

Social Media Tactics for the First Hour of a Brand Crisis



i'm lovin' it®

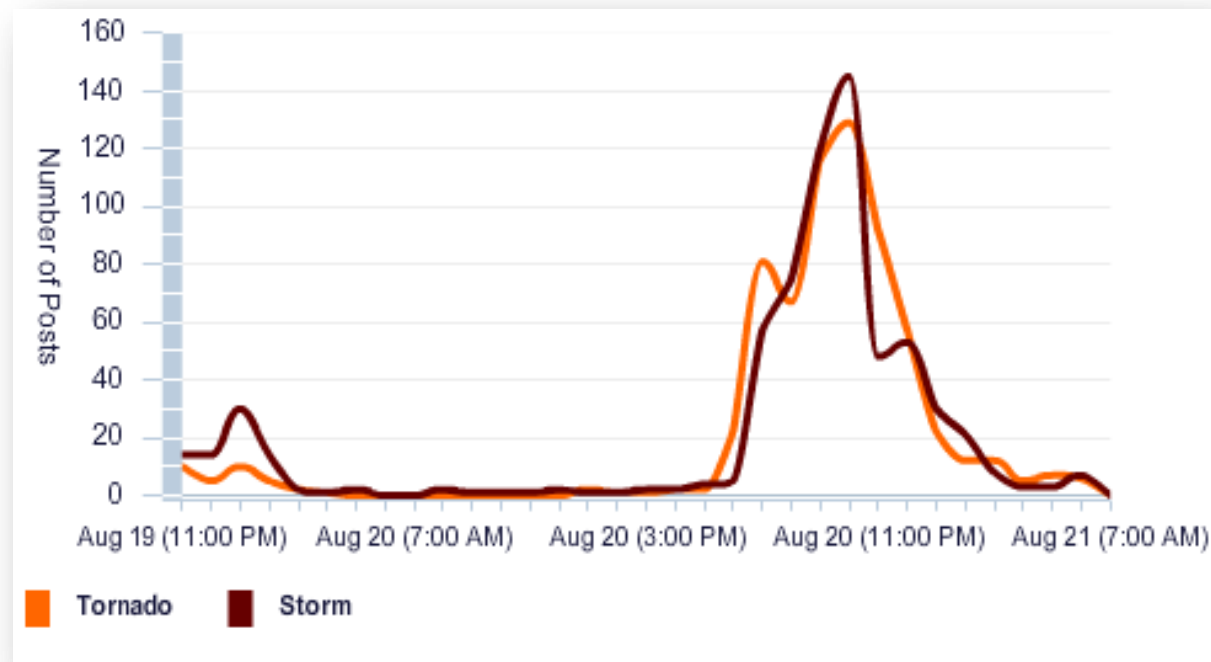
OMG, Mashable Called!!!



Don't Panic...Get Some Data



- Any early read is better than nothing
- Measure against known and unknown issues
- Learn who is spreading the news



Luckily You've Planned Ahead



- Actively monitoring social
 - Especially key, underground areas (IFTTT & Reddit)
- Social customer service team
- Parameters for what is news vs day-to-day annoyance
- Thresholds for common issues
 - Number of tweets
 - Influence of tweeters)
- Pre-written responses for likely issues

Follow Traditional Best Practices



- Why should you respond?
- Who is spreading news?
- What is the real story?
- Where is the news happening?
- How should we respond?



News or Click Bait?



ADWEEK  **Media Plan of the Year**
Adweek is now accepting entries across 20 categories

 **Aspirationally Apple**
Here are a bunch of ways you'll never use your iPhone

 **Tinder Goes to the Dogs**
Shelter pups look for love in clever campaign by BBH interns

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE** Search

Headlines: Press: Details Launches Display Ad Ne... TV: See How Slow Your Internet Con... Tech: Facebook Outage Points to Impo... Ads & Brands: PetSmart Searching for a New C...

