

Crisis Communication in the Facebook Age: The Basics Still Matter

Wilderness Risk Management Conference
Salt Lake City, Utah
October 13, 2016



Little did I suspect when my phone rang at 6 in the morning on July 24th that the next 48 hours, the next three months and for the that matter the next 3 years of my life would take a decidedly grizzly turn. Don Ford, NOLS Alaska director was on the line and reported...

The Plan

- What makes a story?
- Messaging and Tactics
- Social media
- Lessons Learned



Please ask questions as they arise!

Use recent bear incident as the thread that holds the info together

How the media works/ Messaging in a crisis/ Explore the role social media plays/ Communication Lessons learned/ NOLS latest thinking. Please ask questions as we go along!

How many OE/travel/lawyers/rescue?

How many employees? 1-10/11-20/20-50/ 50-100/ more?

Lions and Tigers and Bears...Oh, my!

Interactive--What are some of the themes of the stories--local, weird, scary, young, animals

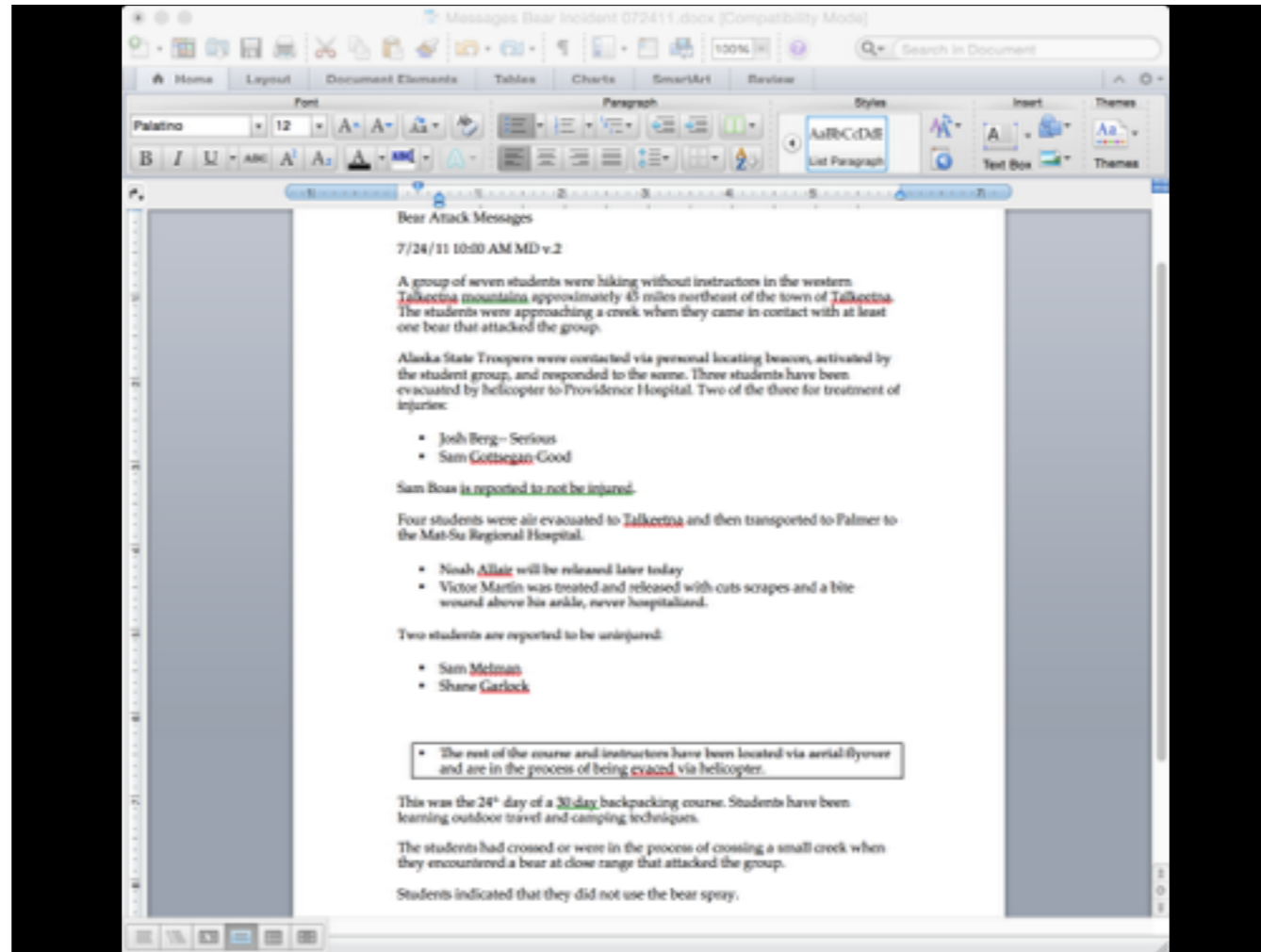
What can we do to control the story or more accurately direct the story? Message points!



