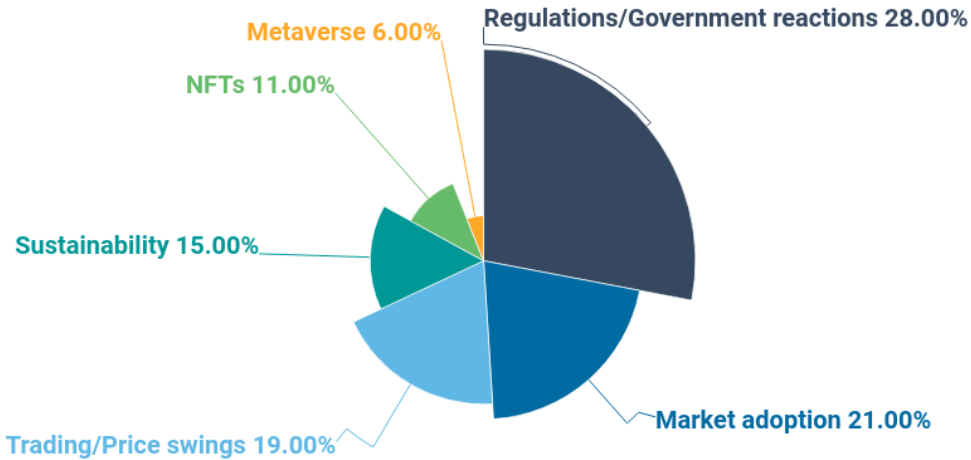


How Can PR Help Companies in the Wild West of Crypto?

Media Analysis Summary

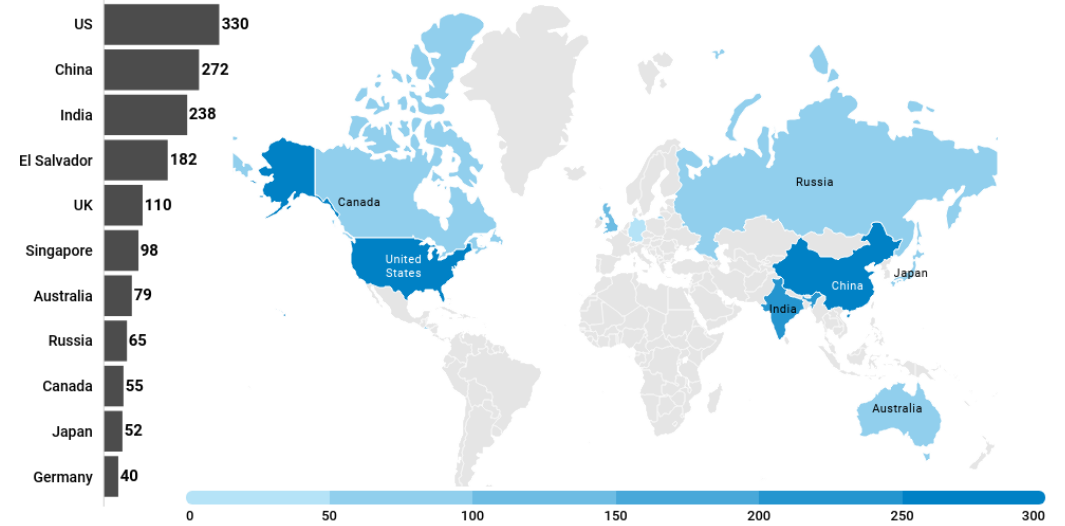


Topics in the crypto debate by share of voice



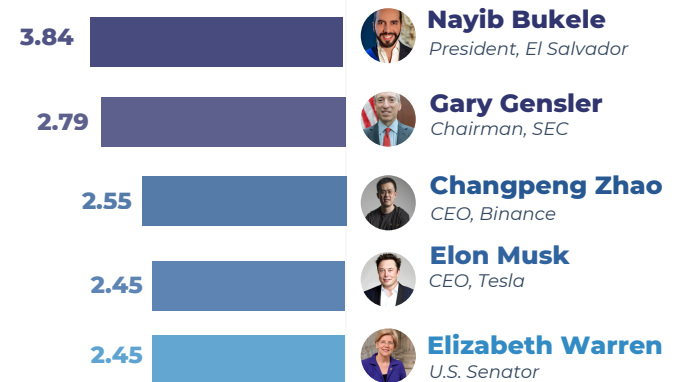
The Regulation topic has long been pertinent in the crypto industry as governments are continuously trying to exercise authority to reduce the high volatility of the market, mitigate the damages associated with massive sell-off, minimise crypto usage for illegal businesses and keep an eye on crypto sharks.

Countries in the crypto debate by number of articles



Top 5 spokespeople in the crypto debate by influence score

The most influential spokespeople in the debate included a good mix of government representatives and company executives.



5 tips on how PR and comms can lead the way in crypto

- Make PR as high a priority as innovation
- Proactively form your own policy platform and communicate with regulators
- Become a sustainability thought leader
- Double down on differentiation
- Invest in community management

Read the whole analysis

