



PR News Crisis Communications Bootcamp

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**Virtually NOTHING of what he said
can get done if you don't have a
plan...**

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Make it virtual



MissionMode

Create social media escalation procedures

- Monitor, respond with preapproved statements in 140 characters or less
- Make sure more than 1 person has access to social channels

Social Channel	Anticipated Message	Escalation Needed?	Need Suggested Response
Twitter	WTF happened @XYZcompany #fail	Yes- Escalate to XX for response	<< @username, We are investigating and grateful no one was hurt>>

Talk with IT

- Discuss getting hacked and how to have backup communications channels established
 - Docs with personal emails, for example and home landlines in case cellular goes down
 - See if Cloud-based storage is safe (Google docs) for the plan, media lists, etc.



Practice

- Roundtables (include many, and change it up)
- Don't forget law enforcement, admins, janitors, etc.
- Test text-based alerts and emails for bounce backs
- Test the system
- Yes, test on a holiday weekend

Now let's talk about that **first hour**...because if you haven't done any of these things, **you will spend that time paralyzed**

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Bring your crisis plan (if you have one)

- But be prepared to change it
- Think about the best way to communicate with the public given each unique situation
 - Video statement on YouTube, formal press release, etc.



Remember to be human

- Put victims first
 - Show both emotion and support in all communications
 - Identify any impacts or threats to the community head on
 - Use Storify or
- Be prepared for a fight with the legal team
- Listen carefully to social channels to fine tune the msg

Monitor social in real time

- Adapt, respond
- Quickly build a media list (if you don't have it already) that includes journalists tweeting before they file, then send them statement
- Use tools to gauge sentiment (Brandwatch, Radian6, Vocus, Storify)

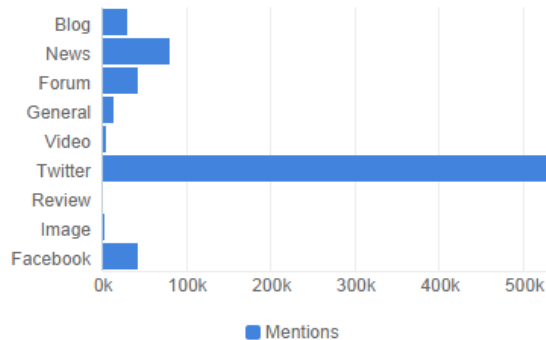
Sample sentiment dashboard

Mentions
739K

Positive
24K

Negative
19K

Where From



Which Sites

twitter.com	527149
www.facebook.com	42832
www.youtube.com	2961
www.freepatentsonline.com	2161
www.tumblr.com	2043
instagram.com	1526
www.press-report.net	1185
airsoc.com	1109
www.topix.com	1002
www.topix.net	936
Total for top sites	582904

Sentiment



Monitor and engage media

- Communicate internally and externally at the same time
- Follow media response protocol
- Know where the media stands. Did they write and not include your statement? Send it.
- Are any reporters or news crews already on site?
- What stories have already run? Keep the links in a spreadsheet, but also dump text in word doc for easy search.

Now, think like the enemy...

Or a journalist.

- Think the several steps ahead
 1. What will the other side do?
 2. What will the public want to hear, even if we can't say it?
 3. What's the plan for tomorrow?
 4. Who's covering overnight?
 5. Do we have debrief established for every 1-2 hours?
 6. Order food, call babysitter/dog walker

Key takeaways

1. You must have a plan
2. You must practice it and test it
3. You must be able to adapt in real time
4. You must think ahead
5. You must start planning for the mop up even while the crisis is unfolding