Messaging

Message Points– Outline, Organize, Help keep us from going over the precipice

Development-- the facts–Who, what, where, when, why, what's next/ What is the story you want to tell?/ Anticipate what will be asked



Message points will be continuously updated as ne information becomes available.

NOLS ELEVATOR PITCH

NOLS is the world's most comprehensive wilderness school. Students of any age learn communication, good judgement, and grit through developing outdoor skills, risk management, and wilderness medicine expertise in a hands-on environment. Students graduate prepared to step forward and lead their communities in a changing world.



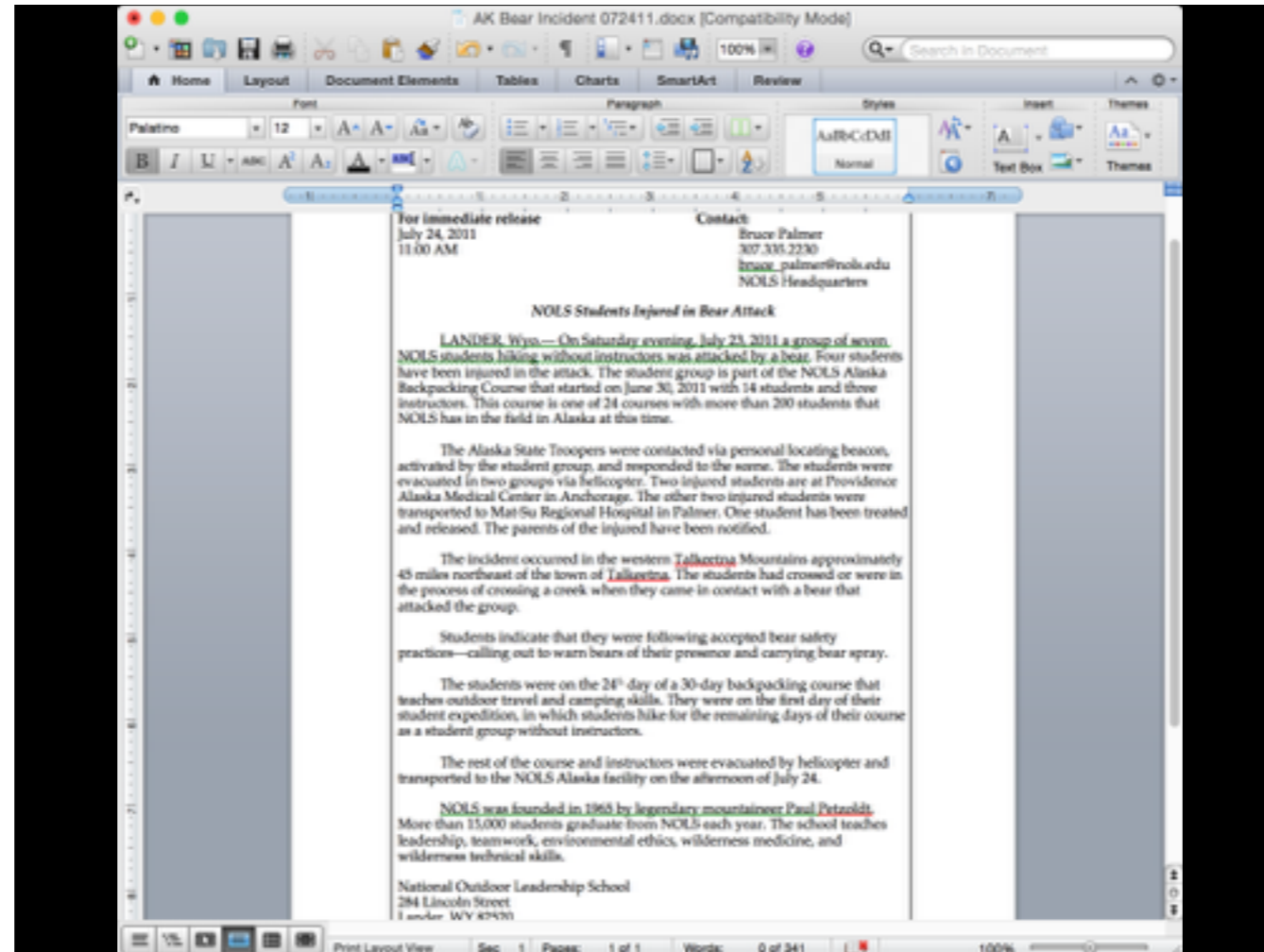
I would suggest the place that you need to start would be with the ability to articulate what your program is and does.

