

# The Crisis Newsroom

Smarter Crisis Management across Online Channels

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Huntington Beach, February 2017

# Crisis? What Crisis...

- Anyone with a smartphone, social channels, and a story to tell is a publisher...
- The speed of traditional media outlets is challenged by the 'citizen journalist'
- An organization can be pulled into a crisis with one simple post <140 characters

## Twitter reacts to Team Sky medical package revelations

Henry Robertshaw  
December 19, 2016



Social media reaction to the big Fluimucil news of the day

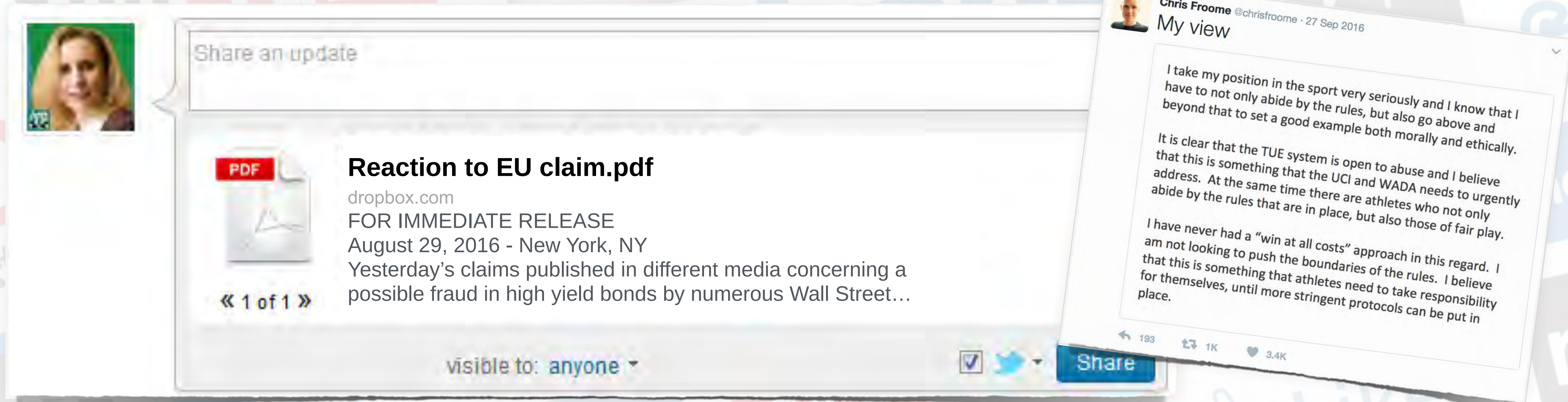


Dave Brailsford gave details of the package's contents to MPs Credit: Watson/Twitter



# And what can you do...

- 140 characters limits response in tone and ability to add multimedia assets
- Manageability: Best is to have one response repository / destination
- You need to be able to respond in a timely manner across all relevant channels
- Your response needs to be suitable for multiple social channels and search





# Phase 1 - Preparation

*Optimizing Your Online Newsroom Before a Crisis Hits*





Eyjafjallajökull, April 14, 2010



# Phase 1 - Preparation

*Pre-Crisis: Online Newsroom Checklist*

1 Auto Scalability to Manage Dramatic Traffic Increases

2 “Peace-Time” Storytelling and Engagement

3 An Effective Workflow with Easy-to-use Technology



# Phase 1 - Preparation

*Pre-Crisis: Online Newsroom Checklist*

4 Built-in Synchronicity with Social Channels

5 Remote Access for Key Communicators

6 Holding statements for predictable crises

*Interested in more checklists and tips to prep your newsroom?  
Get our free booklet on **The Crisis Newsroom** at our stand.*





# Phase 2 - During the Crisis

*Online Newsroom Capabilities that Matter*





# Phase 2 - During the Crisis

## *During the Crisis: Online Newsroom Checklist*

1 Simplified & efficient uploading of content

2 Encourage virality

3 Be the source for all channels & platforms

TLOxp offers government agencies a 360-degree view of vendors, businesses and individuals by aggregating public and private information, and consolidating content to help agencies authenticate identities, and protect the interests of its customers.

