



The Digital Life Preserver: Using Social Media During a Crisis

Mary Grady

Managing Director Media and Public Relations

Los Angeles World Airports

LAX Terminal 3 Active Shooter

November 1, 2013



News Media as First Responders

KEY ■ Terminals

■ Parking structures

■ Departure upper level

■ Arrival lower level

Tom Bradley International Terminal

Gunfire reported at Terminal 3

Terminal 2 has been evacuated.

Economy parking lot C

Century Blvd.

Upper World Way
Lower World Way

Tom Bradley International Terminal

Future expansion

Terminal 4

Terminal 5

Terminal 6

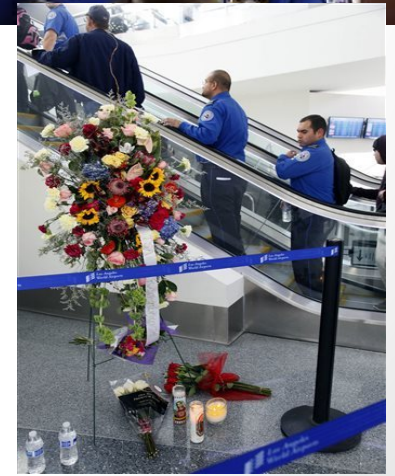
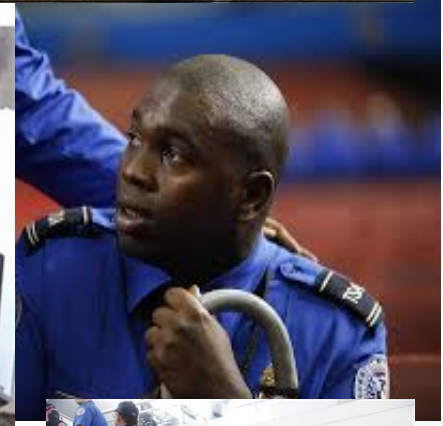
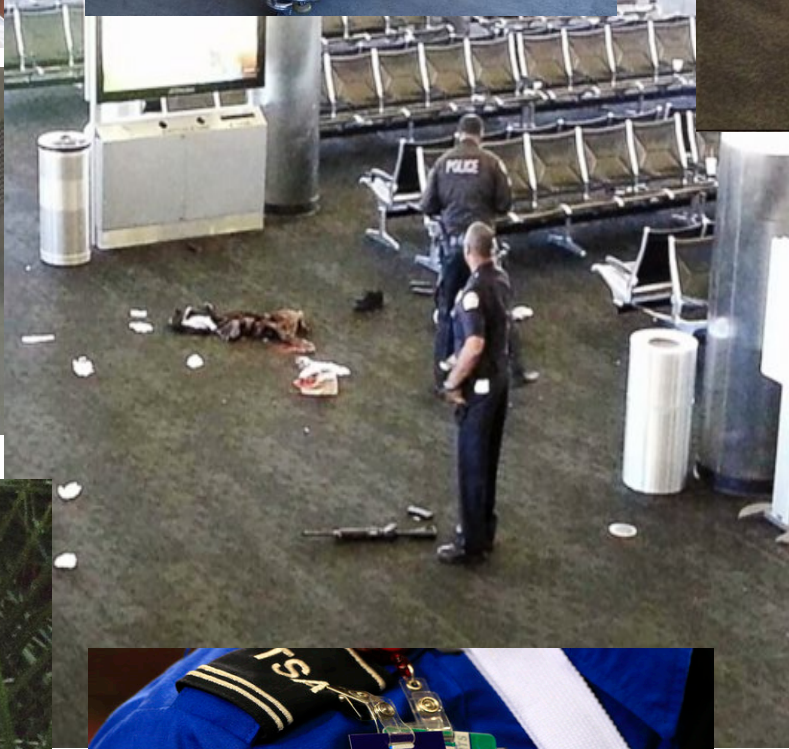


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LAX Terminal 3 Active Shooter November 1, 2013



