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When Your Social Media Platform Becomes the Crisis

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- Institute posting policies and author guidelines for your social media channels
- Properly monitor your social media channels for potential problems

PRNews Policies, Protocols and Guidelines

• Usage and Posting Guidelines

- Response and Engagement Protocol
 - Assessment
 - Escalation
 - Lines of Authority



• Empower people to participate responsibly and effectively

• Set clear expectations for behavior

Principles based. Organization specific.

- Transparency Be engaged and passionate, but be transparent
- Personal opinion Don't speak for the organization unless you are authorized to do so
- Non-public information Financials, clients, trade secrets, etc
- Civility Language, tone, behavior

Organization specific

- Regulated industries legal requirements and limitations
- Hot button issues topics or issues where the organization may be sensitive or vulnerable
- Company culture and values

What are your organization's specific concerns?

Engagement and Response

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Social Media Assessment A social media posting relevant to or specifically referencing AGree is found. and Engagement Protocol Critical/ Inaccurate **Evaluation and Engagement** Positive **RAGER/SERIAL RANTER** MONITOR ONLY CONCURRENCE YES Avoid responding, monitor A factual response with which we for escalation. Assessment may agree, but is not negative. "Like", re-tweet, or engage in NO another platform-appropriate manner. Do you want to engage? **MISGUIDED/INACCURATE POST FIX THE FACTS Respond with factual** YES **Escalation** information. NO NO LET STAND SHARE WITH COMMS TEAM & REASONED, FACT-BASED APCO YES Provide counsel on appropriate Lines of response ADDITIONAL PARTNER Does the post need to be NO shared and reviewed by Authority SHARE WITH COMMS TEAM & YES APCO Provide counsel on appropriate YES response SHARE NO NO **Response Guidelines and Considerations** FREQUENCY INFLUENCE SOURCING TRANSPARENCY videos, images or @jporter **#PRNews**

PRNews Assessment

- Positive? Negative?
- Hot button issue?
- Authority and reputation of the source
- Is pre-approved content available? Appropriate?
- Does it present an opportunity or a threat?



PRNews Escalation

Alert – Inform – Activate

- Who needs to be notified?
- How should they be contacted?
- What information do they need?



Minimize ambiguity and speed response.

- Who's in charge?
- Who has final authority?

PRNews Key Takeaways

- Guidelines are about empowerment, not restriction
- Effective guidelines are specific to your organization
- Community managers, social brand ambassadors, etc. need to know your business and the issues that impact it
- Clear escalation processes and established lines of authority are essential