



D I G I T A L D E F E N S E

PR News' Crisis Boot Camp 2014

WHAT WE'LL COVER

- I. Proactively address concerns while protecting your channels
- II. Engage in digital defense for a crisis or issue arising out of social media
- III. Exercise on messaging

TODAY'S **CRISIS** ENVIRONMENT

“IT CAN TAKE

20 YEARS

TO BUILD A REPUTATION, AND ONLY

FIVE MINUTES

TO RUIN IT.”

– Warren Buffett

A night street scene in Helsinki, Finland. A large, glowing blue digital compass is projected onto the cobblestone pavement. The compass has a central circular hub with concentric rings and eight long, tapering points. People are walking on the street, some looking at their phones. In the background, there are city buildings with lit-up windows and signs. A prominent sign on the right reads "KKENKA SUOMALAINEN KIRJAKAUPPA" in yellow and red. The overall atmosphere is urban and modern.

DIGITAL DEFENSE COMPASS

- **Hope is not a strategy.** You must have a plan that is known throughout the organization.
- **Define the issue.** How we respond can be more important than the issue or crisis itself.
- **Speak with one voice.** Control and centralize communications.
- **Correct the record.** Perceptions unchallenged quickly become reality.
- **Be human.** Address the issue in frank, simple language.
- **Tell the truth.** Period.
- **Be emotional.** Prioritize the emotions of your fans over the logic of your detractors.
- **Choose the right spokesperson /channel.** When one is needed, they'll convey the importance of the issue and the empathy of the organization.

PROACTIVELY address
CONCERNS...

While **PROTECTING** your
brand's **SOCIAL**
CHANNELS



PROACTIVELY engage
your **ADVOCATES**...they
will be your **ALLIES**

UNDERSTAND THE CONVERSATION....

WILL IT GO VIRAL?



SOURCE

Are **influential voices** or popular figures contributing to the conversation?

AUDIENCE

Is the story **crossing demographics**: are kids sharing it with their parents? Liberals with conservatives, etc.

MEDIUM

Is the story being told in **multiple mediums**? Are there arresting visual elements?

MESSAGE

Is there a **unique element** of the story that sets it apart?

NEW YORK POLICE DEPT: #MYNYPD



SOCIAL ENGAGEMENT
CAN BACKFIRE IF NOT
THOUGHT
THROUGH...RISK
ASSESSMENT IS KEY



JCPENNEY



UNEXPECTED ISSUES
DON'T HAVE TO BECOME
CRISES

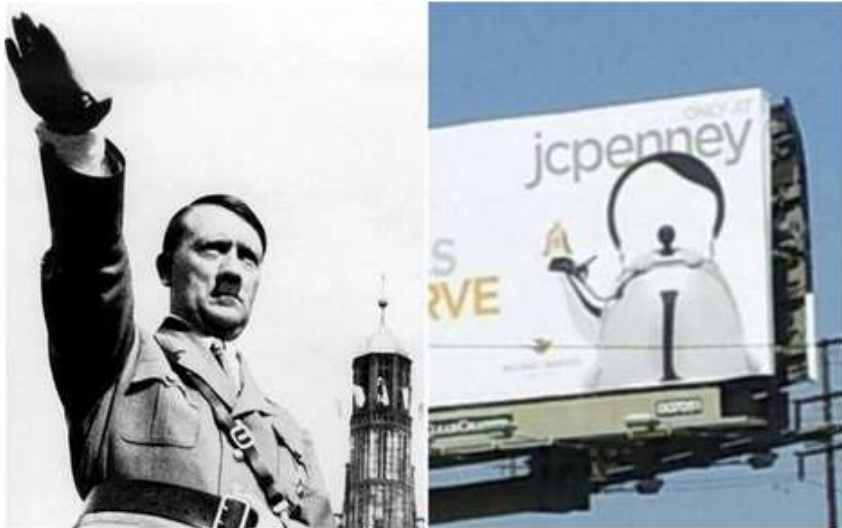
DO: RESPOND QUICKLY
AND IN THE RIGHT TONE
(HUMOR HELPS!)



Follow

The kettle that looks like Hitler - trouble brewing for American retailer JCPenney soa.li/il6S17h
pic.twitter.com/Yp9CU97IE3

10:09 AM - 28 May 2013



444 RETWEETS 76 FAVORITES



jcpenny @jcpenny

@WritingByMatt Totally unintentional. If we had designed it like something, we would have gone with a snowman or something fun :)

[View conversation](#)



jcpenny @jcpenny

@MiaFarrow Certainly unintended. If we designed it to look like something, we would have gone with a snowman or something fun :)

[View conversation](#)



jcpenny @jcpenny

@janewells Totally unintentional. If we designed it to look like something, we would have gone with a snowman or something fun :)

[View conversation](#)



jcpenny @jcpenny

@Dallas_Observer Certainly unintended. If we'd designed the kettle to look like something, we would've gone w/this:

pic.twitter.com/ctlye1fgOO

[View photo](#)



jcpenny @jcpenny

@someecards Totally unintentional. If we had designed the kettle to look like something, we would've gone w/this:

pic.twitter.com/GruMw34YGJ

[View photo](#)





KitchenAid
119,023 likes · 4,041 talking about this

Appliances

Our heart is in one place—the kitchen. Just like you, it's where we shine. Join our community of passionate cooks and love your kitchen even more.

About

Photos

Post Photo / Video

Write something...



KitchenAid
9 hours ago

Hello, everyone. My name is Cynthia Soledad, and I am the head of the KitchenAid brand. I would like to personally apologize to President Barack Obama, his family and everyone on Twitter for the offensive tweet sent earlier.

