

Social Media Messaging in a Crisis

Eric Wohlschlegel

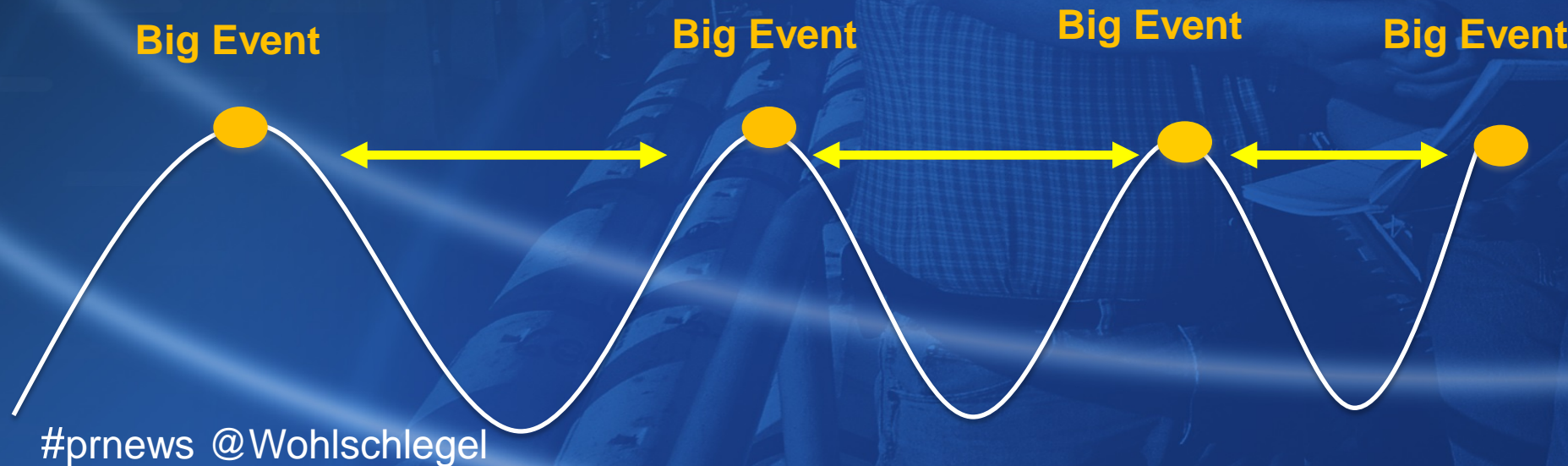
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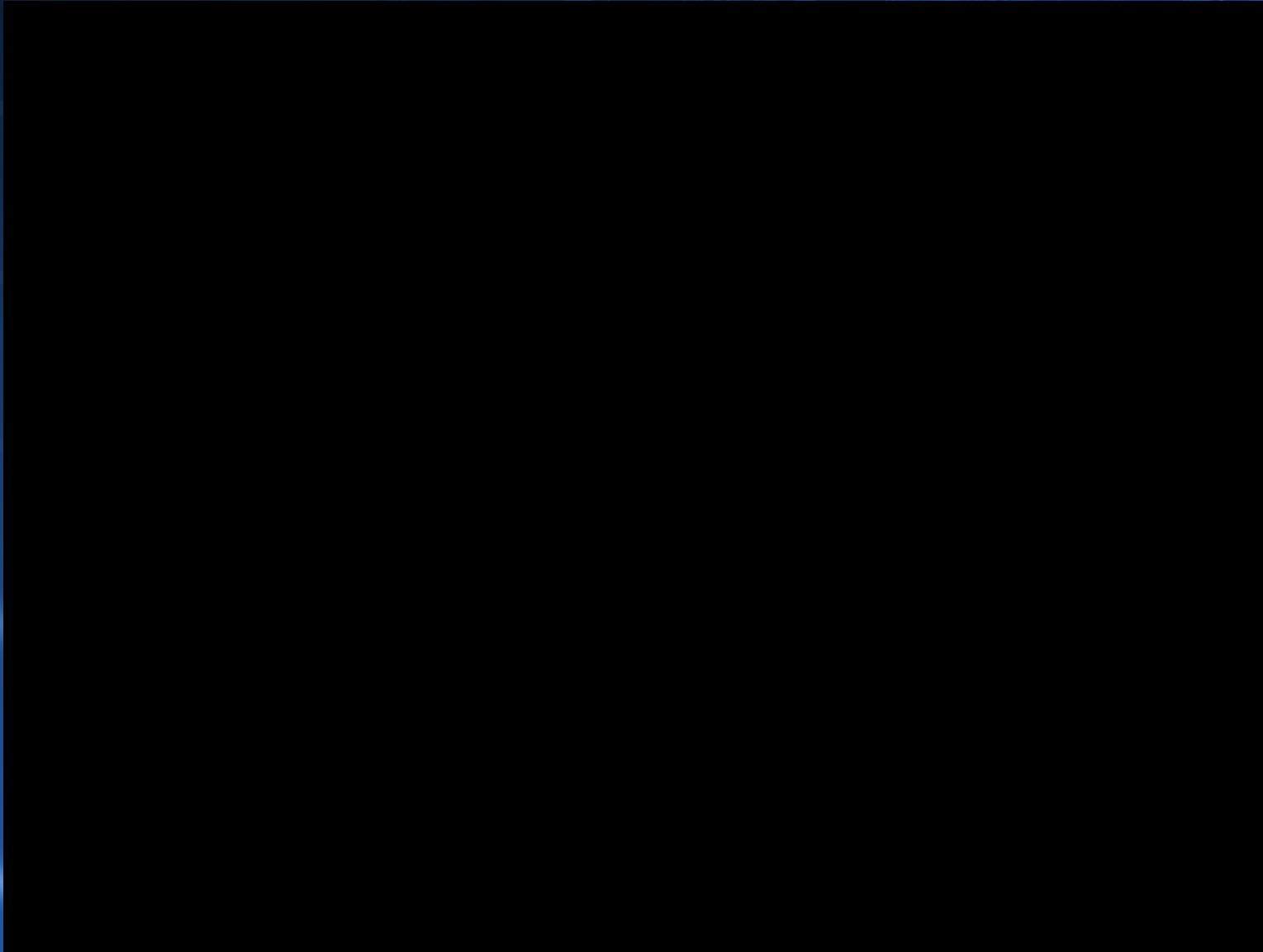
Peaks and Valleys

