

# How to Lead Your Organization's Social Media Messaging in a Crisis

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## U.S. Sets Big Incentives To Head Off Foreclosures

With Millions More Potential Lenders to Face  
Interest Rates That Could Be As High As 20 Percent

## Arrest Warrant for Sudan's President

An international court charged Sudan's President with

## NO LEGAL SHIELD IN DRUG LABELING

Supreme Court Ruling Is a Blow to Business

By ABRAHAM LIPSON

WASHINGTON — In a ruling that could have significant implications for pharmaceutical companies, the Supreme Court on Monday held that drug manufacturers cannot rely on federal regulations to shield them from state-level lawsuits over drug labeling. The ruling could have significant implications for drug manufacturing. Many companies

## 50 Years After

By EDWARD WISNER

CHINA — In the 50 years since the Chinese Communist Party took power, the country has undergone a dramatic transformation. It has become a major global power, with a rapidly growing economy and a rising influence in international affairs. The country's leadership has been a mix of reform and conservatism, with a focus on economic development and social stability. The country's rise to power has been a major factor in the global balance of power, and its future will have a significant impact on the world.

## 44 Days in the White House, And the Hair? Grayer Already

Obama's administration has already seen a significant change in the White House's appearance, with the president's hair appearing grayer than when he was first elected.

## Amid Albany's Budget Crisis, A Rush to Spend U.S. Billions

By MICHAEL GOODMAN

ALBANY — To avert a crisis in the state capital, Albany is rushing to spend billions of dollars from the federal government. The state's budget is in a dire state, with many programs facing cuts and the state's credit rating under attack. The federal government has stepped in to provide relief, but the state's leaders are desperate to get the money as quickly as possible. The rush to spend is a sign of the state's financial crisis and the need for immediate action.

## Kansas Is Cabinet Pick

Obama's administration has named a new cabinet member from Kansas. The pick is a former state legislator and has a long record of public service. The appointment is seen as a key move by the administration to strengthen its ties to the state and to bring in someone with a strong understanding of the region's needs.

## U.S. Seeks to End Gang Wars in Mexico

The U.S. military is launching a major operation to end the gang wars in Mexico. The operation involves the deployment of thousands of troops and the use of advanced military technology. The goal is to disrupt the operations of drug cartels and to bring peace to the region. The operation is seen as a key part of the administration's strategy to combat drug trafficking and to stabilize Mexico.

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NEWS OPEN  
@ 24 HOURS







## 1. Select A Category



Helping Animals



Environment & Wildlife



Human Rights



Faith & Religion



Health



Politics



Improving Education



Corporate  
Accountability



Media, Culture & Sports

## 2. Title

Use strong language and be descriptive. Example: Demand an End to the Seal Hunt Now!



## 3. Whom do you want to petition?

Whom are you petitioning? A President? A Mayor? The head of a corporation?



