

The Digital Life Preserver: Using Social Media During a Crisis

Mary Grady

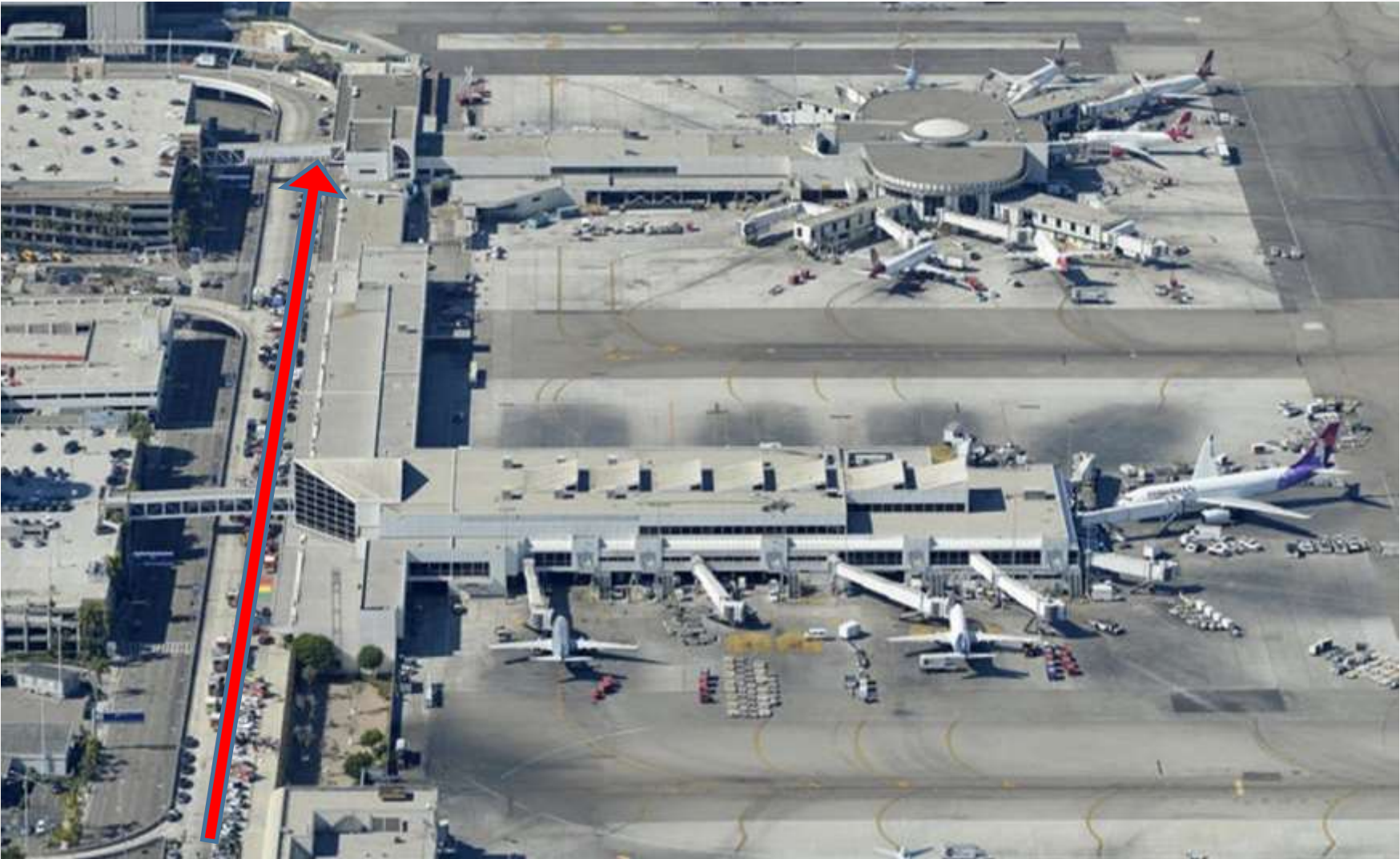
Managing Director Media and Public Relations

Los Angeles World Airports

Los Angeles International Airport (LAX)