What is your organization's message?

**Interactive-- Give your elevator pitch to your neighbor.
Any examples to share?**

What does your organization teach
that is worth the loss of a life?

The ultimate question.



Develop a press release before the media calls. Have available to email. Post on website.

The Team

- Director/ primary spokesperson
- Spokespeople
- Writers (press release, blog, Facebook, etc.)
- Booker (field calls, schedule interviews, etc.)
- Online media monitor

Crisis communication team should meet regularly. Training provides opportunities to identify new talent.

Preparing for the Interview

- Purpose of the interview
- Location
- Medium/
Publication
- Interviewer
- Audience
- How might recent events effect the interview?
- What are they likely to ask?

Location- where would you stage a tv interview?

Medium/interviewer/audience— knowledge in these areas allow you to tailor the conversation. Outside mag audience is very different than the NY Daily News audience.

Tactics and Techniques





Bridging. Moving to your message points. I've noticed this year pivoting is the term the media is using when talking about politicians

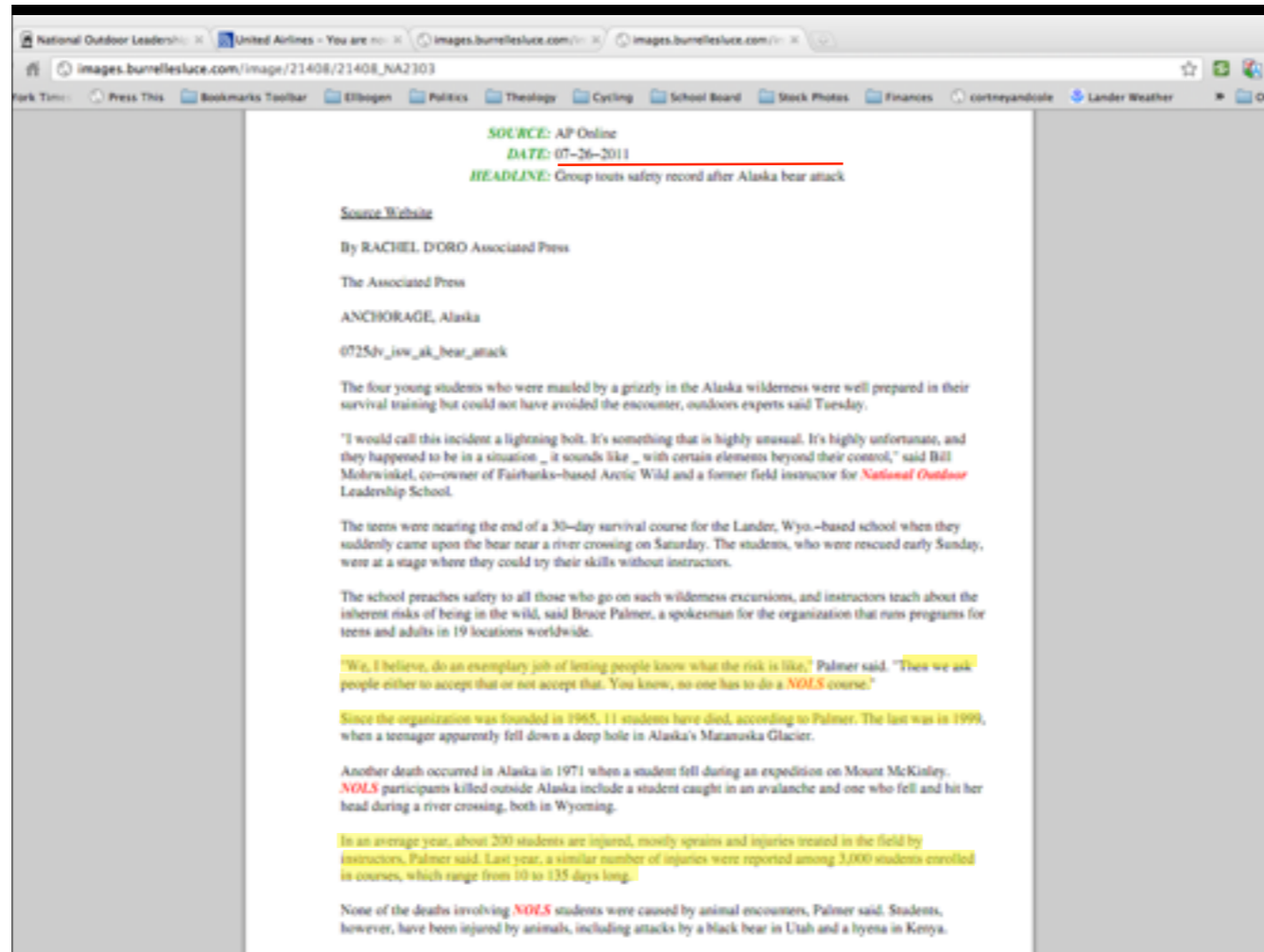
Don't know to do know-*"I don't know the answer to that question.What I do know is..."*// Time-*"Historically that was the case.Today what's happening is..."*// *"No, let me explain..."*// *"Yes, and furthermore..."*



- *Flagging*
- *“The most exciting thing about this program is...”*
- *“The key point to remember is...”*



