

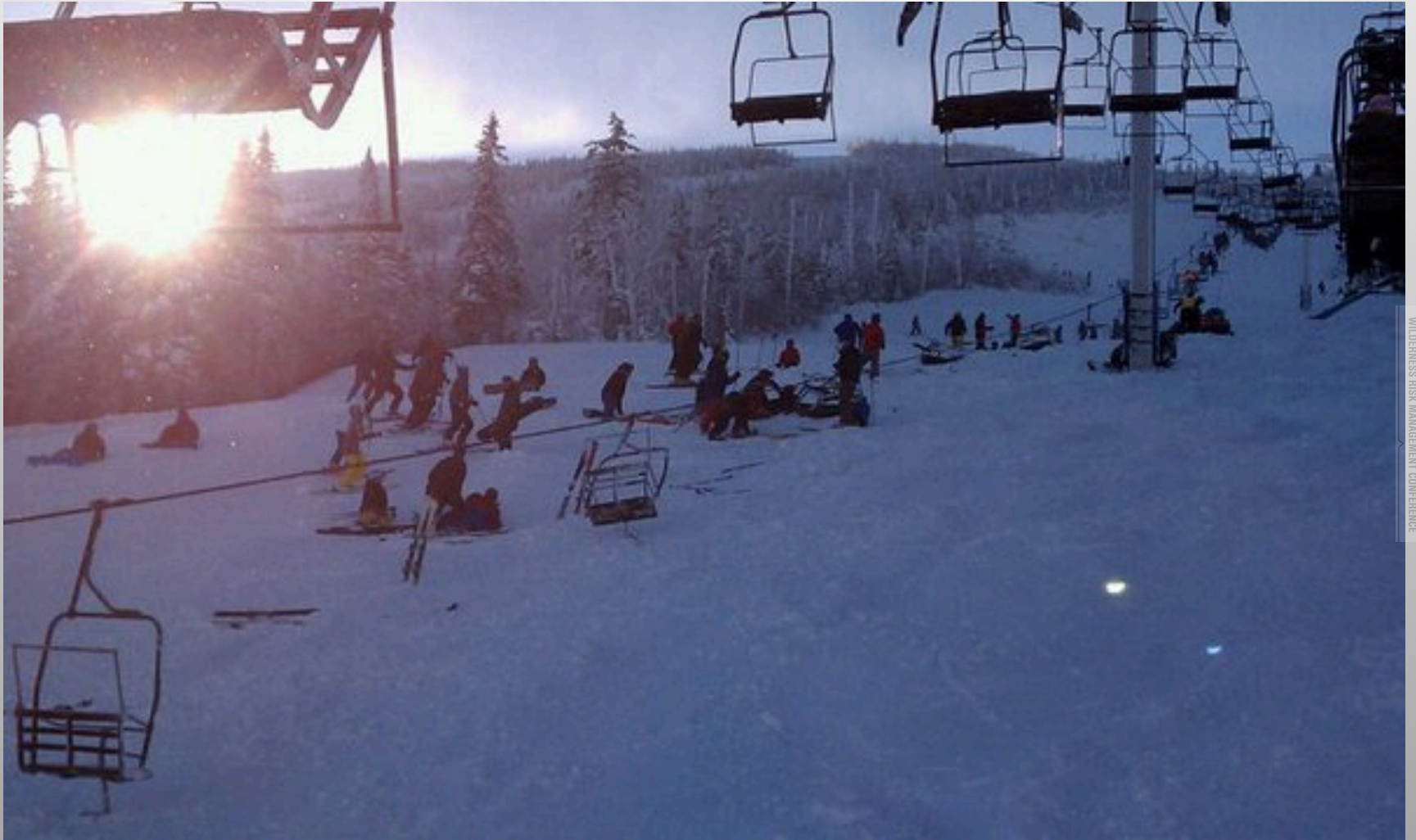
# It Just Got Worse: Crisis Management at the intersection Of Social and Conventional Media

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WRMRC  
WILDBUSINESS RISK MANAGEMENT CONFERENCE  
KANSAS BOARD OF GOVERNORS

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Ahh, the way it used to be...

|  |                 |
|--|-----------------|
| <b>Event happens</b>                     | <b>00:00:00</b> |
| <b>You find out</b>                      | <b>00:10:00</b> |
| <b>Gather facts, prepare response</b>    | <b>00:45:00</b> |
| <b>First Media Contact</b>               | <b>01:00:00</b> |
| <b>Gather more facts, update</b>         | <b>02:00:00</b> |
| <b>Regional and national media calls</b> | <b>03:00:00</b> |

Oy vey, the way it is now...

|                                       |                 |
|---------------------------------------|-----------------|
| <b>Event happens</b>                  | <b>00:00:00</b> |
| <b>Eyewitness(es) tweet it</b>        | <b>00:04:00</b> |
| <b>You find out</b>                   | <b>00:10:00</b> |
| <b>Retweets hit 500</b>               | <b>00:12:00</b> |
| <b>First reporter calls</b>           | <b>00:15:00</b> |
| <b>Your \$#!+ is finally together</b> | <b>01:15:00</b> |







**JoeTheTravelin'Guy**

@Simitator



Holy crap! I was just in a plane crash!

