonement

## **The Research Questions**

RQ1: Is Twitter an effective tool for positively managing personal image crises when applying strategies of apologia?

RQ2: Which image repair discourses (denial, evasion of responsibility, reduction or offensiveness, corrective action, or mortification) extend or diminish the timeline of the crisis event?

#### **Our Method**

#### Content Analysis Case Studies:

- Ashton Kutcher (@aplusk)
- · Charlie Sheen (@CharlieSheen)
- Alec Baldwin (@alecbaldwin)

Indicators used to answer research questions were subjective; based upon authors' interpretations and supported by case details.