- *Hooking*
- *“You’d be surprised at what our research indicates...”*
- *“There are three things we’ve found that are particularly important...”*



Press release from NOLS bear incident. What are the message points?



Let's get into social media

Who here uses...

Who here has a blog on their website?

Whose organizations have a FB page? Twitter. **How does social media change the game?**



We have our own publishing Platform!



We have an opportunity for dialogue and promotion.

And the Haters also have a tool!



@Georgals
Jill, Head Georgal

@tommydurango NOLS thinking they should get special response just illustrates to me that they have zero clue about Alaska.

@tymorrisonheath



@Georgals
Jill, Head Georgal

@tommydurango Pisses me off that NOLS claims to be so awesome that pro rescue should just ASSUME they're in big trouble if they call 4 help.

8 Aug via [TweetDeck](#)

Teens recovering after Alaska bear attack

July 25, 2011 | By the CNN Wire Staff

Share [Twitter](#) [Email](#)

[Recommend](#) 229 people recommend this. Be the first of your friends.

The four teenage boys who were mauled by a brown bear and her cub over the weekend deep in the Alaskan wilderness were recovering Monday.

Two of the teens, participating in a survival skills course, suffered life-threatening injuries, according to Alaska State Troopers, and two had injuries that were labeled "serious, but non-life-threatening." Three others were reported to have minor injuries or exposure-related issues.