It was carelessly sent in error by a member of our Twitter team who, needless to say, won't be tweeting for us anymore.

That said, I take full responsibility for my team. Thank you for hearing me out.

Like · Comment · Share

586 people like this.

View all 457 comments



KitchenAid
@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics



KitchenAid @KitchenAidUSA 9h
That said, I take full responsibility for my team. Thank you for hearing me out.
Expand



KitchenAid @KitchenAidUSA 9h
It was carelessly sent in error by a member of our Twitter team who, needless to say, won't be tweeting for us anymore.
Expand



KitchenAid @KitchenAidUSA 9h
I would like to personally apologize to President @BarackObama, his family and everyone on Twitter for the offensive tweet sent earlier.
Expand



KitchenAid @KitchenAidUSA 9h
Hello, everyone. My name is Cynthia Soledad, and I am the head of the KitchenAid brand.
Expand



KitchenAid @KitchenAidUSA 11h
Deepest apologies for an irresponsible tweet that is in no way a representation of the brand's opinion. #nbcpolitics
Expand

CONFRONT THE SITUATION IMMEDIATELY WHEN A MISTAKE HAPPENS



ENGAGE in
DIGITAL DEFENSE...

for a crisis or issue arising
out of **SOCIAL MEDIA**



DiGiorno Pizza 
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!




Adrienne Airhart @craydrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed



DiGiorno Pizza @DiGiornoPizza · Sep 9


We heard from many of you, and we know we disappointed you. We understand, and we apologize to everyone for this mistake.

  83  204 ...



DiGiorno Pizza @DiGiornoPizza · Sep 8

A million apologies. Did not read what the hashtag was about before posting.

  263  334 ...



DiGiorno Pizza @DiGiornoPizza · 7h

@PamGoodell @PRSApgh We assure you, the apologies are not feigned. We are extremely sorry this happened & felt people deserved to know that

  1  2 ...

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 9h

@TheStonedNerd There is no excuse for invading such an important conversation on Twitter. Please know how sorry we are it happened

   1 ...

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · Sep 10

@EricaShneider Please accept our deepest apologies. There is no excuse and we did not mean to invade such an honest & heartfelt conversation

   1 ...

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · Sep 10

@kimdevitt @MeganKeatley Kim, it was not intentional. We promise you. We deleted the tweet 10 sec after realizing the mistake.

  1  1 ...

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · Sep 10

@MeganKeatley It absolutely was. We would never intentionally make light of such an honest and heartfelt conversation



  1  1 ...

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · Sep 10

@extkaty Please accept our deepest apologies, Katy.

  1  2 ...

[View conversation](#)

ALWAYS PAY ATTENTION TO
CONTEXT



Target

January 2

After an event like a data breach, scams seeking personal information are common. Here are tips on how to further protect yourself and steps we're taking to help. <http://tgt.biz/ABV>

Like · Comment · Share

1,320 449 136 Shares

TRANSPARENCY IS THE BEST
COURSE OF ACTION IN
HANDLING A CRISIS



Target @Target · Dec 21

We're listening to tweets about the data breach in our U.S. stores & have 6 answers to questions. tgt.biz/ceo

Expand

Reply Retweet Favorite More



Target @Target · Jan 2

After a data breach, scams seeking personal info are common. Here's how to protect yourself + steps we're taking. tgt.biz/bv

Target News

Tips to Avoid Phishing Scams: Protect Your Online Identity

Target shares specific steps you can take to keep from being a victim of phishing scams.

[View on A Bullseye View](#)



Expand

Reply Retweet Favorite More



We've increased security for Buffer. As part of this you'll need to [reconnect your Twitter account](#). No steps for Facebook.

[Read more](#)



Buffer

October 26, 2013 near San Francisco, CA

Hey everyone! We greatly apologize for this big mess we've created. Buffer has been hacked.

You can do the following to end this asap:

- Change your password on Facebook or Revoke Buffer as an app.
- Delete the spam posting from your FB timeline.

Again, hugely sorry for this, we're working hard on resolving this right now! - Leo

COMPOSURE IS CRITICAL IN HANDLING A CRISIS EFFECTIVELY

DO: ENSURE THAT YOUR AUDIENCE IS UPDATED AND ULTIMATELY INFORMED WHEN CRISIS IS RESOLVED

Like · Comment · Share

105 31 184 Shares



Buffer @buffer · Oct 26

@jonmarkgo @Robbie @songz So sorry for the awful hack here, guys. Some details of what we know so far: [open.bufferapp.com/buffer-has-bee...](#) -Carolyn

[View summary](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Buffer @buffer · Oct 27

@bpedro thanks for sharing Bruno - we're working on a blog post now with details of the hack -Brian

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Buffer @buffer · Oct 27

@ericnovello So sorry for this Eric. We've fixed the hack and increased security. All back to normal now. -Belle

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Buffer @buffer · Oct 28

@ws thanks Will - we're certainly working to make sure everyone knows exactly what happened with updates here: [open.bufferapp.com/buffer-has-bee...](#) -Brian

[View summary](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

BEST PRACTICES for SOCIAL CRISIS RESPONSE

- Be transparent
- Focus on speed, accuracy and empathy in responses
- Prepare social media response library to be prepared at all times
- Monitor regularly
- Establish community guidelines on all social channels
- Train employees
- Politely and professionally correct misinformation

MESSAGING WORKSHOP

A night street scene with a large digital compass projection on the pavement. The compass is glowing blue and white, with a person standing in the center. In the background, there are city lights and a sign for 'KOKKENKA SUOMALAINEN KIRJAKAUPPA'.

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