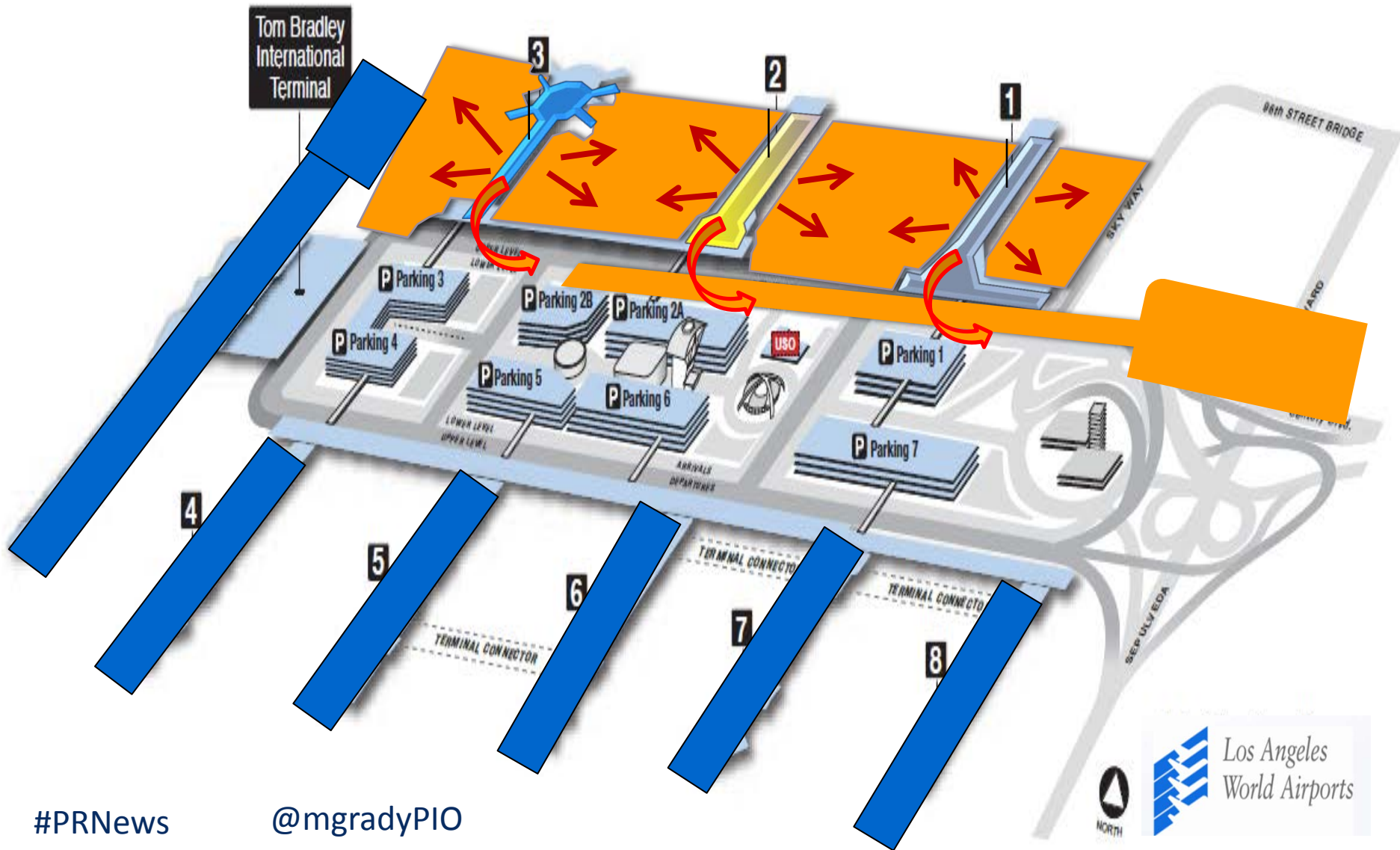






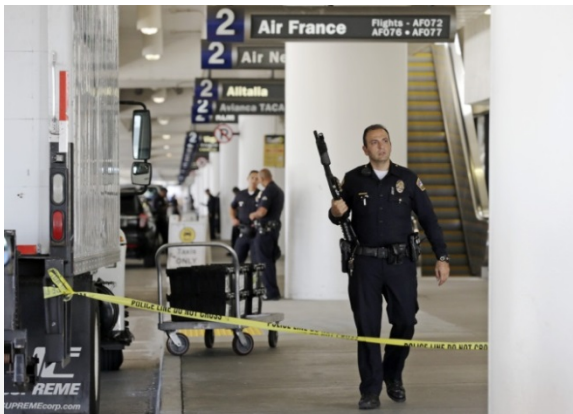
EVACUATION & SHELTER

23,000 Passengers



Six Media PR Staff

- Assignments: **Incident Command System**
 - 1 Airport PD PIO/Managing Director to Incident Command
 - 1 LAX Public Information Director/Department Operation Center
 - 1 LAX PR Rep - Social Media
 - 1 LAX PR Rep - media calls
 - 2 LAX Media PR Clerical staff media calls



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LAX T3 Active Shooter Communication Response:

Initial Actions

- Initiate Crisis Communication Plans-
NOTIFICATIONS
- Assign staff responsibilities
- Tweet Pre-Scripted message:
“Incident at LAX requiring Police response”
- Establish LAX_Official Twitter Account as the
official source of information
- Identify time of first news conference
- Establish virtual JIC



LAX Airport ✓

@LAX_Official



There is an incident underway at LAX. Law enforcement is on scene. More information to follow.

← Antworten ↻ Retweeten ★ Favorisieren ⋮ Mehr

1.098
RETWEETS

88
FAVORITEN



9:37 AM - 1 Nov 13

@LAX_Official
1st Tweet at 9:37 AM

#PRNews

1300 RETWEETS

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LAX T3 Active Shooter Communication Response

@LAX_Official Nov 1-2

- Over 500 Tweets via LAX_Official
- Generated nearly 262 million potential impressions
- Direct conversations with 388 twitter followers impacted by incident



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LAX T3 Active Shooter: Celebrity Twitter Effect



Nick Jonas @nickjonas

Currently waiting on the plane in a [redacted] area. I
