**SOCIAL NETWORKS AND CRISIS COMMUNICATION**

**ABSTRACT**

We live in a time of rapid, dramatic, complex and unpredictable changes that are increasingly affecting the behaviour, management and running of the businesses. Such changes in the environment and changes in business conditions can cause crises such as an unplanned and unwanted period of time in the business of the company with limited duration and ambivalent outcome. Business crises and crashes have become constant and occur, not only in times of recession but also in times of economic growth and good economic conditions.

Communication has become a key crisis management tool. Dissemination of timely and accurate information to all interested parties, including the media (which includes combating misinformation), plays a major role in effective crisis management.

The paper presents the results of an empirical study conducted among companies in Bosnia and Herzegovina. The aim was to investigate whether companies use new social media, specifically social networks, to communicate with their stakeholders during different crisis situations, whether they have used them so far, what their experience is, and whether they have a strategic approach to new (social) media and possible crisis situations in companies.

**Keywords:** social networks; crisis; crisis communication; companies; B&H