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SOCIAL MEDIA

How Princess Cruises Works With Influencers to Tell Its Brand Stories More Authentically

As you read in our May 15 edition, the **Fyre Festival** was a boon to those in the anti-influencer camp. A slew of influencers endorsed what was supposed to be a luxurious event on a secluded island featuring a fabulous concert. As Katie Paine wrote in that edition, what followers of well-compensated **Instagram** influencers found when they arrived at the festival were “blown-down **FEMA** tents and cheese sandwiches.” Fyre spent lavishly on high-priced influencers,

but failed to make the same investment in the event itself. While this incident may not in itself be an indictment of the practice of using influencers to support brands, it prompted us to think about why brands collaborate with influencers and some best practices associated with them.

THE WHY

We spoke with Sara Dunaj, social media manager, **Princess**

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CYBERSECURITY

BY ANNA KEEVE, SENIOR PR MANAGER, ESET N. AMERICA

What Brand Communicators Need to Know About Cybersecurity

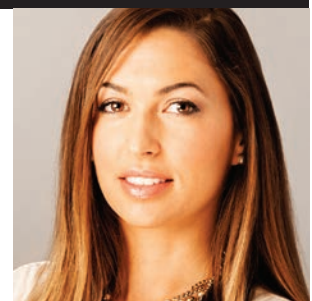
Forbes recently reported that cybersecurity should be a company’s number-one business priority in 2017. What this translates into for PR pros is that cybersecurity crisis planning should be *your* No. 1 priority.

Cybercrime is a multi-billion-dollar industry and growing. Aside from the average cost of \$2 million per breach for a company in the U.S., there is, of course, the cost to your reputation, which is directly connected to your bottom line. If the latest ransomware attack, WannaCry, which hit more than 150 countries and 200,000 businesses, has not sounded the alarm at your brand, I am unsure what will.

So where are you in your cyber crisis planning? Maybe

you have had a tabletop exercise where you practice what will happen in the case of a cybersecurity situation, or you have a good understanding and a procedural plan. And maybe you have thought about it, but it is getting pushed down your to-do list. Wherever you are in the process, from “not thought about it” to “I have a full-fledged plan,” the tips below will help bring your cyber-smarts up to speed.

1. Know the different types of attacks and some basic cybersecurity terminology.



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NEW YORK CITY

Family Ties: Kardashians Are Dominant Social Influencers for Beauty in April

Last week our data partner **Shareablee** provided a look at April's top influencers in Food and Travel. In this edition we will carry April's leading influencers in Beauty and Fashion. In the tables below that Shareablee provided to us exclusively, Total Actions refers to consumer shares, likes, comments and retweets. Total Content is the number of posts; Shareability refers to the total of shares and tweets, or sharing actions excluding likes and comments.

The Kardashians own beauty, at least where social media is concerned. Three of the top five Beauty influencers are members of that storied clan.



Mona Lisa Eyes: Kylie's snap has 3 million likes. Source: Instagram

Kylie Jenner takes the number one position. She captured more than double the total actions of her sister, Kim Kardashian. **Instagram** is her most popular channel. Her top post, which grabbed 3 million + likes, was this Mona Lisa-like selfie. ■

Top Fashion Influencers on Social Media by Total Actions in April 2017

Shareablee		SOCIAL SCORECARD			
TOP 5 FASHION INFLUENCERS BY TOTAL ACTIONS: April 2017					
Based on Total Actions (likes, comments, shares and retweets on content)					
Sources:					
RANK	FASHION INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Chiara Ferragni (Italy)	30,639,636	162	9,212,371	0
2	Dulceida	14,729,020	192	2,107,828	21,869
3	Zoella (UK)	10,233,730	93	21,598,397	78,807
4	Camila Coelho (Brasil)	9,673,152	407	9,068,152	1,656
5	Sherri Hill	9,525,053	266	6,666,955	1,966