TLOxp offers government agencies a 360-degree view of vendors, businesses and individuals  
<http://newsroom.transunion.com/transunion-partners-with-carahsoft-to-deliver-identity->

"With the addition of TLOxp, we can help agencies solve solutions to our customers' needs."

Tweet  Share 



**Cal State San Marcos**  
@csusmnews

 Follow

Residential students will be allowed on campus for an expedited move out process today from 4 to 7 p.m. More info:  
[news.csusm.edu/san-diego-county](https://news.csusm.edu/san-diego-county)



# Phase 2 - During the Crisis

## *During the Crisis: Online Newsroom Checklist*

4 Make use of clear news facts

5 Using 'Statements' instead of a 'Release'

6 Featured (crisis) release

*Interested in the full story?*

*Get a free copy of the **California Wildfire Case Study** at our stand.*





# Phase 3 - After the Crisis

*Combatting search engine residue*





# Phase 3 - After the Crisis

Combatting search engine residue

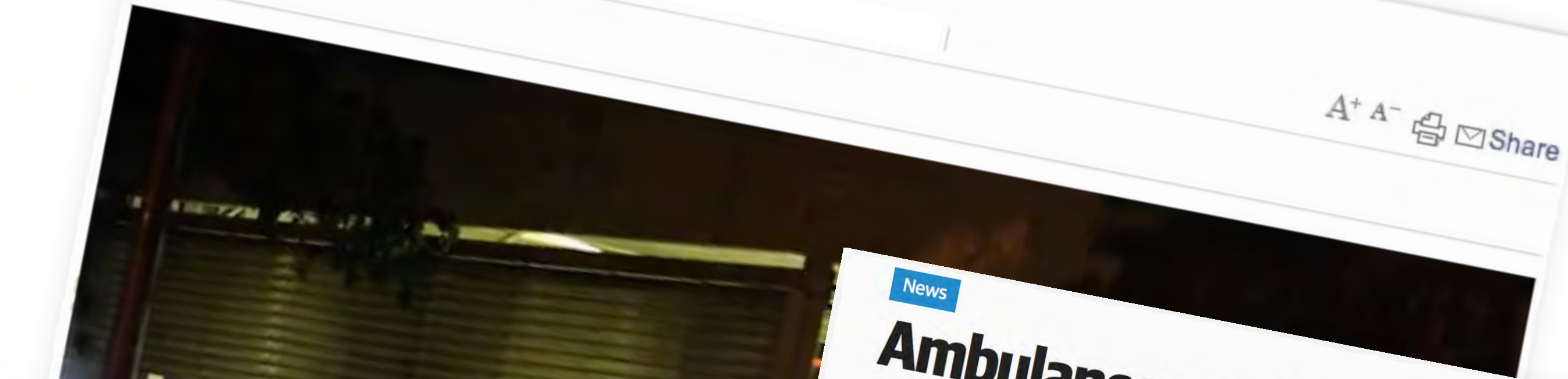
1 Search Engine Optimization

2 Newsroom Search

3 Newsroom Analytics

## St John's deadly mistakes

Anthony DeCeglie | The Sunday Times



A+ A- Share

## Ambulance service mistakes resulted in up to four deaths

Anthony DeCeglie Health Reporter, The Sunday Times  
November 13, 2010 4:00am

AMBULANCE mistakes in WA have resulted in up to four deaths with one fatality confirmed as being caused by an internal error. St John Ambulance chief executive Tony Ahern revealed to *The Sunday Times* last night that five deaths required investigation for potentially fatal errors in the past year.

result of a mistake. It is understood it was a  
ng in another death, but the other three

File Source: PerthNow

[WA gets 300 more paramedics in St Johns overhaul after fatal ...](#)  
[www.perthnow.com.au/.../western-australia/...mistakes...ambul...](#)  
Apr 27, 2011 – MORE than 300 paramedics and officers will be recruited to the St John Ambulance service over the next four years following a major review of ...

[St John's deadly mistakes](#) | Perth Now  
[www.perthnow.com.au/.../western-australia/st-johns...](#) Share



by Anthony DeCeglie - in 131 Google+ circles  
Aug 13, 2011 – Of the five "sentinel" incidents reviewed by St John Ambulance, three were caused by clinical errors. Poor ambulance response time was ...



# Thank you!



## **Bart Verhulst**

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