 Reply  Retweet  Favorite  More

3:41 PM - 20 Jan 13 · Embed this Tweet

- Time
- Fact





twitter



You Tube

---

**Twitter is now where  
stories go to break, and  
reputations go to die.**

This is what 144 characters and spaces looks like. This is what 144 characters and spaces looks like. This is what 144 characters and spaces loo



- **Control the story in phase**
- **Resolve the story when things calm down**

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**If you can envision a bad event, take the operational steps necessary to minimize the likelihood of it happening in the first place.**

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**The best way to manage  
bad news is to not have  
any.**

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**The one that bites you in the ass is likely to be the one you didn't think of.**



# That Sinking Feeling



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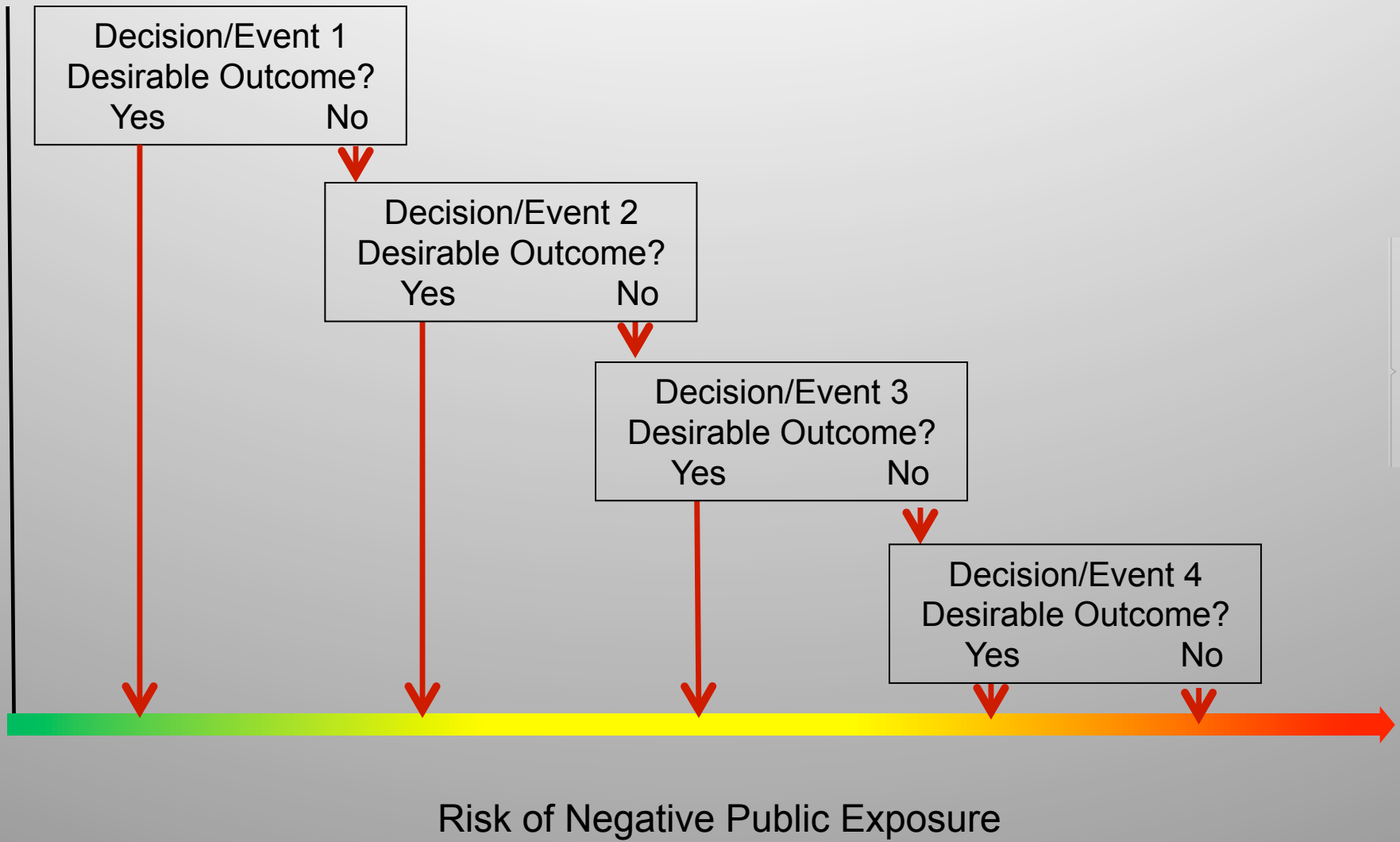
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- **Early April 2010 – Halliburton notes numerous concerns about the way BP is running the drilling operation. Corners are cut, recommended tests are not done**
- **April 20 2010 – The explosion and fire.**

# The Cascade Effect in Major Events



# Key Concept #1:

**Put as many decisions on autopilot as you can.**



(sidebar):

**If the kitchen is on fire, get everyone the hell out of the dining room.**

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  - Spokesperson?

