

# When Your Social Media Platform Becomes the Crisis

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#PRNews

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

- 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

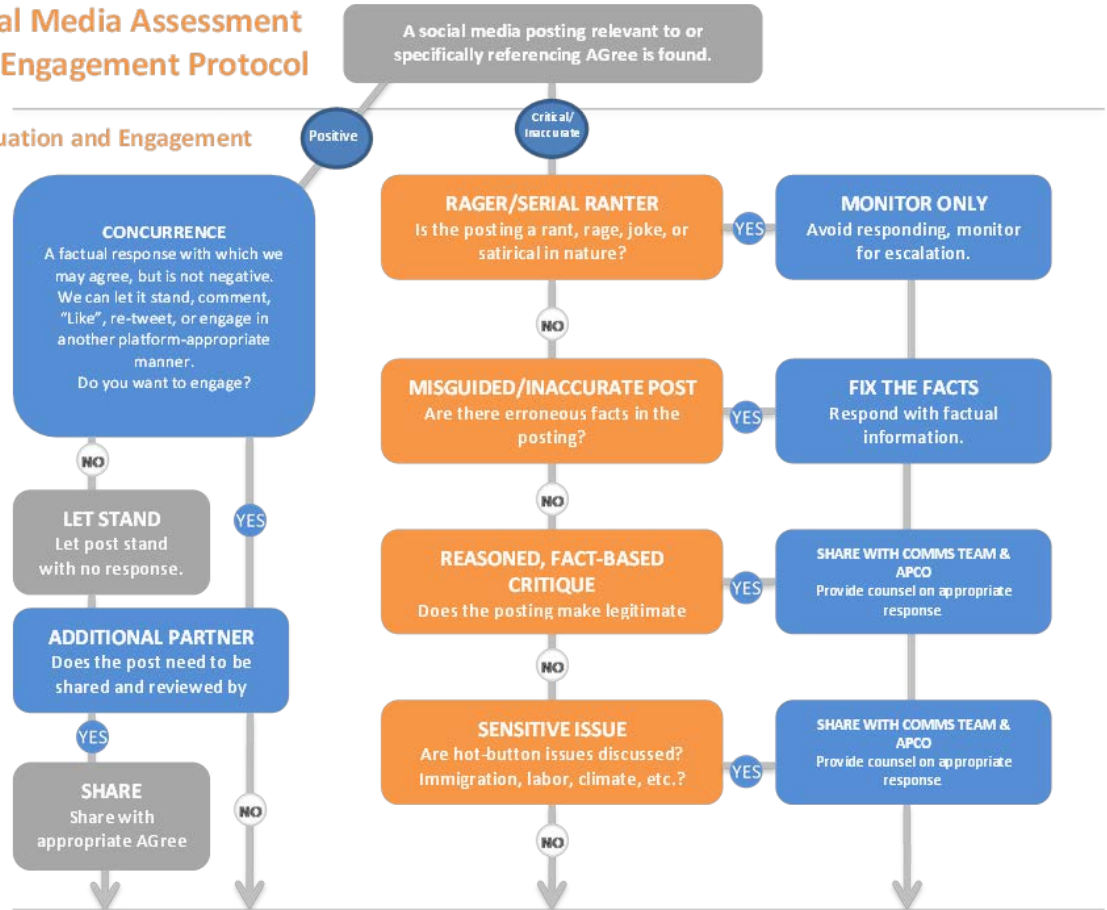
What are your organization's specific concerns?

# Engagement and Response

- Assessment
- Escalation
- Lines of Authority

## Social Media Assessment and Engagement Protocol

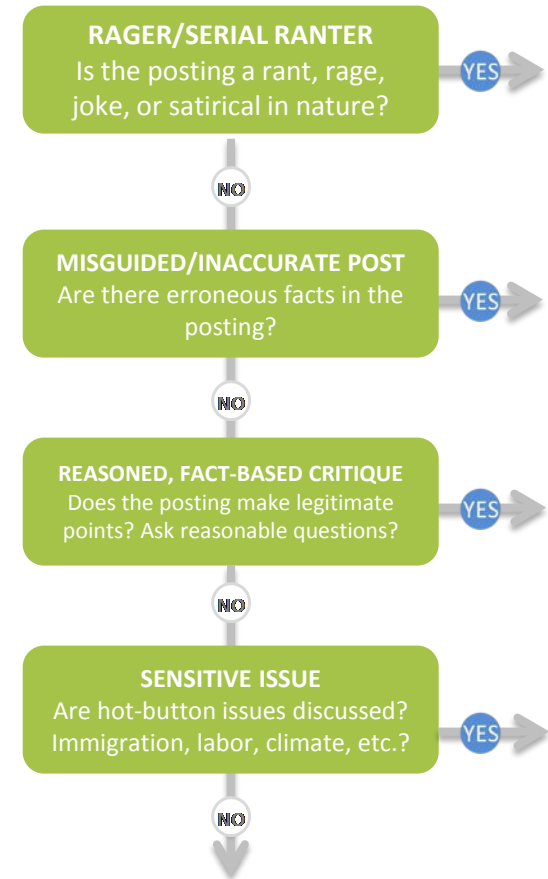
### Evaluation and Engagement



### Response Guidelines and Considerations



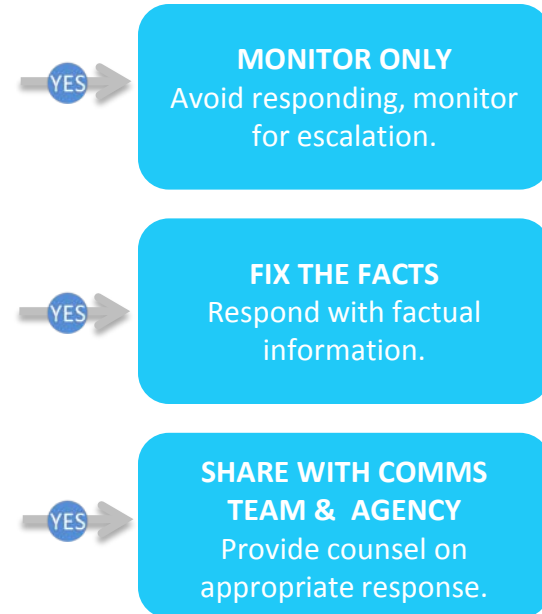
- Positive? Negative?
- Hot button issue?
- Authority and reputation of the source
- Is pre-approved content available? Appropriate?
- Does it present an opportunity or a threat?





## 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?

- 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