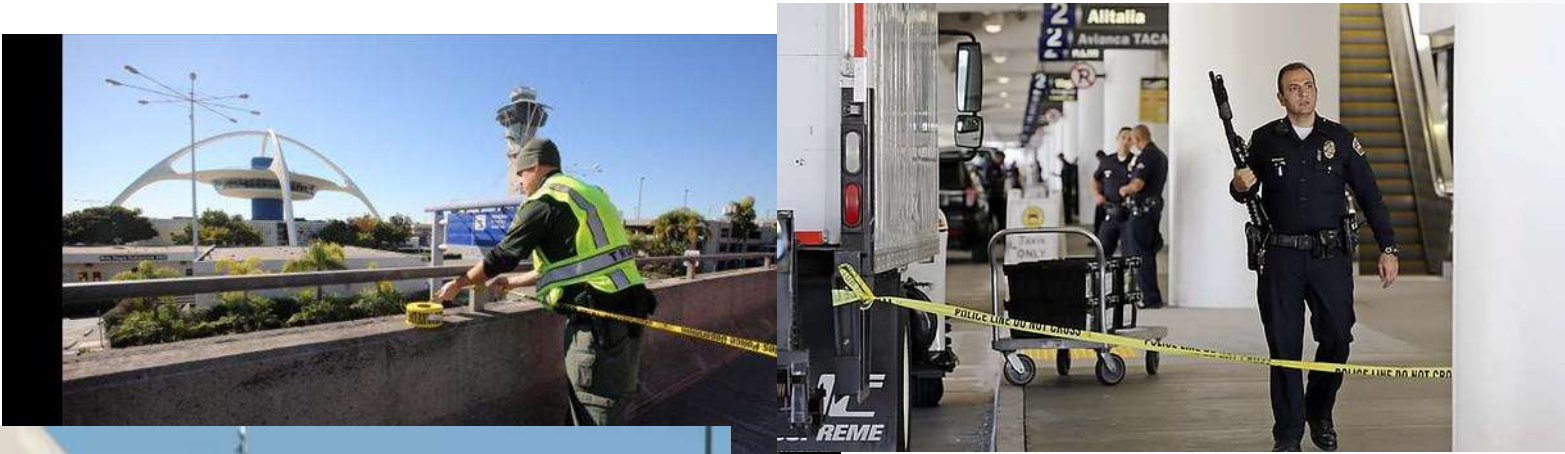


LAX Terminal 3 Active Shooter November 1, 2013



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.

Upper World Way
Lower World Way

Economy
parking
lot C

Century Blvd.

Tom Bradley
International
Terminal

Future expansion

Terminal 4

Terminal 5

Terminal 6



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LAX Terminal 3 Active Shooter November 1, 2013