Top Beauty Influencers on Social Media by Total Actions in April 2017

Shareablee		SOCIAL SCORECARD			
TOP 5 BEAUTY INFLUENCERS BY TOTAL ACTIONS: April 2017					
Based on Total Actions (likes, comments, shares and retweets on content)					
Sources:					
RANK	BEAUTY INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Kylie Jenner	170,159,933	171	131,360,499	333,063
2	Kim Kardashian	84,272,446	349	178,981,707	508,773
3	Kendall Jenner	31,584,857	51	115,840,808	51,515
4	Huda Kattan - Huda Beauty (United Arab Emirates)	30,913,569	467	20,364,825	6,193
5	Shay Mitchell	30,737,746	498	25,677,147	285,803

Dialogue Is Key to Brand-Influencer Relations

Cruises, who acknowledges the chatter that the influencer bubble is ready to burst for many brands. Still, Princess believes in the judicious use of influencers “as a way for us to get out messages that we might not be able to authentically disseminate as a brand.”

For example, she says, “if we were to put out an ad that says, ‘On a cruise, you’ll never get bored,’ no consumer is going to buy that, because it’s so strongly biased.” The result of her brand’s work with influencers is social content “that shows, not tells” how enjoyable a cruise can be, she says. [Influencers] show “themselves authentically having non-stop fun...and transformative experiences [on our cruises and at the destinations we sail. And they do this] in ways that we as a brand cannot...it’s far more impactful than if we were to tell a consumer what’s going to happen” on a Princess cruise.

THE COMPENSATION

Since influencers are working full-time on content creation “we absolutely believe in compensating them.” When negotiating, Dunaj looks for the “sweet spot...where the brand gets the ROI it needs and the influencer feels he or she is being compensated fairly.” With “so many influencers in the marketplace with sky-high fees, most brands are not going to be able to get” a proper ROI. “It’s really about looking for those *right* partnerships where you will get the ROI” you need. Dunaj feels brands should hold influencer marketing “to the same standard they hold other types of advertising, PR and social media.”



Sara Dunaj,
Social Media
Manager,
Princess
Cruises

FINDING THEM/MESSAGE CONTROL

Princess works with its agency **MMGY** to find influencers “who have the *right* audience that will impact our bottom line.” These are not necessarily influencers with “the biggest audience,” she adds. Selena Gomez has the largest **Instagram** following, yet “her audience of tweens” are unlikely “to

Continued on page 4



An Authentically Good Time: Influencer-created content from Princess Cruises. Top: Catherine’s Palace, St. Petersburg, Russia (Instagram of sweetsdesigns); middle: ceviche and shrimp (itstartswithcoffee.com); bottom: food, deck life (newdarlings.com). These high-quality photos show why influencers need flexible schedules. Source: Princess Cruises

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book a cruise” so “we wouldn’t work with her, even if we received a good rate.”

Dunaj also seeks influencers “who will truly enjoy our brand...when influencers are creating content, it’s very obvious when they don’t have a passion for your brand.”

“We don’t require our influencers to submit their content to us for review before posting. We don’t want it to be in our voice. We want it to be in *their* voice. We want them to be sharing their authentic experience and what they know will matter to their audience. We’re willing to give up that bit of control because we realize the influencers know their audiences better than we ever could.” Yet “we absolutely do have discussions [with influencers] about priority messaging, what aspects of our product we’re trying to push, but we leave it to them” to convey these messages to their audience.

DELICATE DANCE

Having just returned from an 11-day, seven-country Baltic cruise with influencers, Dunaj has plenty of tips for communicators charged with overseeing an influencer effort. The main themes revolve around two-way communication and scheduling. Communicators who are comfortable working with traditional media will need to adjust. The biggest conundrum

is creating a schedule that is flexible but also loaded with potential experiences. Influencers need flexibility on trips, since “it takes longer to set up an Instagram post...with the perfect cake and cappuccino than you’d expect.” A packed schedule can result in a lower ROI for a brand since influencers will lack the time required “to push out as much content” as they need to, she adds.