## 4. Why should people sign?





# Thanks for signing! Now, share it!

Send an e-mail to your family and friends



**E-MAIL**

Send to your Facebook friends

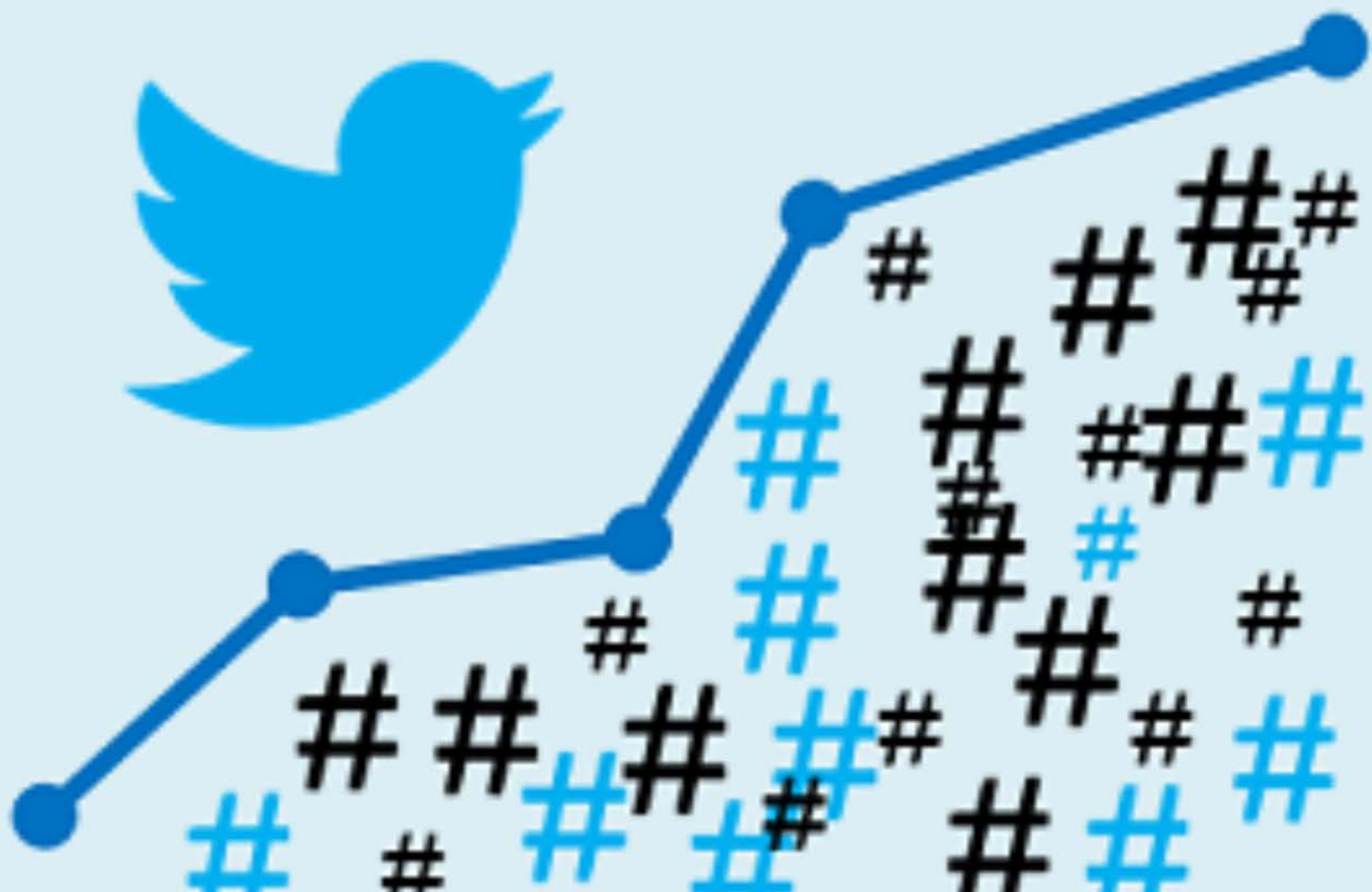


**FACEBOOK**

Share on Twitter



**TWITTER**



**EXTRA! EXTRA!**  
**READ ALL ABOUT IT!**

# **GONE WIRAL!**

Don't look down

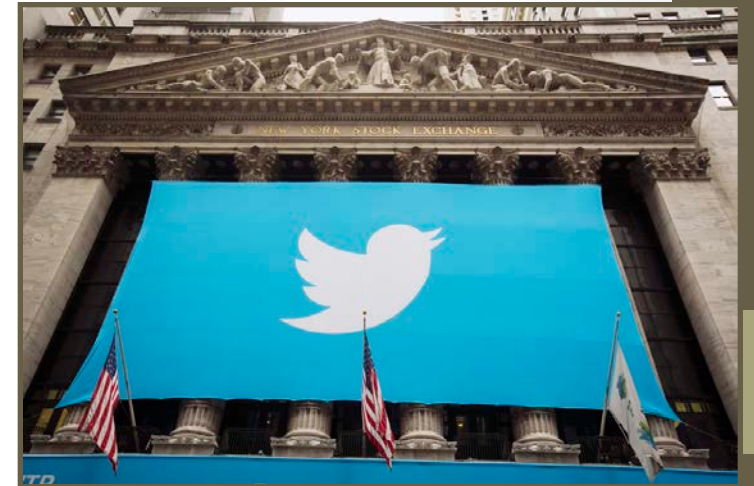
# Instant Information and Social Media

- ❑ Of online adults: **79 percent** use Facebook, **32 percent** use Instagram, **29 percent** use LinkedIn and **24 percent** use Twitter.
- ❑ In 2016, **62 percent** of US adults got their news from a social media site and **18 percent** of those say they did so “often.”



# Reporters Are on Social, Especially Twitter

- ❑ **59 percent of all journalists are on Twitter.**
- ❑ 54 percent regularly use Twitter.