McDonald's Gets Super-Sized Backlash With Instagram Ads

People aren't loving it By Lauren Johnson

Miss America 2014 Win Prompts Racist Twitter Backlash, Followed By (Some) Twitter Apologies

Posted: 09/16/2013 1:47 pm EDT | Updated: 09/17/2013 12:57 am EDT



- Beware of screenshot journalism
- 46,000 likes > 5 negative responses

You Don't
Have to
Respond to
Everything





TWEETS
41.3K

PHOTOS/VIDEOS
21

FOLLOWING
1,867

FOLLOWERS
5,344

FAVORITES
16

More ▾

McD Customer Service

@Reachout_mcd FOLLOWS YOU

McDonald's U.S. Customer Service. Here to listen, help or answer any questions you have 7 days a week 7:00am to 7:00pm CST

📍 Oak Brook, IL

🔗 mcd.to/ULtdKh

🕒 Joined May 2010

Tweets Tweets and replies

Retweeted by McD Customer Service



Mack @Mack_Jones789 · Aug 4

Atlanta Georgia airport has the best customer service at their @McDonalds 🤔 #daymade

🔄 1 ⭐ 1 ⋮

Retweeted by McD Customer Service



Luke @MI2NC · Aug 4

Can't say enough how impressed I was with customer service just now

Social Customer Service

Triage true customers from trolls and haters

📷 21 Photos and videos



Fetish6 BehindDaMind @FetishSix · Aug 4

#TheMorningAward goes to ANITA @McDonalds in #MyrtleBeach #excellence in #SERVICE ROUTE 17 #SC

The following media may contain sensitive material

Shifting Expectations



Expected Response Time for Questions or Complaints Posted to a Company's Twitter Feed According to Internet Users Worldwide, Q4 2011

% of total

Within 4 days

9%

Don't expect a response

8%

Within 30 minutes

30%

Same day

30%

Within 2 hours

23%

1/2

OF CONSUMERS
EXPECT RESPONSES
WITHIN 120 MINS

Note: ages 18+

Source: Oracle, "Consumer Views of Live Help Online 2012: A Global Perspective," May 14, 2012

What Are Your Thresholds?



What Do You Have in the Hopper?



Twitter Best Practices

- Use @handles and hashtags within Tweet copy
- Showcase product announcements and menu item deals
- Encourage user participation through a clear call to action
- Include photos/videos to increase brand engagement
- Participate in @McDonalds and @McCafe conversations
- Create original and timely content

Recommended Promoted Products

- Promoted Accounts
- Promoted Tweets
 - Keyword Targeting
 - Interest & Handle Targeting
 - Geo-Targeting

Top Performing Tweet Examples

<p>11.46% ER</p>	<p>14.36% ER</p>	<p>26.27% ER</p>
------------------	------------------	------------------

<p>Top Regional Franchise Tweets Include Photo or Video</p>	<p>Top Regional Franchise Tweets Include Hashtags</p>
<p>Top Regional Franchise Tweets Include Links</p>	<p>Top Regional Franchise Tweets Include deal offering</p>



Beware of Trolls



Mobilize Employees



**The most underutilized media platform is
your employees**

Develop Focus & Speed



- Use scenario planning and canned materials to increase response time
- Develop an archive of content on the ready
 - Media statements
 - Tweets
 - Video
 - Pre-approved by Legal



Beware of Suits from Suites



Get a Lawyer



Have a Backup Plan



Hater sessions can be scary fun!

Have a Rolodex of Friends



- Media
- Influencers, Bloggers
- Your Best Customers
 - Don't let this be the first call

Have a Budget for Paid Media




EDITION: U.S. | INTERNATIONAL | MÉXICO | ARABIC
TV: CNN | CNNI | CNN en Español | HLN

CNN World

Home | TV & Video | NewsPulse | U.S. | **World** | Politics | Justice | Entertainment | Tech | Health

The speech every woman should hear

By **Frida Ghitis**, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012.



We recommend

- 'Argo' recognizes forgotten heroes of Iran hostage saga
- 'Goosebumps' as daredevil jumps from edge of space
- GPS Quiz: Test your knowledge
- China's public getting more negative about the world
- "2.5% of Americans died during civil war"
- Blasts may have struck prison of torture in Syria

From around the web

- [Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis.](#) Shibley Smiles
- ["VMware, the bell tolls for thee, and Microsoft is ringing it."](#) NetworkWorld
- [Will NASA Ever Recover Apollo 13's Plutonium From the Sea?](#) Tchnologist
- [13 Things Your Car Mechanic Won't Tell You](#) Reader's Digest
- [Warning Signs That Your Employees Are About To Leave](#) OPEN Forum
- [Early Diabetes Warning Signs You Shouldn't Ignore](#) Live Better America

Rinse. And Repeat.





THANK YOU!