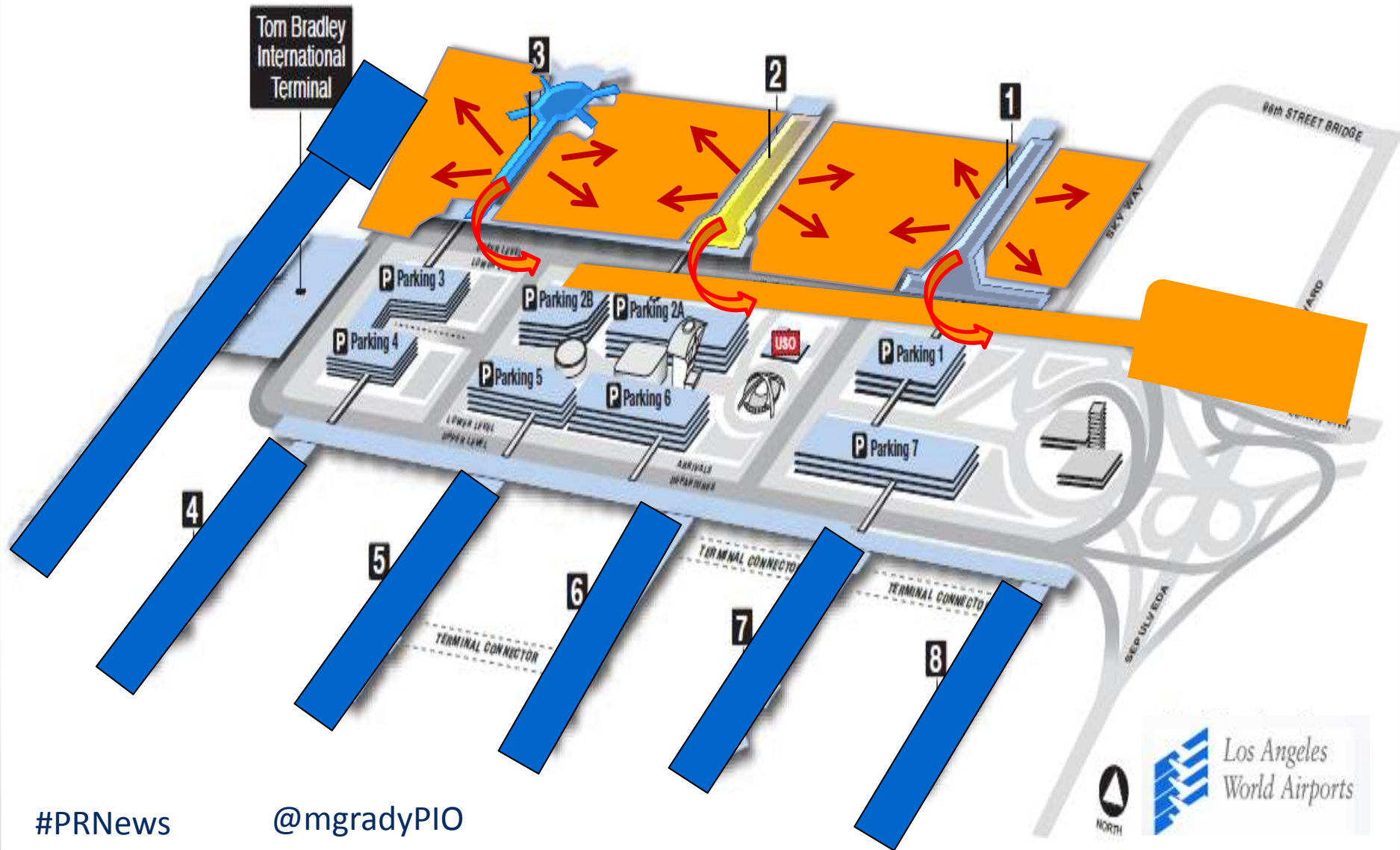






EVACUATION & SHELTER

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

 Folgen 

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... area. I
Praying for the victims of this sho...

Expand



Nick Jonas @nickjonas

Landed at LAX at to the news that... 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