Still, it’s important to give influencers plenty of content possibilities, she says. With the advent of **Instagram** Stories, social influencers “have to push out a very steady stream of content...they’re filing 24/7...it can be exhausting.”

In addition, “keep in mind their peak engagement times... they have a content cadence and a scheduled posting time just as any brand would. Their social presence is highly strategic.” And don’t forget about time zone changes as they relate to influencers’ posting schedules. “Working with influencers is a true partnership.” As such communication is key, she adds. ■

Note: Dunaj will speak at *PR News’ Big 4 Social Media Conference*, Aug. 9-10, San Francisco. Info: bit.ly/2pZcFct

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What PR Pros Need to Know About Cybersecurity

Data breach: A data breach usually is a serious situation where personal, sensitive data is exposed to an unauthorized party. As you know, it usually is important to choose words carefully. That certainly is the case when dealing with cybersecurity. For example, there is a large difference between a data breach and a security incident (as described below). As data breaches go, personal, sensitive information might be credit card data, social security numbers, phone numbers, birth dates, etc. If you are in an industry that is subject to compliance—like HIPAA if you are in healthcare, or PCI if you transmit financial data—you are held to tight standards for handling personally identifiable data, and how and when you must disclose to the public if you’ve suffered a breach.

Security incident: This indicates there may have been a threat to computer security or data. What you call an incident matters in your communication. A security incident is not necessarily a data breach, or that a hack was successful—it might mean attempted malicious activity. Initially you might report an incident at the onset of a cyber situation, and it could evolve into something else once you get more details.

Compromise: This is a vague term, but in the cyber world, if you are compromised it typically means something unintended occurred. It could be anything from a laptop theft to a large amount of data being stolen from your network.

Basically, some sort of unfavorable action took place. For example, someone accessed your **Twitter** account through a third-party app and tweeted out explicit content from your handle. In this case your Twitter account was compromised.

Vulnerability: A vulnerability is a weakness in a system that can leave it open to a cyberattack, or that has the potential to be exploited. IT pros try to reduce vulnerabilities to keep hackers and cybercriminals from entering. Sometimes there may be a vulnerability in a software program you are running and hackers will write computer programs to exploit, or get into, your systems through that vulnerability.

Exploit: An exploit is used to take advantage of a vulnerability. For example, a piece of software or series of commands might be an exploit that takes advantage of a vulnerability. So the exploit will be used to enter into the system through the vulnerability. For example, your CRM software might have a vulnerability, and if a hacker discovers it he or she might get in and steal your customer data. If you are a retailer, you have a point-of-sale (POS) system used for credit card transactions. Since POS systems are connected to the internet and run software, they may contain exploitable vulnerabilities. Often POS systems are targets of cyberattacks. A few examples include major breaches at **Wendy’s**, **Target**, and most recently at **Chipotle** and **Sears**.

Let's use these in a sentence:

"On March 23rd, a malicious actor exploited a vulnerability in our network resulting in a small portion of our customer information being compromised."

"A vulnerability in our POS system caused some customer credit card information to be exposed. We are conducting an investigation and will be providing customers with an update as soon as we know more."

You are not expected to be a technical expert, so have a resource in your company, or the company you represent, who will be assisting you with technical details used in communicating in the case of a breach. This might be the Chief Technology Officer, Chief Privacy Officer, IT Director or an equivalent. Legal counsel should be heavily involved in these types of communications as well.

Ransomware: This type of cyberattack has been skyrocketing, leaving the business sector to deal with a very specific type of problem: Hackers break into a company's system and hold its data (or something digitally controlled) for ransom. The hacker will return the data only when the company pays a demanded amount of money, typically asked for in a digital currency, like **Bitcoin**. If the brand pays, it might have to deal with public repercussions and backlash since paying cybercriminals is sometimes frowned upon. Hopefully your company has data back-ups and necessary technology in place so you can restore the ransomed assets and avoid this conundrum. Ransomware is a *major* issue now, and there are cases that occur that are never publicly reported.

