

High-Stakes Crisis Management, Social Media and Communications



What You, Your Organization or Client Might Face



Accident

Active Shooter

Bombing

COVID-Related Situation

Crime Against Patrons

Criminal Accusation

Cyber-Attack

Data Breach/Loss

Discrimination Complaint

Drugs / Alcohol

Electrocution

Environmental Disaster

Epidemic/Pandemic

Explosion

Fire

Fiscal Mismanagement

Food-Borne Illness

Hazmat Situation

Hacker Attack

Hostage Situation

Inappropriate Comment

Industrial Disaster

Injury – Failing Equipment

Lawsuit

Mass Casualty Event

OSHA Citation

Protest

Public Humiliation

Reputational Threat

Sabotage

Sexual Harassment/Misconduct

Social Media Threat

Staging Collapse

Strike

Terrorist Incident

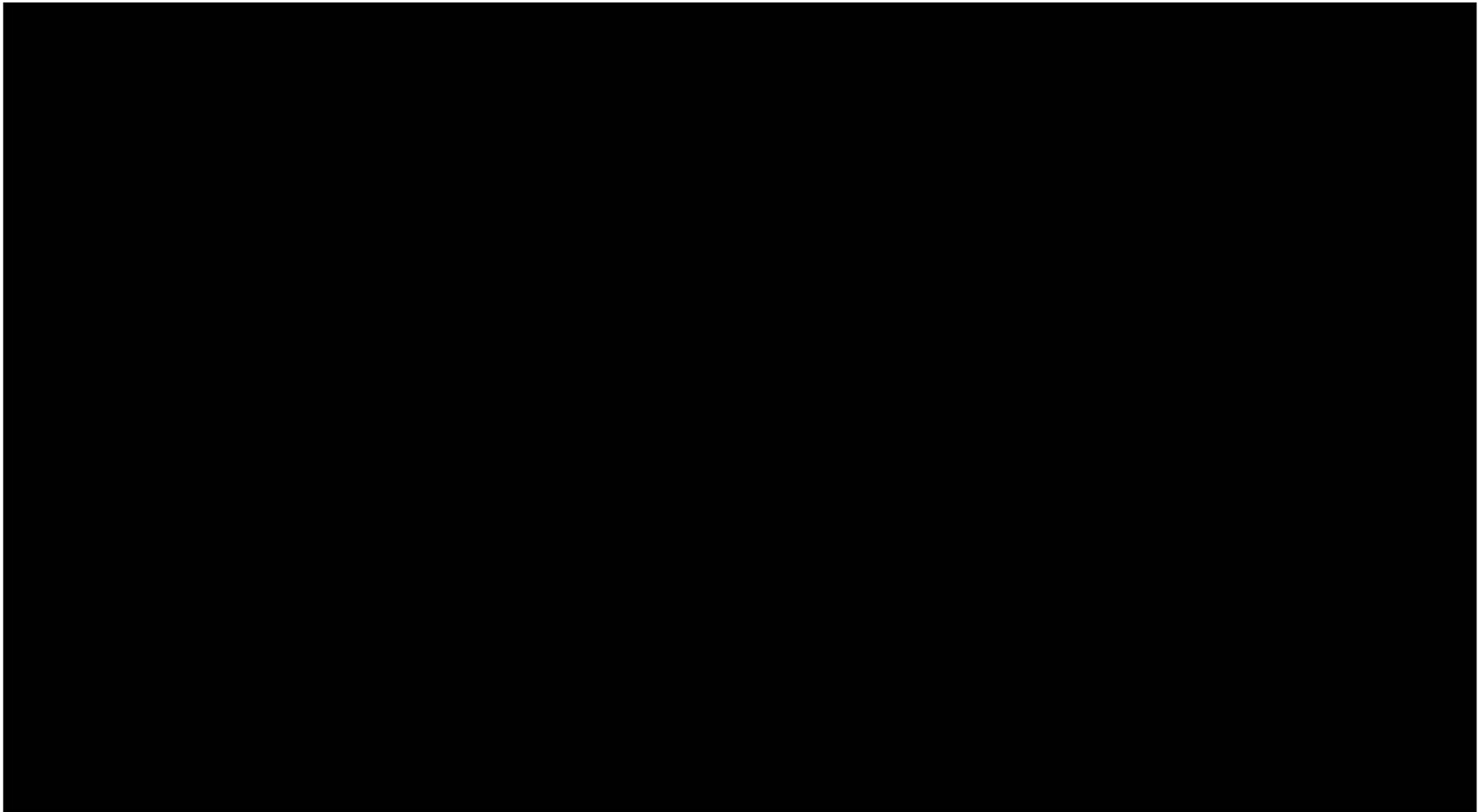
Theft

Union Grievance

VIP Situation

Weather - Severe

Don't Let THIS Happen to You!