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  - ❑ Staff liaison lead?
  - ❑ Customer/Client liaison lead?

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- Who/where/what is/are your....
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  - Experts?
  - Associations?
  - Outside resources – legal, insurance, communications, etc.?

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## Key Concept #2:

# Use a systems approach to managing communications.

- ❑ Think of the required roles. Then think of the people to fill them.
- ❑ Think tools – ones that will allow you to run your crisis from anywhere in the world.
- ❑ Establish an emergency media list – and other lists for those who NEED to know.



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# The Buy Time Statement

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- **“This is what happened.”**
- **“This is what we’re doing about it.”**
- **“We’ll let you know more when we do.”**

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- You can transmit it (or speak it) to media outlets in response to specific queries.



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- You can transmit it **PROACTIVELY** to all relevant media outlets on your emergency media list
- You can wait until one outlet queries, then proactively send it to everyone else.

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Watch yo' mouf!

**Every statement you publish,  
everything you're quoted as saying  
(or not saying), is grist for the social  
media mill.**

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**Social media is used by people to both propagate and react to news stories.**

# Controlling chatter on social media

*“Here’s what we currently know [link to release on your website]. We’ll update you when we know more. In the meantime, we ask you to refrain from speculating, and to respect the privacy of those involved. Please keep them in your thoughts.”*



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# Shutting down social in a crisis...

- Makes people think you're hiding something
- Makes your most valuable fans think you don't trust them
- Simply sends people to other pages and channels that can be hard to track and are impossible to control

# But if you absolutely must...

*“We’ve had a significant incident involving [five or six word description]. We’re focused entirely on managing the situation. We’re a small team and we can’t respond to you as we’d like to right now. For now, certain functions on this page are disabled. We’ll reinstate them as fast as we can. ‘Til then, we’ll keep you informed right here as we learn more. Please bear with us.”*

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# These people are IDIOTS.

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**Never argue with idiots.  
They wear you down to  
their level, then beat you  
with experience.**



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If you **MUST** chime in...

*“There’s a lot of speculation and misinformation here. For the latest information on what’s happening and what we’re doing about it, please go to [link to official information on your website].”*



**Our Business**

@OurBiz



 Follow

Latest information on Our Business ropes course accident: <http://www.ourbiz.com/accident> #ourbiz #ropescourseaccident

 Reply  Retweet  Favorite  More

3:41 PM - 20 Jan 13 - Embed this Tweet

# Let's try an exercise!

Group ONE: News Media

Group TWO: Social Media

Group THREE: Staff

Group FOUR: Customers (current and future)

Group FIVE: Families of people involved

Tasks:

- Key Message Points (“Must Air” Points)
- Tools/tactics for delivering them

# Let's try an exercise!

**It's mid-August, and it's been a hot, dry summer. Fire danger is high – and the number of fires is alarming. There are six major fires within a 40 mile radius of your base – including one which threatens the main route between the base and the airport.**

**You have stayed on top of the situation and have moved courses out of apparent harm's way. The closest fire to the base – as of now – was contained three miles from your property.**

**Although the fires have been a local story for five days, the national news media picked up on it last night and are playing them for all they're worth (it is August, after all – most of the world's more reliable newsmakers go on vacation in August).**

**Three courses are scheduled to end in three days, and two others are scheduled to start the day after that. You received several calls this morning from parents – two from parents with kids the field, one from the parent of a kid due to arrive later in the week.**

# Let's try another!

**This morning, you received a letter from John and Sally Smith, whose 15 year old son Jackie completed a 21-day course approximately one month ago.**

**The letter alleges that Jackie was bullied on his course, that the course instructors were aware of (or should have been aware of) the bullying and did nothing about it, and that Jackie has been sullen since returning home, is having trouble sleeping and is acting out in other ways – including at school.**

**The letter doesn't explicitly say so, but reading between the lines you have reason to believe that the Smiths are considering legal action and taking their story to news and social media.**

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- **Trained spokespeople**
- **Social media personnel**
- **Other personnel**
  
- **A comprehensive Emergency Communications Plan – Autopilot and Systems – blessed by your lawyer**
- **Regular practice**

# LEAVE YOUR BUSINESS CARD TO SUBSCRIBE TO OUR SOMEWHAT-REGULAR MONTHLY NEWSLETTER

*Anyone wanna share a cab to ATL tomorrow?*

**Skip King**  
**Reputation Strategies, LLC**  
**Mobile: 207-318-7067**  
**sking@reputationstrategies.com**

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