2. Don't call anything a sophisticated attack if it is unsophisticated. Often a company may want to call a cyberattack sophisticated to avoid some of the blame, or appear as though it was not at fault. Be careful in throwing around this word; use it only when warranted. Your technical advisors—be it the CTO or a forensics firm that may be hired—can help you assess the level of sophistication so you can determine whether this word—or a similar term—is actually representative of the attack and thus appropriate for use.

3. Be careful about finger pointing: Only say it's not your fault if it truly is not. When you think you are the victim and it is not your fault, think again. When communicating around a security incident or breach, it is very easy

to look defensive, or appear as though you are not taking ownership for the problem. Yes, you may have been the victim of cybercrime, but your customers (or employees, or whoever) are the true victims in the public's eye. The way you discuss the crime and/or communicate should always reflect that.

After all, the public always will side with victims and contend that the organization could have done more, which often is the case. You could have dedicated more resources to security or encrypted the data. Vetting of third-party vendors that have credentials and/or access to your data could have been done with more care. You could have been more careful to update your software.

If you must respond to a security issue, this will be part of what you need to think about and strike the appropriate balance. If something is not your fault, it should be clearly stated (only if you know this to be 100% true)—however, even if at first glance it appears not to be the case, you may be more responsible than you think. Often a hacker may access your network through a vendor. (Take Target, for example: Hackers were able to enter via the heating, ventilation and cooling vendor). However, it is still up to your brand to vet the security practices of vendors, so the blame still falls on you.

4. Ask about your cyber insurance policy: Cyber insurance is a must-have for organizations. These policies cover expenses and costs in case you suffer a breach and certain security incidents. Here is the important part for communicators and/or your brand: Most cyber insurance policies have a clause that covers costs of crisis PR (e.g., if your brand engages a company to help with crisis PR). So if you have not already, you should: 1. Make sure that PR is part of the policy and 2. Ask to have your agency listed if you have one.

One of the most challenging things about being in PR is reacting to unforeseen events. Usually, those unforeseen events are not fun and fluffy; they are serious and can devastate your brand and bottom line. Often the entire weight of the situation rests on your shoulders, and if you are not prepared, you panic, which can lead to a bad or misinformed judgment call. ■

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A Three-Step Method to Ensure Proper Use of Social Media in a Crisis



A proactive approach to crisis management enables the enlightened organization to anticipate and, ideally, prevent or minimize the impact of crisis situations, as well as effectively and efficiently manage and recover from those crisis situations that confront it.

During times of crisis, social media can be a blessing and a curse. While social media provides an information dissemination platform that an organization can effectively and efficiently utilize to communicate with its stakeholders during a crisis, the fact that anyone with access to the Internet or social media can package and disseminate information about the nature or scope of a crisis and an organization's actions or inactions can result in the dissemination of information that is inaccurate, confusing, or misleading.

It is therefore imperative that an organization skillfully use social media throughout a crisis to ensure that stakeholders receive information that meets and, ideally, exceeds expectations. While it is obvious that a proactive crisis plan should incorporate the use of social media, in the heat of crisis it is easy to delimit one's focus to information prepared and disseminated by the organization. It is imperative, though, that personnel be assigned to monitor social media in the interest of revealing information that needs to be corrected.

The importance of proper research and preparation in advance of communicating with organizational stakeholders is well recognized. This often means that the initial information disseminated may have to be general, with more specific information released as it becomes available and is verified.

The assignment of qualified personnel to the preparation and dissemination of information is of utmost importance. The sources of information must be knowledgeable representatives of corporate management or designated subject matter experts. Experienced, skilled PR pros must craft the message. While this is similar to preparing for more traditional information dissemination, the uniqueness of social media demands that those crafting the social media message, initiating that message, or responding to other social media users have the in-depth understanding of the organization and its operations, and the nature and impact of the crisis.