Praying for the victims of this sho

Expand



Nick Jonas @nickjonas

Landed at LAX at to the news that [redacted] shooting i
terminal my plane was supposed to

Expand



Nick Jonas @nickjonas

Bear with us.

Expand



**7,826,333
FOLLOWERS**

**1,441,396
FOLLOWERS**



James Franco ✓

@JamesFrancoTV

Follow

Twitter - James Franco

At #lax

Some s** tbag shot up the place.

[instagram.com/p/gLkuAky9WC/](https://www.instagram.com/p/gLkuAky9WC/)

Reply Retweet Favorite More

330
RETWEETS

226
FAVORITES



10:45 AM - 1 Nov 13

#PRNews

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LAX_Official November 8 – 9

Context

- One week later, Friday and Saturday, 20 Tweets
- 1.9 Million Potential Impressions

A screenshot of the LAX Airport's official Twitter profile. The header features a profile picture of the LAX logo and a cover image of the airport terminal at night with illuminated blue pillars. The profile name is "LAX Airport" with a verified badge, and the handle is "@LAX_Official". The bio reads: "Official Twitter for the 6th busiest airport in the world, 3rd in the U.S. and a Gateway to the Pacific Rim. LAX reserves the right to remove any comments." The location is "Los Angeles" and the website is "lawa.org/welcomeLAX.aspx". The statistics show 5,567 tweets, 216 following, and 58.4K followers. A "Following" button is visible. Below the stats, it says "Followed by Pat Gannon, LADWP, Andrew Blankstein and 12 others." Two tweets are visible: one from 52m ago about a codeshare with JetBlue, and another from 14h ago about seafood at Gladstonesbysbe.

