

Best Practices: Twitter Use During A Crisis



social@Ogilvy

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worldwide

Traditional Crisis Triggers Have Changed

Brand rep exercising poor judgment

Influential opinion becomes bad PR



An agency employee mistakenly sends an inappropriate, vulgar tweet from Chrysler's official Twitter account.

Filmmaker Kevin Smith, aka "Silent Bob," live tweets his experience with Southwest Airlines alleging he was thrown off a flight for being "too fat."

Twitter Is An Accelerant

Badly thought-out marketing



A poorly planned marketing tactic by McDonald's backfires on Twitter where consumers used the #McDStories hashtag to highlight negative experiences with the brand.

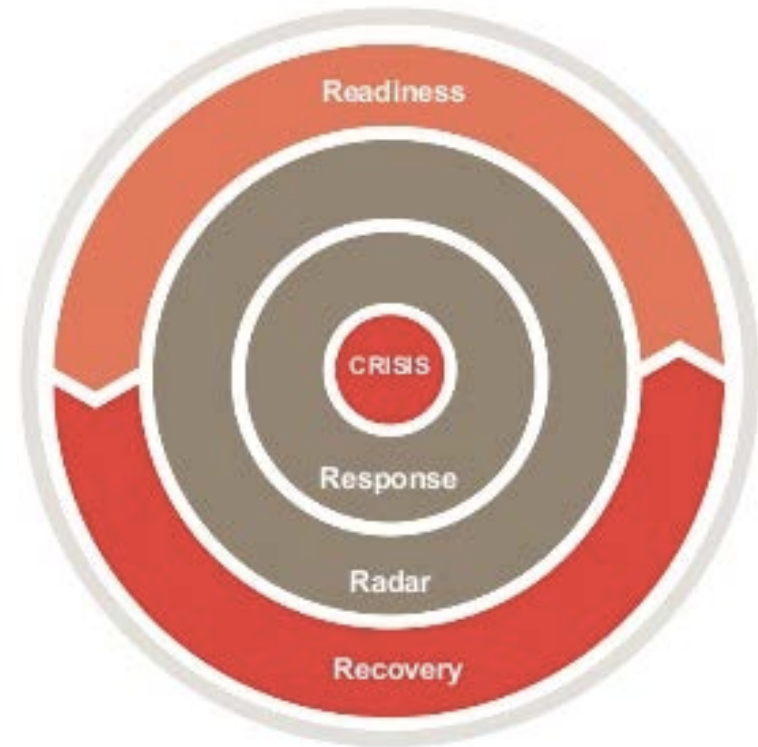
Customer service issues bubble up



Video of FedEx delivery man throwing computer monitor is uploaded to YouTube, quickly gaining millions of views and setting off a crisis for the brand.

1. Prepare Ahead Of Time

- 1. Readiness – Establish your team, core protocols and operating system. Determine what part Twitter plays in this
- 2. Listen – track Twitter (and other social channels) for potential crises/situations
- 3. Response – use the real time nature of Twitter to get the right messages out
- 4. Recovery – use the platform to rebuild out of a crisis via influencers and storytelling



See *The Social@Ogilvy Playbook for Digital Crisis and Issue Management 3.0*

2. Be Smart And Fast

- Use Twitter to deliver quick and real-time responses and updates
- Show compassion, sympathy and transparency
- Be a person not a corporation
- State what you've done or are doing to fix the situation
- State what you're doing to make sure the situation never happens again
- Be careful not to over-react in haste, as this can fan the flames
- Include links to more detailed information



3. Listen But Be Sure To Hear

- Listening to what consumers are saying on social channels is a given for any company or brand today
- Be sure to apply analytics and sentiment analysis to Twitter
- Many comments are contextual as well as emotional
- Determine what is a crisis and what is an opinion that can be handled
- Partnership and training for customer service is key



ANUtheGIANT

Oct 15, 8:40pm via web

#TimeWarnerCable Your service SUCKS!!! The sound goes out on @BET and @espn every couple of seconds.



Muffy_Tweets

Oct 15, 11:35pm via Twitter for iPhone

Second time this week. I'm getting really annoyed #TimeWarnerCable!
pic.twitter.com/efAPExpN2w



bhinesjr

Oct 15, 9:32pm via Twitter for BlackBerry®

RT @agape_media: Time Warner Cable @TWC .. YOU SUCK! #timewarnercable needs to shut down



WASTEDRAGE_

Oct 15, 10:03pm via Twitter for Android

VERIZON CABLE CAN SUCKKKKKK MY WHOLE DICK MALIDITO MORONSSSSSSS
#TIMEWARNERCABLE
#OVERANYCABLECOMPANY #VERZIONSUS

4. Understand Hacktivism

- Poorly thought out Twitter based campaigns can be quickly jumped on by today's "hacktivists"
- Ensure connected marketing programs across the company
- Be aware of conversations and wider issues happening in the moment
- Research hashtags to a finite degree before jumping on any trending topics
- Story marketing and ensuring all departments seek expert advice is key



5. Know Your Twitter Advocates... And Haters

- The end user is often smarter than you are on a democratized social web
- Brands are seemingly vulnerable to engaged critics on Twitter
- Know who your top 10 advocates are and engage with them on a regular basis - often a community will police itself when needed
- Turn a detractor into a potential fan by proactive outreach and discussion



A Quick Recap

1. Prepare
2. Be smart and fast
3. Listen and understand
4. Avoid Hacktivism
5. Know your fans and detractors

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