Bad PR Can Trigger Another Financial Crisis. Just Look at Silicon Valley Bank's Collapse

Media Analysis Summary

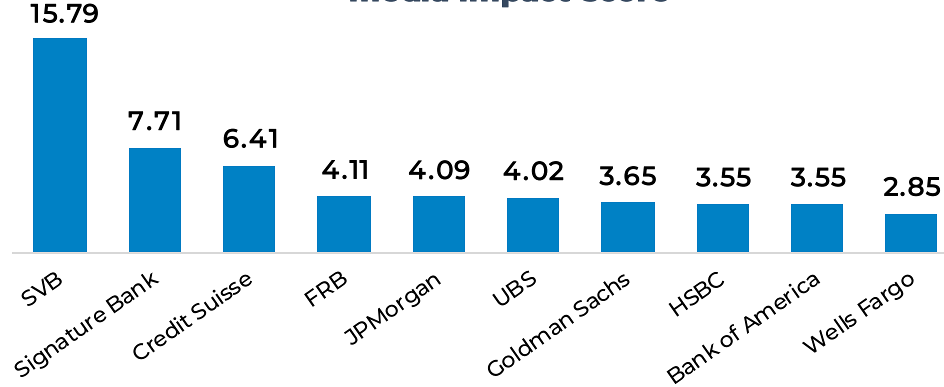
The failure of Silicon Valley Bank was ultimately caused by a run on the bank. The company was not, at least until clients started rushing for the exits, insolvent or even close to insolvent. But banking is an enterprise that relies as much on confidence as on cash — and if that runs out, the game is over.

This is why Loss of consumer confidence was the main reason for SVB's failure, according to most media publications in our research sample.

Reasons for SVB's collapse by share of voice

41%	26%	18%	15%
Loss of consumer confidence	Inflation and interest rates	SVB's management	Trump rollbacks

Top 10 companies in the banking crisis debate by media impact score



SVB's lack of a PR crisis management plan resulted in a crisis across the whole sector. Customers of another more business-friendly bank – Signature Bank – were spooked by the SVB news and withdrew more than $10 billion in deposits, which quickly led to the third-largest bank failure in U.S. history.

5 takeaways from the SVB collapse:

- A lack of effective media messaging can cost you everything
- CEO comms is a central part of crisis management
- Communicating to the layman is just as important as investor relations
- Social media monitoring should inform strategy
- Tech has a major perception problem