LAX T3 Active Shooter Communication Response

Media PR Call Volume November 1-2

DAY ONE: **631**

DAY TWO: **175**

TOTAL BOTH DAYS: **806**

Context:

August = 416

September totals = 513

October totals = 567



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LAX T3 Active Shooter Communication Response

- 550,000 views of LAX website in first 3 hours
- Website slowed down
- Difficult for Media and Public to access info

The screenshot shows the LAX website homepage. At the top left is the LAX logo with the text "Los Angeles World Airports" and an image of an airplane. To the right is a search bar. Below the header is a navigation menu with links: Airlines & Flights, Parking, Ground Transportation, Passenger Info & Svcs, Airport Condition, AiRadio 530, and Lost & Found. A central banner features "Arrivals" and "Departures" icons, a "LAX Official follow us on twitter" logo, and a red arrow pointing to it. To the right of the banner is an "ADA Traveler Info" icon. Below the banner are four service tiles: "Real-Time Flight Status" with a "Quick Search" form, "Parking" with an image of a parking lot, "Ground Transportation" with an image of a bus, and "Airport Maps" with an image of an airport terminal map. A "What's New" section on the left contains a news item about a challenge cup relay and "Current Weather" information.

LAX T3 Active Shooter Communication Response

- 16 “LAX Condition” News Updates sent during DOC activation (total of 70 action item updates)



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Customer Communication and Support

- 25 Everbridge messages (Internal)
- 6 Stakeholders' Conference calls (Internal)
- 3 News Conferences
- @FLYLAXAirport
- *506 Tweets = 261,805,059 Potential Impressions*
- *388 direct conversations with Twitter followers*
- 16 “LAX Condition”
- LAX Website updates

SHARE THIS: Facebook (1) Twitter (17) Google+ Email Print

LAX shooting evacuation: Why were passengers left so long without information?

Ben Bergman | November 7th, 2013, 6:55am



Mae Ryan/KPCC

Passengers wait for their flights after a shooting at LAX on November 1st, 2013.

[Full coverage](#) | [Timeline](#)

Los Angeles city Councilman Mike Bonin, whose district includes Los Angeles International Airport, wants to know why passengers evacuated during the shooting incident on Nov. 1 were left in the dark for so long after being asked to evacuate Terminal 3.

Comments

[Add your comments](#)

Listen Now

“On Friday, there were many passengers who didn’t know what to do,” said Bonin. “They were outside with their luggage or wandering. There were very few folks outside the command post who knew what information to share with them or what direction to give them.”

**-LA City Councilman
Mike Bonin**

LAX T3 Active Shooter Communication Response



ComMetrics
Tools for benchmarking social media

- “Unless you were following the Twitter @LAX_official account before the crisis, you probably got the first alert via your car radio – not Twitter.”



Prof. Dr. Urs E. Gattiker

What Twitter Can and Cannot Do



There is an incident underway at LAX. Law enforcement is on scene. More information to follow.

Antworten Retweeten Favorisieren Mehr

1.098 RETWEETS 88 FAVORITEN

9:37 AM - 1 Nov 13

Incident started at 09:30 hours. 7 min later a tweet.
Useful info for public BUT not for those affected by shooting incident at Los Angeles International Airport.

“Twitter can be used to keep news media informed, as well as the interested public. This also works well if police chiefs and other officials refer to such a channel during press conferences as being the official news source as happened with that incident.”

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ComMetrics
Tools for benchmarking social media

LAX T3 Active Shooter Communication Response





How LAX used Twitter during fatal shootout



- ***“...tweets more informative, direct and prompt than tuning into radio or tv news.”***
- ***@LAX_Official you did a kickass job during a tough day. “***
- ***@LAX_Official thank you for your follow-up and communication during this crazy time!***

LAX T3 Active Shooter Communication Response

 **Virgin America** @VirginAmerica
Our thoughts are with our guests, teammates, TSA + #LAX authorities. For latest follow @LAX_Official. Chk flt status: vgn.am/6013b401
View details · ↩ ↻ ⭐

 **Robin Cohn**
@robin_cohn
@VirginAmerica @LAX_Official .Great response; good example of crisis communication.
3:43 a.m. Sat, Nov 2

“@ VirginAmerica
@LAX_Official.
Great response;
good example of
crisis
communication.”