- ❑ 24 percent of ALL Twitter users are journalists.
- ❑ Hashtags make it easier than ever to track specific moments.



# Fire Starters

1. The organization – a prestigious prep school facing civil action – entrusted outside lawyers AND failed to maintain oversight of defense.
2. Counsel was not mindful of school's core values to support youth NOR the engaged stakeholders – students, parents, alumni, teachers and administrators.
3. Language in filing perceived to be blaming the victim led to public outcry AND set negative social media cycle in motion.

## Inflammatory language:

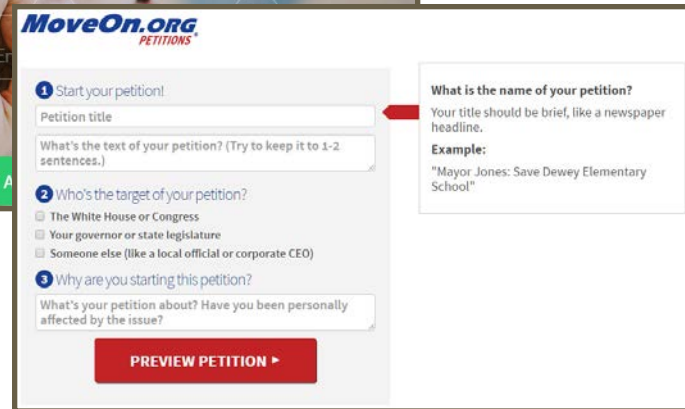
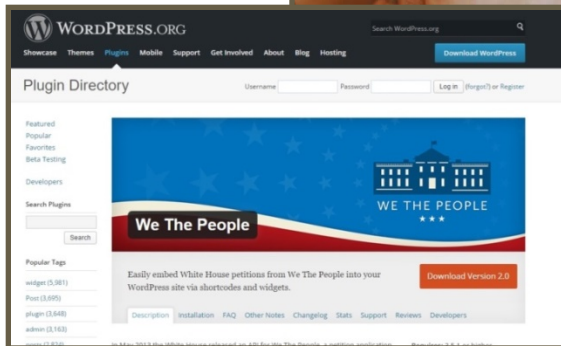
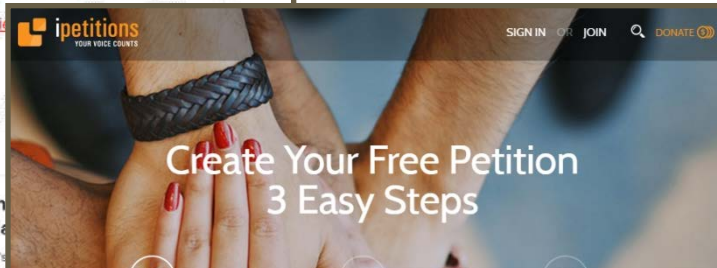
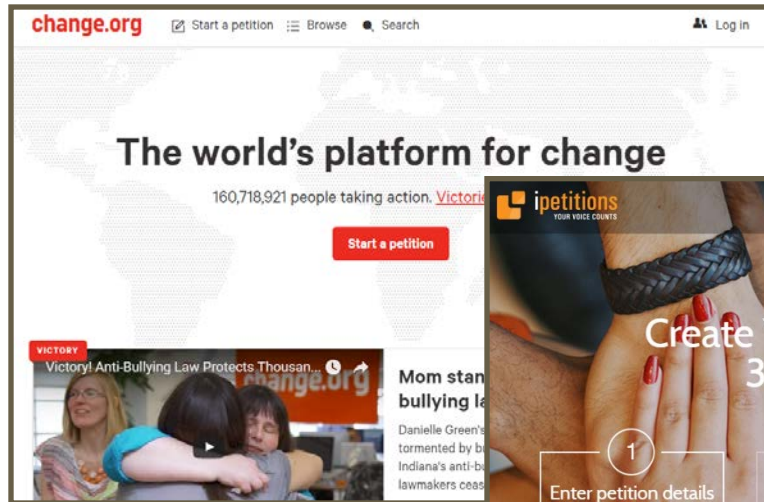
“Plaintiff consciously exposed other girls to risk of abuse...”