While this article is focused on social media during a crisis, it is important to recognize that traditional and contemporary information sources must be aligned to ensure that a cohesive and consistent message is disseminated.

3 STEPS TO SUCCESSFUL CRISIS MANAGEMENT

There are three phases to successful crisis management from a communications standpoint. The first involves embedding an appropriate multi-channel communication strategy into an organization's crisis plan. It is important to ensure this plan properly defines and assigns responsibilities during a crisis, including roles and responsibilities related to infor-

mation dissemination. The value of rehearsing the plan through exercises should be obvious.

The second phase begins when the crisis occurs and demands immediate attention.

The third phase involves a review of the success of all crisis management activities.

The following suggestions will enhance your success in preparing and disseminating information during a crisis:

- ▶ Commit to fully meeting and, ideally, exceeding stakeholder expectations for information dissemination.
- ▶ Recognize the need to ensure that accurate, professional and timely information is disseminated.
- ▶ Ensure that consistent information is being disseminated through traditional and social media.
- ▶ Prepare information for dissemination through social media in a format that is suited to this technology.
- ▶ Develop social media and email contacts organized by stakeholder categories in advance of a crisis situation.
- ▶ Practice your communication strategy and crisis plan regularly to ensure its effectiveness and efficiency and that all participants fully understand and are prepared to enact their roles and responsibilities successfully.

MONITORING, RESPONDING TO SOCIAL MEDIA

The following will contribute to success in ensuring that social media posts of others do not result in inaccurate information being received by organizational stakeholders:

- ▶ Recognize that, since anyone can create and disseminate information via social, not all of it will be accurate.
- ▶ Develop a procedure for monitoring and responding to social media posts during a crisis.
- ▶ Define roles and responsibilities for personnel assigned to monitoring posts.
- ▶ Assign appropriate personnel to monitor and respond to posts based on skills and knowledge.
- ▶ Implement social media communication activities in accordance with the overall crisis communication strategy.
- ▶ Fully document all relevant internal and external information dissemination during the crisis, as well as the implementation of planned activities under the crisis plan.
- ▶ Conduct a post-crisis review of the effectiveness and efficiency of all crisis communication activities with an emphasis on ensuring a consistent and accurate organizational message and verifying that stakeholders were provided accurate information by the organization throughout the crisis.
- ▶ Recognize that crisis communication is an ongoing activity throughout and often beyond a crisis. ■

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A 4-Step Approach That Will Help You Craft a Memorable Speech



Love it or hate it, as we progress in our careers, we find that most jobs require some level of public speaking. Did your stomach just clench? Are your palms sweaty? There's no need to panic—one of the keys, as you might guess, is preparation.

GOALS AND STARTING EARLY

Just as you do with nearly all PR initiatives, the best thing to do at the outset is to set goals. So before you even think about putting pen to paper or fingers to keyboard, take time to reflect on the goal(s) of your speech. Are you aiming to motivate or educate? What do you want your tone to be?

When I'm in the early stages of speech planning, I like to try and establish the personal goal of leaving everyone in the room with three implementable nuggets of information. In addition I try to accomplish that goal in a fun, articulate, sincere and memorable way.

Here are a few other tactics that I use to prepare for public speaking engagements of all sizes, from an internal meeting to a large conference with thousands of audience members.

Once you've thought about your goals, start writing your speech **at least** one month before you need to give it. You'll be grateful for the extra time you'll have to fine-tune your message.

LET THE WORD-VOMIT FLOW

Yes, you read that correctly. I promise I won't get graphic, though. I understand brainstorming seems elementary. Yet it continues to prove an invaluable part of the speechwriting process for me.

I approach it full on, with a grade-school brainstorming style. Get yourself a blank piece of paper and a pen. I always begin by word-vomiting all of my thoughts onto paper without worrying about style, formatting or even spelling.