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LAX_Official November 8 – 9

Context

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



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

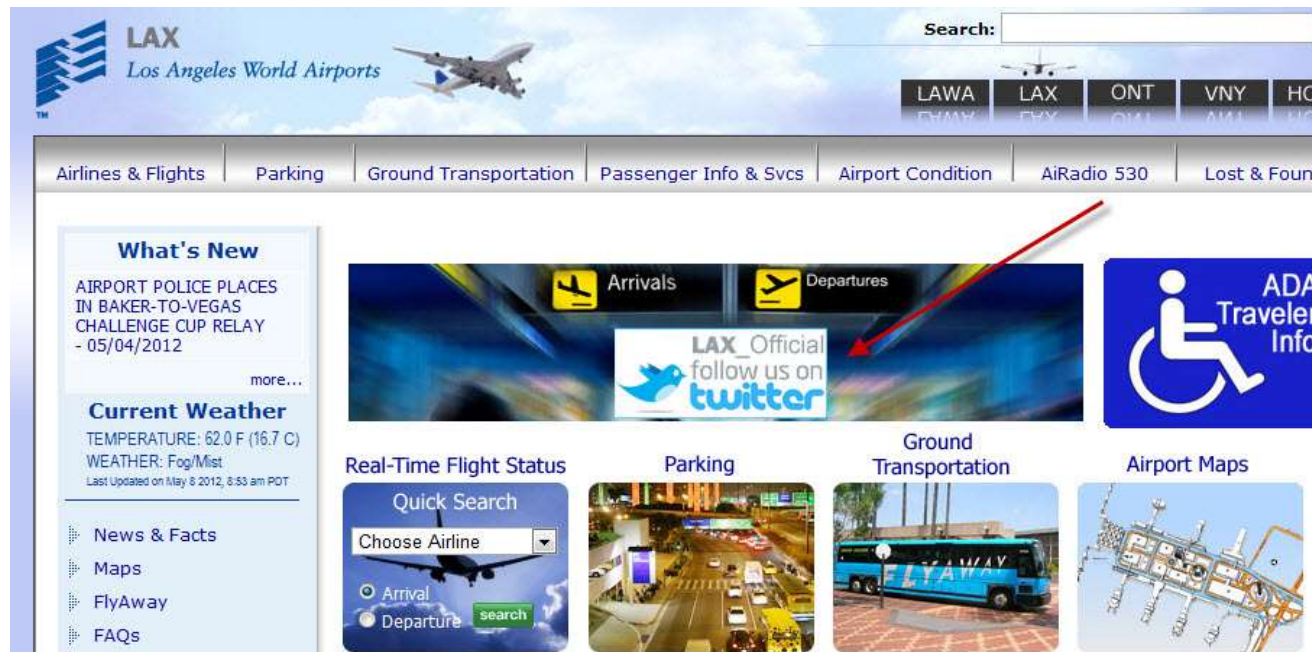


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LAX T3 Active Shooter Communication Response

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



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



LISTEN LIVE

NEWS

ARTS & LIFE

PROGRAMS

EVENTS

SUPPORT US

AI

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

LAX T3 Active Shooter Communication Response

- **Crisis Communication/Media Plan**
- **Develop objectives and key messages**
- **Develop “place holder” type messages or statements that can be put out initially**
- **Have a primary point person in place for crisis communications.**



LAX T3 Active Shooter Communication Response



- ***“...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!***



Customer Care

- 23,000 PAX
- 12 Shelter/evacuation sites
- 16,000 bottles of water handed out
- 36 airfield bus trips to transport PAX from T1,2,3
- Reliant Medical Center - 400 PAX
 - ❖ Medical care and ADA needs
 - ❖ Water and snacks
- LA Co Mental Health /Dept. of Disabilities/ Red Cross
 - ❖ Provided water and snacks
 - ❖ Supported 33 PAX in shelters with cots and blankets
 - ❖ Counseling 9 days Post event



Recovery in Two Parts

Nov 2nd Challenges:

- Schedule Resources at midnight
- Repair variety of items and specialized cleanup
- Assemble personnel to collect personal effects
- Match PAX with belongings and baggage

Incident Timeline

- Shooting at **9:20am**
- Roads and access closed at **9:24am**
- Shooter down at **9:25am**
- Shuttle buses allowed into lower level of the CTA at **2:17pm**
- Lower roadway (open) at **6:38pm**
- Upper roadway (open) at **6:52pm**
- Terminal 3 released by FBI 10 am Nov. 2
Reopened **1:00pm**

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.



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



LAWA Emergency Management

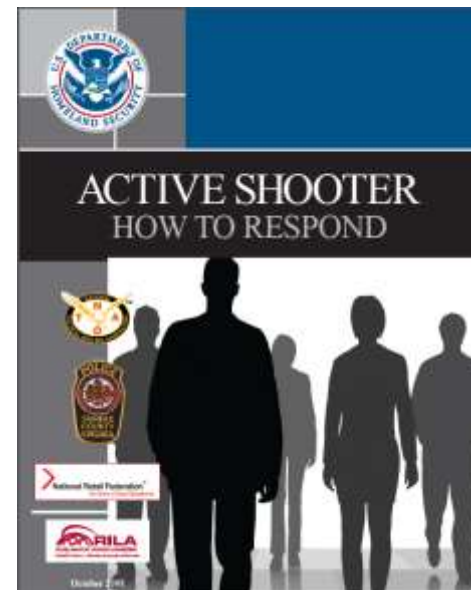
- PODS *Development*
- PEAT *Development*
- AAT *Development*
- Whole Community Training *UNDERWAY*
- Evacuation Plans *UPDATING*
- Family Assistance Centers *UPDATING*
- ADA Plans *UPDATING*

LAWA Emergency Management

- Terminal Public Address System – **UPDATING**
- Mass Care – Sheltering – **UPDATING**
- Improve Coordination with external partners, City Agencies, American Red Cross
- Airline Briefing LINE – Ring Down real time
- The list continues...*what would you add???*

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!!



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