

Integrating Utility Risk Management and Social Media Strategies

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Presented at the:

2013 Enterprise Risk Management Symposium
April 22-24, 2013

Abstract

This paper examines the potential impact of increasing negative commentary by social media users in multiple forums, which can erode the “reputation capital” of a utility. It also offers an approach for successfully addressing that risk and integrating social media risk management practices into existing utility enterprise risk management (ERM) programs.