Once I have all my ideas on paper, I read them and take notice of recurring themes; these will become the aforementioned key nuggets that I hope to help my audience recognize. Some of these themes may translate into the feelings that you want your audience to have during your presentation. Make sure you take these into consideration as well.

I then suggest spending the next couple of weeks trimming down your document to about 25% of the original size—remember, you're aiming to tell a story naturally without having to refer to your notes for every word. Isolate key ideas that you want to touch on, but let the words flow naturally.

INCORPORATE HUMANIZING ELEMENTS

We've all been there: sitting at a conference or meeting and realizing that you find the speaker incredibly dull—or worse, unqualified.

It's important to establish yourself as a credible source. Still, be careful to avoid being perceived as intimidating. It's better to come off as relatable, so audience members believe the lessons you've spoken of apply to them.

I've found it helpful to connect to the audience through incorporating personal stories of struggle and how I overcame them. I find that people can connect more to stories and me as a person when they realize I've been through—and still go through—the same challenges that they have.

A good way to decide how best to relate to your audience is simply to learn about its members. If you weren't provided information, see if there's a **Facebook** event or an **Eventbrite** page where you can take a glance. Is it mostly older women? Young professionals? You can tailor your speech to any demographic, but it helps to go in when you're informed.

PRACTICE OUT LOUD

Again, this seems obvious, but it can't be said enough or too often—if you want your speech to flow naturally, you're going to have to practice, practice, practice! Whether it's in front of other people or just the mirror, get the words out and you'll be able to fine-tune your messaging even further. I sometimes find through the process of practicing out loud that what I've written down and what I have in my head may be at odds. Continue to trim and edit to find the words that will flow smoothly.

And hey, it's 2017: Whip out the smartphone and record yourself giving the speech. You can watch it afterward—no matter how much it makes you cringe—and make adjustments from there.

GET THERE EARLY

One of the most important lessons I've learned from decades of public speaking is that technology issues can derail even the best speech. So go out of your way to ensure that you're familiar with the setup of the room, the placement of the microphone and the audio.

I did a presentation in a room that was three times as large as I had expected, which made it difficult for me to make eye contact with anyone during the speech. On top of that, the podium and microphone were set up in an odd way, so I was hunched over the whole time and couldn't see my notes or the audience. This threw off my presentation. I learned my lesson: Show up early and make adjustments to ensure that the setup works for me. ■

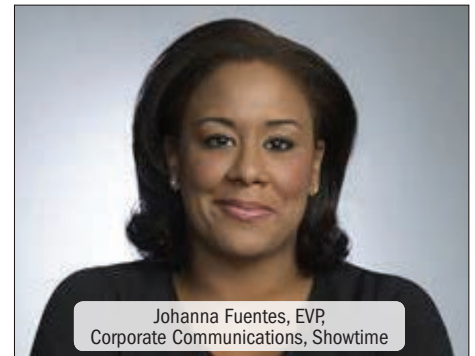
CONTACT: sblake@allpointspr.com The author also is chair of the Women's Franchise Committee of the International Franchise Association.



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Tara Solomon, Principal of TARA, Ink, Excellence in Tourism Honoree



Johanna Fuentes, EVP, Corporate Communications, Showtime

1. Digital PR? More evidence of the omniscient nature of social media and the importance of brands monitoring the social conversation: During an awful night game May 31 in what's been a terrible season so far, the person inside the loveable, huge-baseball-headed mascot of the **N.Y. Mets**, Mr. Met, essentially the team's brand ambassador, reacted to fans' taunting by extending his middle finger in the direction of the stands. (The mascot actually has just four fingers on each of his gloved hands, so there's no middle finger, but that's beside the point. The gesture's intent was unmistakable.) The moment was so brief it was easily missed. More than that, the mascot was not on the playing field but was heading into a tunnel beneath the stands, so most fans missed it. A fan captured the brief display of digital PR on video. It went viral. Shortly after it hit the internet, the Mets reacted. "We apologize for the inappropriate action of this employee. We do not condone this type of behavior. We are dealing with this matter internally." The next morning the team said the employee was disciplined yet remains on staff, although he will no longer don the Mr. Met costume. A few hours later, another employee was inside the mascot, greeting kids and fans for a noontime game. All seems to have been forgiven due in part to a prompt PR staff.