“Plaintiff was negligent and careless and said negligence and carelessness contributed to and proximately caused the injuries and damages.”

# Media 140 Characters: The New Influencers

## Easy Access to Create Petitions -

Used by more than 100 million people & 100,000 organizations



## Social Media Minefields -

Including whistleblowing blogs



## And Sites that Go Viral



# Rapid Response

- ❑ Mediated differences of opinion between lawyers, board, faculty and alumni (highlighted contentious language, rewrote, refiled legal response).
- ❑ Sometimes you have to change the team. Brought in new legal counsel.
- ❑ Developed talking points for each stakeholder group to show support for the victim and focus on the solution.
- ❑ Took 600 emails over 5-day period to correct course with amended filing.

**Key point:** You can get fired for doing a good job if you don't understand the organization's core values.

It took a 24/7 operation to save the school's 150-year-strong reputation.



# Rebuilding Reputation

- ❑ Tapped into experts on how to deal with sexual predators.
- ❑ Engaged alumni, previously untapped brand ambassadors, in new procedures for protecting students.
- ❑ Created independent task force to develop empowerment program (including a hotline and other ways to speak up).
- ❑ Built a private online healing site for the community.

**Key point:** Media and social media timelines follow predictable patterns.

Keep all stakeholders engaged and informed in real time.

# Turn 'Media Problem' into Media Opportunity

As a Result:

- ❑ New programs identify sexual predators and give voice to students.
- ❑ Educating other schools as leaders at protecting students.
- ❑ Reengaged alumni community advocates.

Summary:

- ❑ 21st century communications is a 140 character tweet, it's online petitions, it's one photo that goes viral.
- ❑ The good news is news cycles are short and you can ALWAYS come back from crisis. How you handle it defines you more than the crisis itself.



# Do's and Don'ts

- ❑ **Do** assume all public records (e.g. litigation) will be scrutinized.
- ❑ **Do** monitor all platforms – media, blogs, social media, petitions.
- ❑ **Do** plan a response in the voice of the medium.
- ❑ **Do** align language with core culture and values.
- ❑ **Do** keep all stakeholders informed.
- ❑ **Don't** blame victims or kids.
- ❑ **Don't** blame outside counsel – take responsibility and make change.
- ❑ **Don't** jump into platforms where you don't belong – alumni Facebook groups, victim communities.
- ❑ **Don't** get into a Twitter war.

## Perception is Reality:

Think about all of the optics.

3 out of 5 CEOs believe corporate brand and reputation represent more than 40% of their market capitalization.