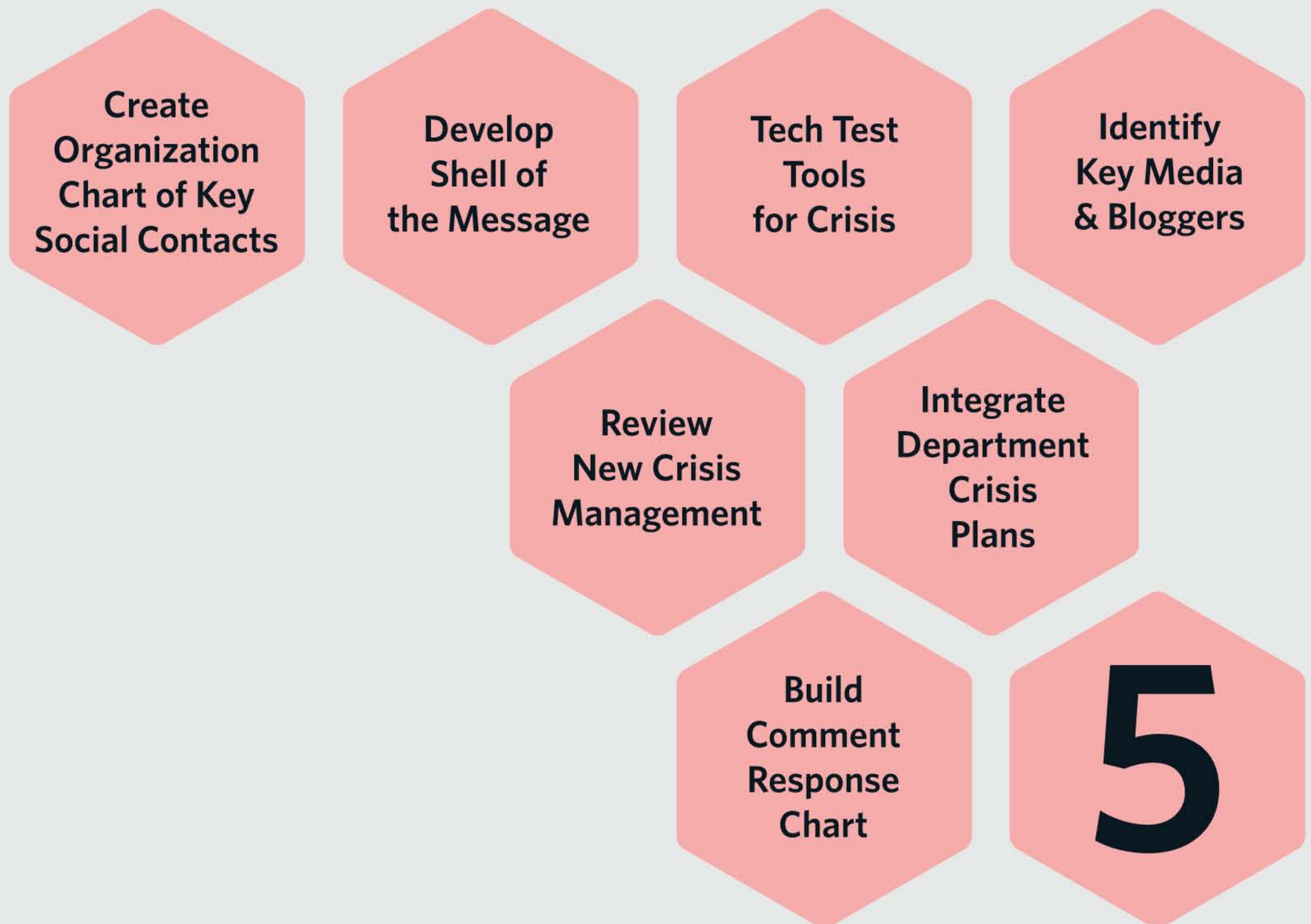


the **PR HYBRID PROFESSIONAL** Chart of Responsibilities



PRE-CRISIS DOCTOR

These PR professionals proactively monitor social media conversations and track the sentiment of customers and other stakeholders when conversations are under control.