Officials at Providence Alaska Medical Center in Anchorage and Mat-Su Regional Hospital in Palmer said Monday that two of the boys have been discharged.



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Comments!!



NOLS Bear incident was blogging sensation– Everyone got in on the act.— Mommy blogs

 THE WERNER LAW FIRM

Home Areas of Practice Attorney Profile Case Results FAQs

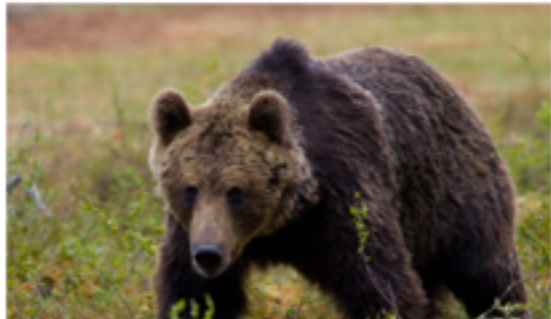
Free Legal Advice
Your questions answered with no obligation to hire.

Name
Email
Phone
Incident Details

Trust. Experience.

When Bears Attack, is There a Question of Liability?

Posted on September 6, 2011 by Guest Blogger



Lawyers, using it for sales bait.

Your Jewish News
World & Jewish Breaking News

News Jewish Videos Conversation Markets Traffic Weather More... Privacy Mobile

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Police will not kill bear that attacked Jews.

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Published On Monday, July 25, 2011 11:48:59 PM Source: Yourjewishnews.com/Reuters

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Alaska [wildlife](#) managers have no plans to hunt down a bear that attacked a [group of seven](#) young [backpackers](#) over the weekend in a remote stretch of backcountry, a state biologist said on Monday.

The bear, believed to be a female with a cub nearby, probably acted to defend its young against a perceived threat when it attacked teenagers participating in a National Outdoor [Leadership](#) School expedition, said Lem Butler, a wildlife

Unusual, very specialized sites with a point of view.

What We Did

In the wake of the bear attack NOLS...

- Switched off automated attendant
- Press release on website
- Blog on the incident
- Prepared and Used Message Points
- Contacted parents of students affected
- Did interviews (lots of 'em)
- Monitored media, blog and social networks
- Conducted Press Conference
- Message from the Board Chair
- Utilized a PR firm specializing in crisis communications for press conference and edits to Chair message
- Announced press release on Facebook and Twitter
- eNews Story, Leader Story
- Released report to selected media
- Continuing Press Engagement

What We Learned

We learned a few things that we could improve upon...

- 24/7 phone coverage
- Announce coverage and encourage calls in the press release
- Get more people in, more quickly
- Separate the “booking” function from the spokesperson function.
- Maintain and update spokesperson list.
- Maintain and update writer list.
- “NOLS executive director is on the scene...”
- Password list for all of the NOLS accounts—Twitter, Facebook, blog, Pitchengine
- Contact PR firm to notify in case we need a consult
- Video of press conference
- No comments on the blog

Our Current Thinking

Five years have passed and some things have changed and our thinking has evolved...