2. What Were They Thinking? The social team at **Walkers Crisps** had a good idea last month but its execution was poor. The U.K. potato chip maker invited fans to submit selfies on **Twitter** for a chance to win **Champions League** finals tickets. The selfies were to be inserted into a video featuring the brand's ambassador, soccer great **Gary Linek-**

ar. The problem was Walkers failed to have a human editor overseeing the incoming selfies. Pranksters sent in shots of sex offenders and murderers that apparently a bot inserted into the video. The internet went wild, poking fun at Walkers' seeming affinity for the nefarious and sending condolences to the brand's presumably fired social media manager. Walkers apologized and removed the offending photos.

3. Airplane Air: There was a lot of finger pointing last week over the recent shutdown of **British Airways'** flights (PRNP, May 29). BA chief **Alex Cruz** insisted the IT failure that resulted in some 75,000 passengers and their bags being stranded was unrelated to the airline's decision to outsource much of its IT work, as unions alleged. *The Times of London* last week said a maintenance worker mistakenly shut down power at a data center that contractor **CBRE** maintains for the airline. CBRE returned serve, saying, "No determination has been made yet regarding the cause of [the shutdown]." While BA is investigating the IT issue, media reports said the airline's board is demanding an independent, third-party investigation. Meanwhile recovering **United Airlines** took a hit, with the **Federal Aviation Administration** saying the carrier flew a potentially unsafe **Boeing 787** 23 times in 2014. A \$435,000 fine is pending, according to the *NY Times*. Does this story make headlines if United wasn't under the microscope for dragging **Dr. David Dao** off its plane? Did BA mishandle its situation as poorly as some media and social media accounts claim? How badly was Mr. Met taunted prior to losing his cool? To communicators and brand ambassadors, it

doesn't matter. They need to perform professionally regardless.

4. People: When we spoke with **Starbucks'** CCO/SVP, global communications **Corey duBrowa** a few months ago (PRNP, Mar. 6, April 3), he seemed like he'd be a lifer at the coffee brewer. Wrong. On June 1 **Salesforce** said the Starbucks veteran is joining its ranks as CCO/EVP, a new title. He'll report to chairman/CEO **Marc Benioff**. duBrowa's departure follows that of Starbucks CEO **Howard Schultz**, who stepped aside April 3. COO **Kevin Johnson** replaced Schultz. Prior to Starbucks, duBrowa was at **WE World-wide** and **Nike**. duBrowa is one of the most talented storytellers we know. He's also a pleasure to work with. We look forward to collaborating with him at Salesforce. – Congrats to **Tara Solomon**, principal of **TARA, Ink**, who became the first woman to receive the Excellence in Tourism Award from the **Miami Beach Chamber of Commerce** at its 95th gala Saturday. – Congrats to our good friend **Johanna Fuentes** on her promotion to EVP, corporate communications, at **Showtime Networks**. Long the media's chief contact at the brand, Fuentes now has the official recognition she deserves. Prior to Showtime, Fuentes was a VP at **Bravo**. – The digital education brand **2U** named **David Sutphen** its first chief communications and engagement officer. He'll report to **Chip Paucek**, CEO. Sutphen was a partner at **Brunswick Group** and headed its D.C. office. – Congrats to a great friend of PR News and a member of the PR News Measurement Hall of Fame **Johna Burke**, CMO, **BurrellesLu-**

ce, on recently being named an **AMEC** Lifetime Fellow. ■