

1. As individuals are repeatedly exposed to a crisis event, via news media and social networks, the psychological effects of that event can accumulate over time (Chapter 2).
2. Due to the mismatch between prevention goals and the strategies occupying the defensive end of the SCCT spectrum, the resulting *regulatory misfit* could be an excellent predictor of a restoration strategy failing or even backfiring (Chapter 3).
3. Just as external communication efforts can be improved by the application of regulatory fit, so can internal efforts, as long as the regulatory needs of company employees can be ascertained accurately (Chapter 3).
4. A routinized approach to crisis communication can create a stable relationship with one's stakeholders, resulting in greater trust and familiarity (Chapters 3 & 4).
5. While the effectiveness communication strategies like Diminish and Ingratiation would likely benefit from prevention focus and promotion focus, respectively, this would not count as regulatory fit, because the strategies do not accomplish the regulatory goals of the target audience (Chapters 1 & 3).
6. "No response" combined with further monitoring, is a strategy that deserves more attention from extant crisis communication models, because it is suitable for low-impact situations, as well as nascent issue crises.
7. Targeted online advertising facilitates the use of priming initiatives in ways that are not feasible for other media channels.
8. Observing the state of modern media, it becomes ever more apparent that the easiest way to persuade someone is to tell them exactly what they want to hear.
9. There are (too) many Regulatory Focus scales in use and key differences between them suggest the possibility that they do not measure the same concept, which leads to conflicting results between studies using different scales.
10. Simultaneously, Regulatory Focus Theory would be enriched by the development of a scale that is expressly aimed at temporary and context-specific changes in regulatory focus.
11. The combination of propositions 9 and 10 can be rather frustrating.