- Be proactive instead of reactive
- Plan for calendar events and big events as much as you can
- Be flexible to fill in the gaps (valleys) with other content that tells your audience who your organization is, how it works, why it matters



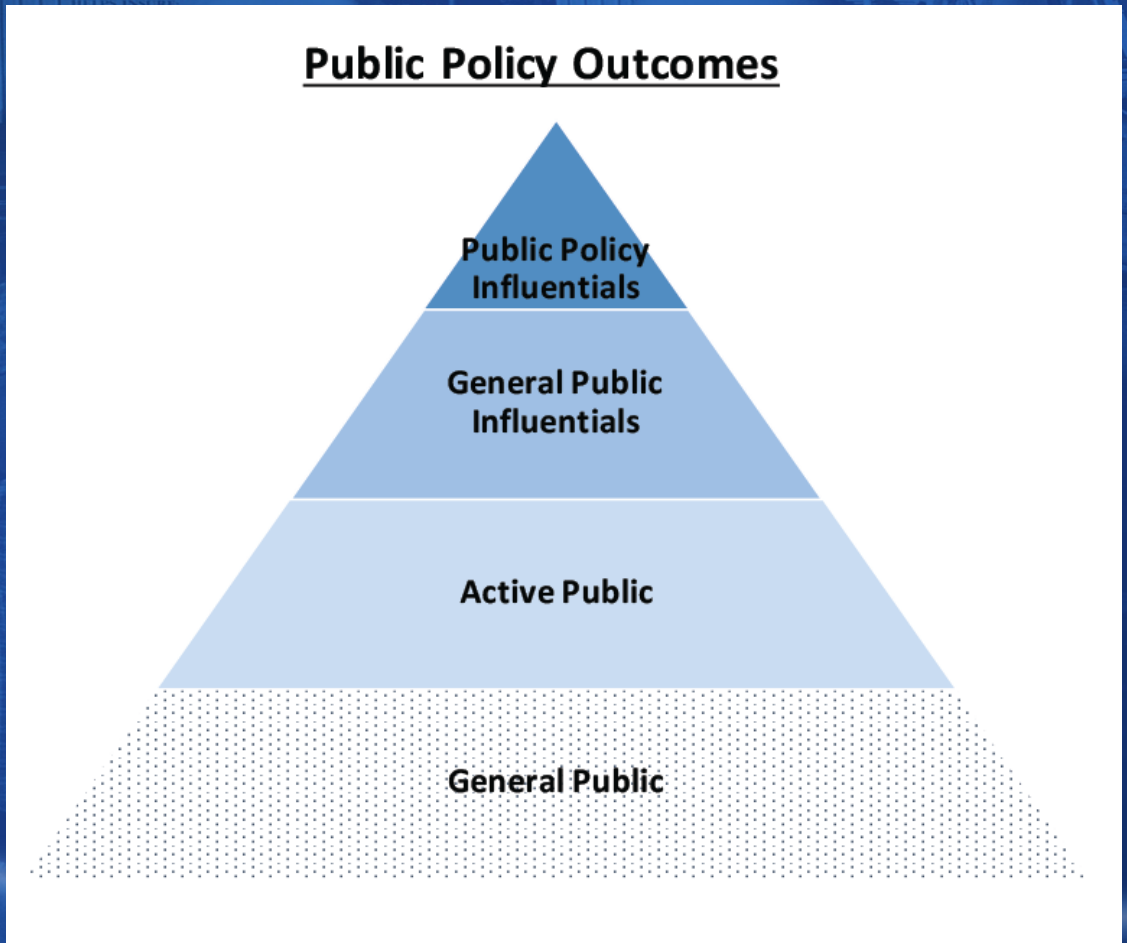


World Series 2016

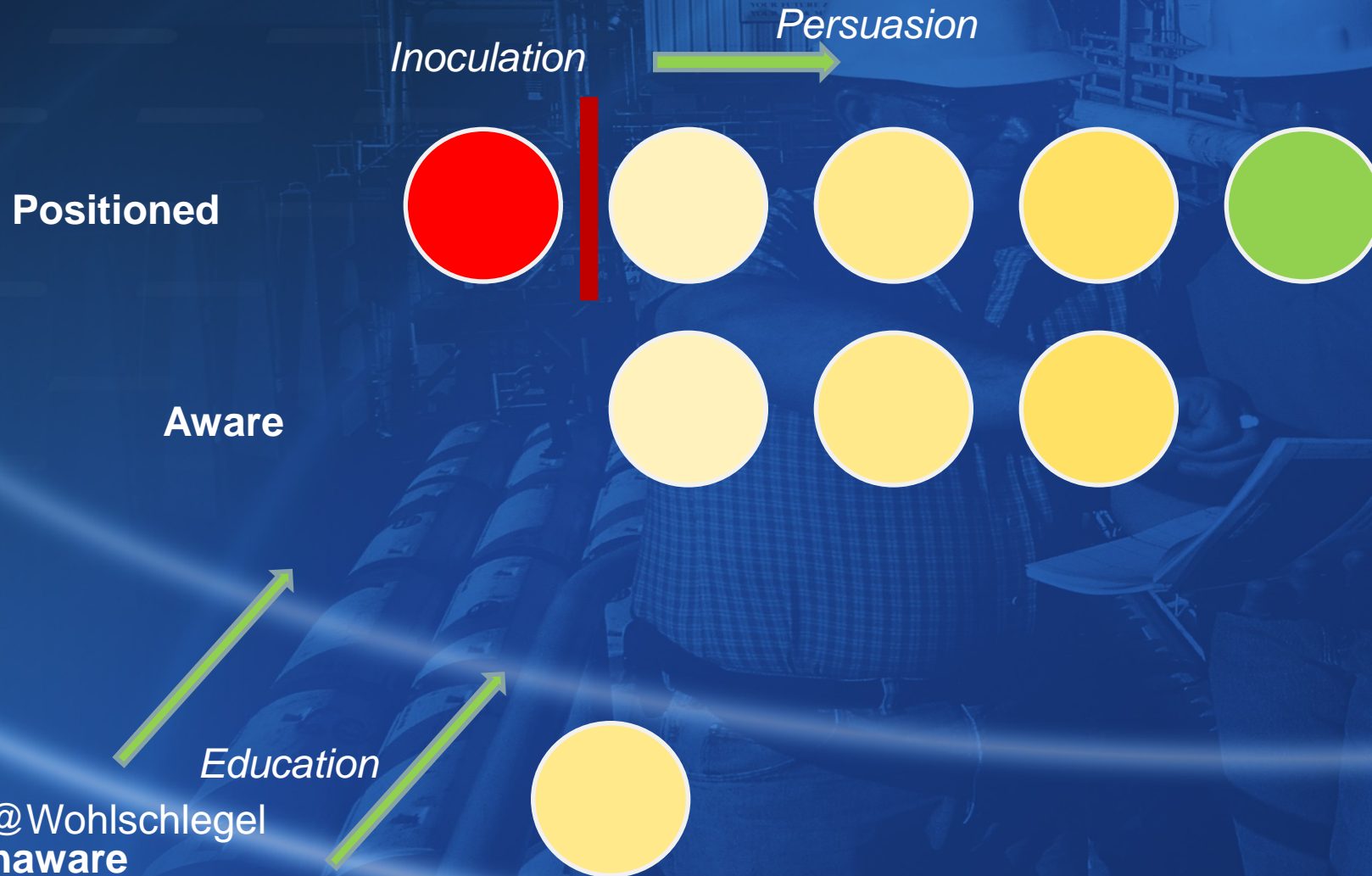


Be Engaged in the Conversation

- The conversation is happening with or without you – get involved!
- Don't be afraid to engage detractors, but don't waste your bandwidth
- Know your audience and anticipate what they're looking for



Conversation Outreach



Short, Sharp, Shareable Content

- Increasingly mobile users
- Engage users with dynamic content – video & infographics help explain complex problems or issues when 140 characters isn't enough

#prnews @Wohlschlegel



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