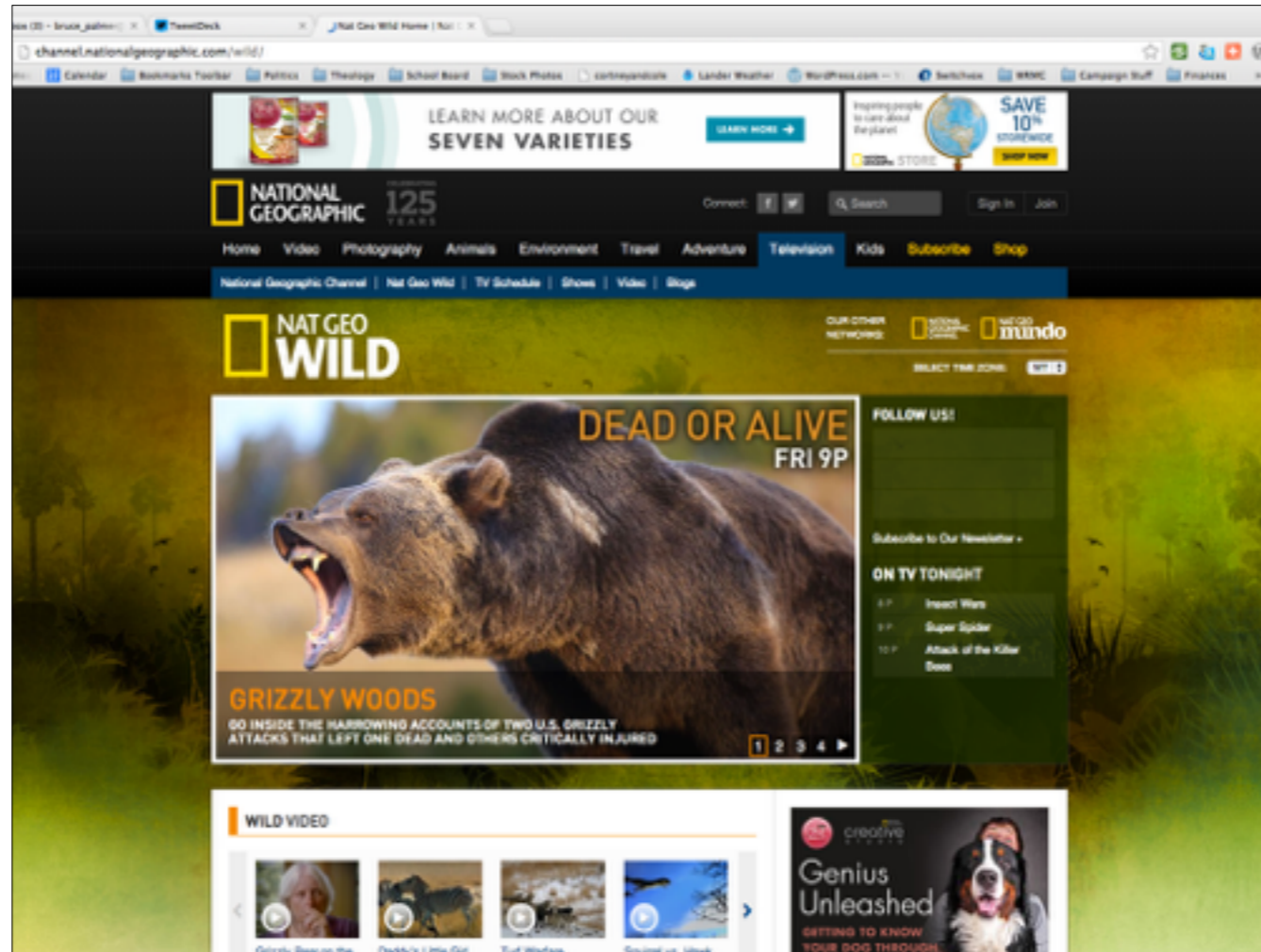
- Email or call all parents on all Alaska courses. Possibly all courses everywhere.
- Statement in press room, not on the blog.
- Definitely post to Twitter, probably to Facebook. Not other social media channels.
- Link from homepage to press release.
- Assume centralized control over all social accounts.
- Don't allow FB to turn into a place to discuss the incident, hide or delete comments.
- Sweep social accounts of students on the affected course.
- In addition to media contact, include the email of a person to contact with concerns.
- Remind staff to not post opinions or condolences on personal social accounts.
- Non-NOLS events: do not insert NOLS into non-pertinent conversations. Pause accounts, monitor the situation, research resources to make available to staff.



