

How to lead your organization's social media messaging in a crisis.

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What is a crisis?



Donald Trump Jr.
@DonaldJTrumpJr



Following

This image says it all. Let's end the politically correct agenda that doesn't put America first.
#trump2016

If I had a **bowl of skittles** and
I told you just **three would kill you.**
Would you take a handful?

That's our **Syrian refugee problem.**



TRUMP
PENCE

MAKE AMERICA GREAT AGAIN!



KitchenAid

@KitchenAidUSA

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



Celeb Boutique

@celebboutique

Follow



#Aurora is trending, clearly about our Kim K
inspired #Aurora dress ;) Shop:
celebboutique.com/aurora-white-p...

Reply Retweet Favorite

390
RETWEETS

46
FAVORITES



1:35 PM - 20 Jul 12 via web · Embed this Tweet



DiGiorno Pizza 

@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Justine Sacco

@JustineSacco



 Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

 Reply  Retweet  Favorite  More

2,678
RETWEETS

1,206
FAVORITES



10:19 AM - 20 Dec 13  from Hillingdon, London

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

– Warren Buffett



1. Always listen.



**Social media
is 24/7.**



John Militello @JohnMilitello · Nov 26

#delta why haven't you done anything about the Trump supporter who intimidated a full plane full of passengers yet? Ban him!

2 8 24



alicia @HillarysWarrior · Nov 25

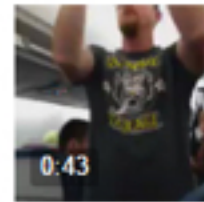
#boycottdelta b/c had I done what that trump supporter did, in my brown skin, I would've been called a terrorist. #notmypresident #delta

1 4 20



Diana's 2 Sense @DianaHollins · Nov 25

Typical Deploable. Why didn't @Delta get this guy to sit down and stop harassing the other passengers? #Unacceptable #BoycottDelta



Yashar @yashar

WATCH: Trump supporter calls women "Hillary Bitches" on flight to Allentown. Spoke to Emma Baum who shot video, @Delta did nothing.

20 111 143



Doña Capone @Nan2370 · Nov 26

Boycott @Delta for allowing this ignorance. #boycottdelta @BethWeber1 @mmpadellan @KwikWarren @mattylovesadele @junren65 @Honey17011

VA for Hillary @VA4Hillary1

#boycott @Delta. They lack courage 2 stand up 4 women & minorities! By allowing this behavior,they send a strong message in support of hate! twitter.com/yashar/status/...

1 61 97



Identify key voices online in advance.

Who are your allies? Adversaries?



Monitor social media, news sites & blogs.

Social listening tools make this easy.





Set up alerts.

Be ready to respond in a moments notice.



Adding the new notification

Email address ☆:

select

Frequency ☆:

select

Filter ☆:

None

+ Add new filter

The number of results over which notifications will be sent ☆:

Notification type:

Email

Mobile

Cancel

Save

2. Plan ahead.

Build the framework

- Crisis plan.
- Social media rules and guidelines.
- A response matrix.

Crisis Plan – Prepare in Peacetime

- Identify all potential risks.
 - Financial, environmental, operational, personnel.
- Develop a response plan.
 - Tailor to each risk.
- Create a crisis scoring matrix/triage.
 - Evaluate and assign scores to designate severity.

What is a dark site?

- A dedicated communications platform ready for deployment.
- A clearinghouse for all messaging & facts.
- A public place to own the narrative, using statements, FAQs and other information – but is not connected to a company's main website.

Social media guidelines

- Identify a messaging chain of command.
- Approval processes for external messaging.
- Have a plan in place to decide why, when and how you'll respond.

Response matrix

- **Who's on the team?**
 - Crisis leader, Digital Specialist, Attorney, C-Suite.
- **Designate who is in charge of messaging, monitoring, and managing.**
 - Person must identify, verify and communicate the facts both internally and externally.
- **Develop Social Media Scripts.**
 - Pre-written and ready-to-post for each scenario.



3. Diagnose & determine.

- **Assess the crisis.**
 - Not every incident needs a response.
 - Sometimes fires die out on their own.
 - Incidents that are ignored can lead to bigger crisis.
- **Create the pivot.**
 - Activate Crisis Plan.
 - Take control of the narrative.
 - Launch messaging + dark site.





"We are sorry to our customers who experienced this disruption. We have followed up with the teams involved and all agree that this customer should not have been allowed to continue on the flight. Our responsibility for ensuring all customers feel safe and comfortable with Delta includes requiring civil behavior from everyone. The behavior we see in this video does not square with our training or culture and follow up will continue so we can better ensure our employees will know they will be fully supported to make the right decisions when these issues arise."



Delta

November 28 at 12:19pm · 🌐

Civility on our planes is of the utmost importance. We strive to deliver a safe and reliable product while providing a customer experience that is second to none. Delta CEO Ed Bastian shared the memo below with all Delta employees today.

Internal Memo

Date: November 28, 2016





To: Delta Colleagues Worldwide

From: Ed Bastian

Subject: Disruptive Passenger on DL248

Thank you for the amazing job you did running our operation and taking care of our customers during the busy Thanksgiving holiday. At Delta, we strive to deliver a safe and reliable product while providing a customer experience that is second to none. You come to work every day prepared to serve our customers and to take care of each other while also dealing with the unexpected.



-  **Andre Zollars** @prairiewindspr · Nov 28
@DeltaNewsHub @timm_emily @Delta Thank you for setting an example for the rest of corporate America of how to behave in divisive times.
- 1 4
-  **M.T. Rubens** @MichaelTRubens · Nov 28
@prairiewindspr @DeltaNewsHub @timm_emily @Delta Except they waited for the backlash before doing the right thing; nothing brave about that.
- 1 2
-  **Kirk Patrick Miller** @Chaos2Cured · Nov 28
@DeltaNewsHub @Delta You can't choose to make a stand when it helps your sales. You should stand for equality and kindness at all times.
- 2 1 5
-  **Jason W. Koneman** @jkoneman · Nov 28
@Chaos2Cured it was only last month @DeltaNewsHub @Delta passenger die because they didn't think a black woman could be

-  **Ryan Gattis** @Ryan_Gattis · Nov 28
@DeltaNewsHub @Delta Thank you. I hope that future situations will be better dealt with when they occur, but I'm heartened to see this.
- 2
-  **Ash** @xylophonequail · Nov 28
@DeltaNewsHub @Delta There is no way your employees didn't see this. Too little, too late, with a weak apology to top it all off.
- 1 4

Key Takeaways

- **Always listen**
- **Plan Ahead**
- **Diagnose & Determine**
- **Activate**

Questions?