

Crisis Communication

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Get Thinking. Lets Go Around the Table...

- Through your personal social media accounts, give an example of a time when you experienced some form of Crisis Communication?
- Do you think you'd be prepared to handle a crisis situation right now? (for example, on Mimic Social if that was a part of it) AND Why?
- What type of PR are you most interested in? (Non-for-profit, Healthcare, Government, Sports)
- When you hear the words, "Crisis Plan" what do you think of?



Social Media Crisis: Are you Prepared?

- 28% of reported crises spread internationally within an hour
- More than two thirds spread within the first twenty-four hours.
- Despite having traditional crisis plans in place, organizations often find that they are not prepared to manage the crisis on the social sphere.
- 50% of communications professionals believe companies are not adequately prepared to handle such situations, and 94% think that the failure to effectively define how to handle online issues leaves an organization open to “trial by Twitter.”.

These statistics illustrate the impact that social media has on crisis management for the public relations (PR) profession. Governments, educational institutions, nonprofit organizations, corporations, and even private citizens are not immune.

CRISIS ON THE SOCIAL SPHERE

1

Prepare in Advance

- Create a plan
- Set up monitoring tools

2

Isolate the Origin

- Identify where the crisis originated and on which social channels
- Don't fight back - with journalists or consumers

3

Evaluate the Impact

- Take inventory of the situation
- Establish a clear chain of command

4

Mitigate the Crisis

- Respond quickly and with empathy
- Take appropriate action

5

Learn from the Crisis

- When it's over go back and review



Defining Crisis

- “Anything that can damage reputation”
- “Anything that can cause a loss of trust”
- “Any risk to the health, lives or safety of staff, clients, patients, providers, or other stakeholders” (Pushkin).

Before A Crisis

1. Define Crisis
2. Build Social Crisis Team
3. Establish Values
4. Create Communication Guidelines
5. Monitor the Environment


<https://www.oktopost.com/blog/social-media-crisis-management-guide/>



During A Crisis

1. Pause ALL Social Media Activity not related to crisis
2. Inform Employees
3. Publish an Official Statement
4. Transparent Communication
5. Document EVERYTHING
6. Put Emotions Aside





**Your
Turn**

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After A Crisis

1. Evaluate the Impact
2. Regroup to Reflect
3. Turn Crisis into Opportunity

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JCPenney Hitler Tea Kettle Fiasco

Their Response:

- Used Humor to deflect
- Responded quickly and to every post

Takeaway:

- A timely response makes a big difference
- Have a crisis plan in place
- Twitter posts have the potential to go viral quickly, so social listening and monitoring situations is vital.



Southwest Airlines Social Media Crisis

Their Response:

- Southwest CEO said, “This isn’t a drill you can run.”
---> Do you Agree?
- Responded quickly to the outage, grounding planes for about an hour while assessing the situation.
- Ignored Instagram and Snapchat responses

Takeaways:

- Say you’re sorry and mean it!
- Live Video is a terrific Social Media Crisis Tool
- Your Website can no longer be your crisis home base
- You can no longer assume that ANY channel, even the “social” platforms, are non-viable as a customer contact avenue



Laremy Tunsil's Draft Disaster

His Agent's response:

- The video and Twitter account were deleted
- He and his agent explained that he had been hacked
- Later, the account was restored and an apology was posted, but the damage was done

Takeaways:

- Anticipate times of high risk
- Honesty is the best policy
- Be committed to rebuilding your reputation rather than denying the truth





Questions

- Is it important to convey emotions through social media? Should you be empathetic or put emotions aside in a crisis situation? Side with one or argue both.
- In your field of interest within PR, for example Sports PR or Healthcare PR, where do you see Crisis Communication happening? Talk about within your own interest of PR or across all types of PR.
- Do you think there is a particular characteristic trait you should possess as a PR specialist when specifically dealing with a crisis? AND of course WHY? Be Specific! :)