Vaguepost. Warn staff away from, "Sure was a wild week at NOLS!" type posts

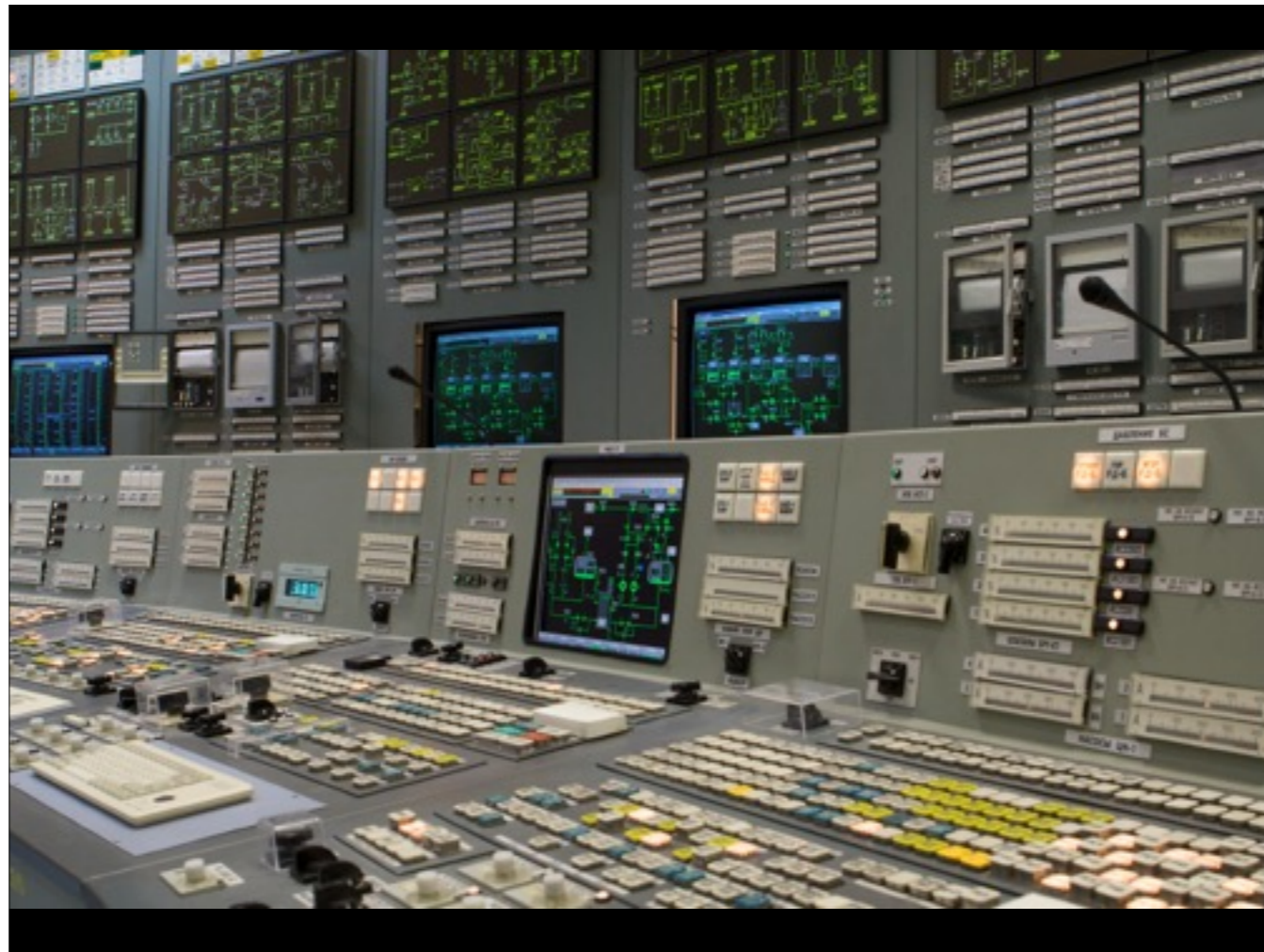


You have to be in it for the long haul.



Five years have passed and we are still dealing with the occasional, random media request.





Monitoring the Situation— Google alerts, media monitoring company, Hootsuite, Sprout Social

Action Items

- Identify three questions that would likely be asked of your organization in a crisis.
- Craft organizational and crisis message points unique to your organization.
- Practice two new methods of monitoring social media.