 **Cher Jones**
@itscherjones  

Check out social crisis
communications in action---> LAX
shooting prompts official updates on
Twitter bit.ly/1aPAwv2 Good stuff

↩ Reply ↻ Retweet ⭐ Favorite ⋮ More

1:51 PM - 1 Nov 2013

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LAX T3 Active Shooter Communication *FALSE REPORTS*



The Globe and Mail
@globeandmail



 Follow

#Breaking: Ex-NSA chief Michael Hayden
shot dead at L.A. airport: report
tgam.ca/DwHc #LAX

 Reply  Retweet  Favorite  Buffer  Storify  More

95
RETWEETS

3
FAVORITES



9:39 AM - 1 Nov 13

FAST FEED

THE GLOBE AND MAIL HOAXED, REPORTS EX-NSA CHIEF MICHAEL HAYDEN SHOT AT LAX

THIS IS HOW NOT TO PRACTICE JOURNALISM DURING A BREAKING NEWS EVENT.

LAX T3 Active Shooter Communication *FIRED!*



Newport Beach, Calif

@NewportBeach

 Follow

Heading out of town on a weekend getaway via [#LAX](#)? Avoid the chaos and make it a beach vacation here in [#NewportBeach](#)

 Reply  Retweet  Favorite  More

12:32 PM - 1 Nov 13

Twitter



What You Missed

Person Who Sent Tweet Touting Newport Beach After LAX Shooting on Friday Fired: Update

Immediate Actions

- **Wireless Emergency Alerts (WEA)**
 - WEA send free informational text messages to WEA - enabled cell phones within range of an imminent and dangerous local situation
 - LAWA will create own account with Federal Emergency Management Agency
 - No need to register, customers automatically receive alerts if they have WEA-capable phone and wireless carrier participates in the program.



FEMA

Immediate Actions

- **Airport Response Team:**
- Use Airport employees to help during high-level incidents and emergencies.
- Emphasis on face-to-face passenger care and comfort.
- 145 employees: 11 teams of 12 people
- Training:
 - Recurring classroom training
 - FEMA online training
 - Drills/exercises
 - Familiarization tours

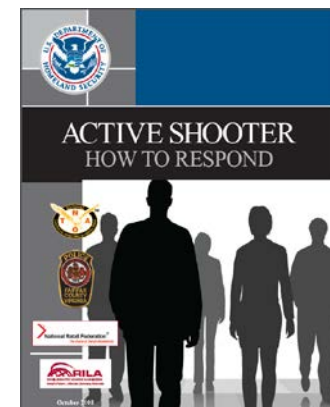


Lessons Learned Media PR Staff

- ID additional LAX STAFF for emergencies, Crisis Communication Training – **DONE**
- Change Twitter Username @FLYLAXAirport – **DONE**
- Workplace Active Shooter training: **DONE**
 - FEMA Active Shooter Training
http://www.dhs.gov/xlibrary/assets/active_shooter_booklet.pdf
 - Run, Hide, Fight PSA



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Lessons Learned

- Meeting/Teleconference with ALL Airline PR Reps to discuss a Joint Information System (JIS) in the event of an emergency - ***DONE***



- IT optimize the LAWA internet infrastructure and software to process the LAX web pages/interactions faster - ***DONE***
- Add Twitter and Facebook account info to all In-Terminal Communication - ***DOING***
- LAX “Dark Site” for EMERGENCY USE ONLY!
- On Camera/Radio UPDATES!

Take Care of Your BOSS!!



Mary Grady

Los Angeles World Airports

mgrady@lawa.org



@mgrady PIO
@FLYLAXAirport

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@Los Angeles International Airport