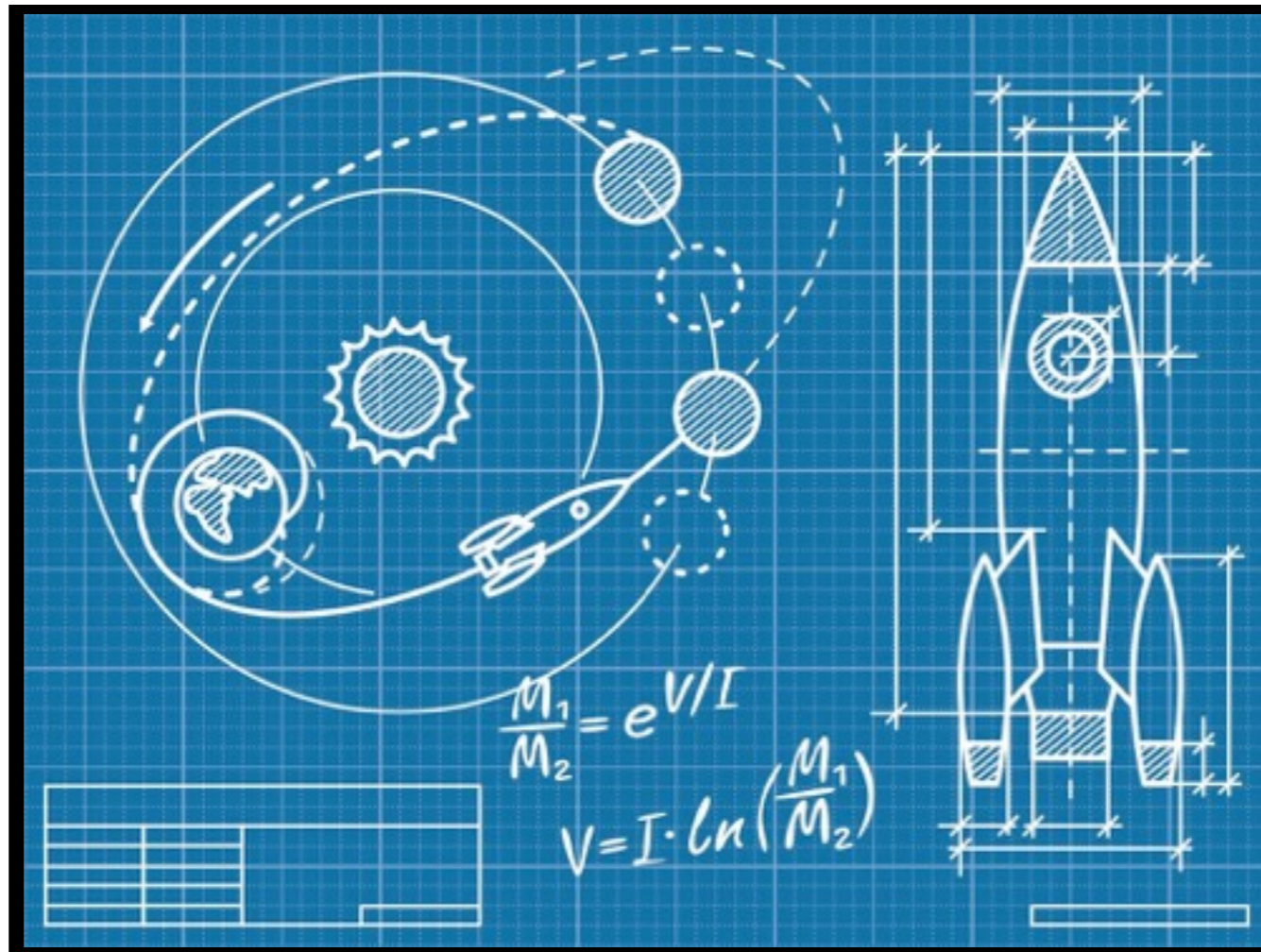
Your homework...

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Closing thought..

Not rocket science Just a few simple things to remember.— Perspective; can't believe your press clippings—**humility**--How many think that their program is essential to society? ; mindful of words; Just do it!