What We Do



- > When social media lights up
- > When the media turns their cameras on you
- > Who we are
- > What we do

Legal controversies today are tried in the Court of Public Opinion – as often as in the Court of Law.



The Damage Control Playbook

Rule #1: Tell the truth

Rule #2: Tell it first

Rule #3: Tell it all

Rule #4: Tell it fast

Rule #5: Tell it to the people who matter most

Rule #6: Tell the media your story.



Communications in the Age of Outrage



Five Steps to Manage Outrage

1: Validate legitimate concerns

2: Acknowledge past mistakes

3: Acknowledge current problems

4: Give credit

5: Share control



Social Media





Pulse Orlando

6 hrs · 🌐

👍 Like Page



Everyone get out of pulse and keep running



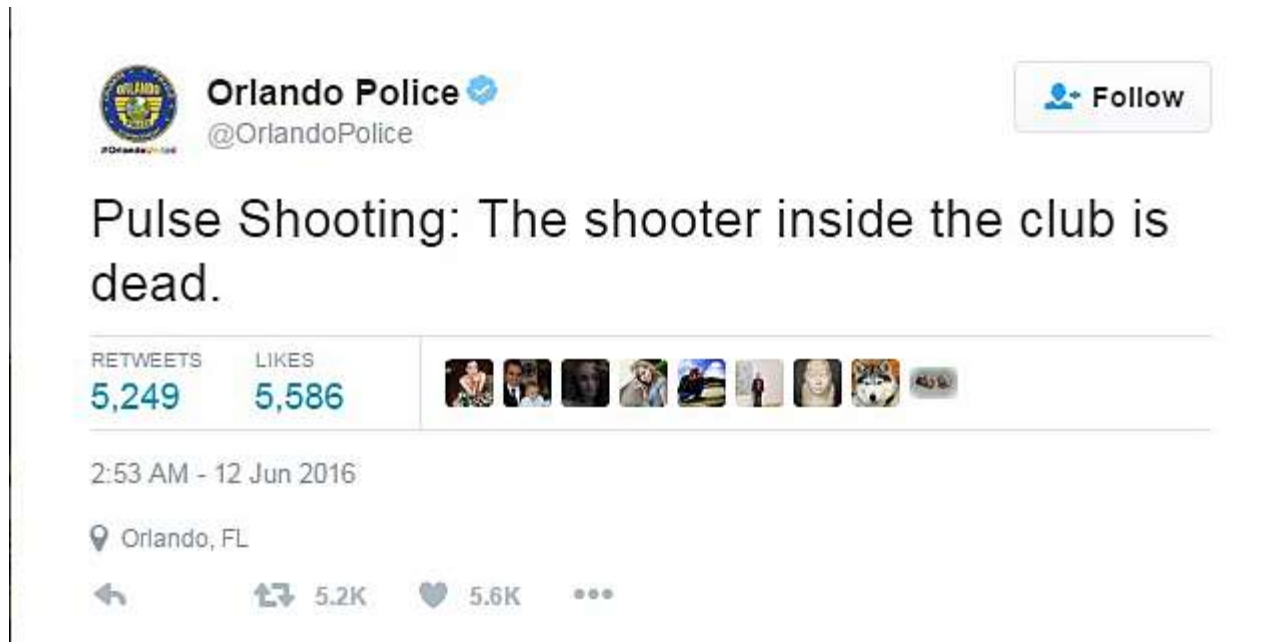
Why Social Media Matters

- Because that's where the news is.

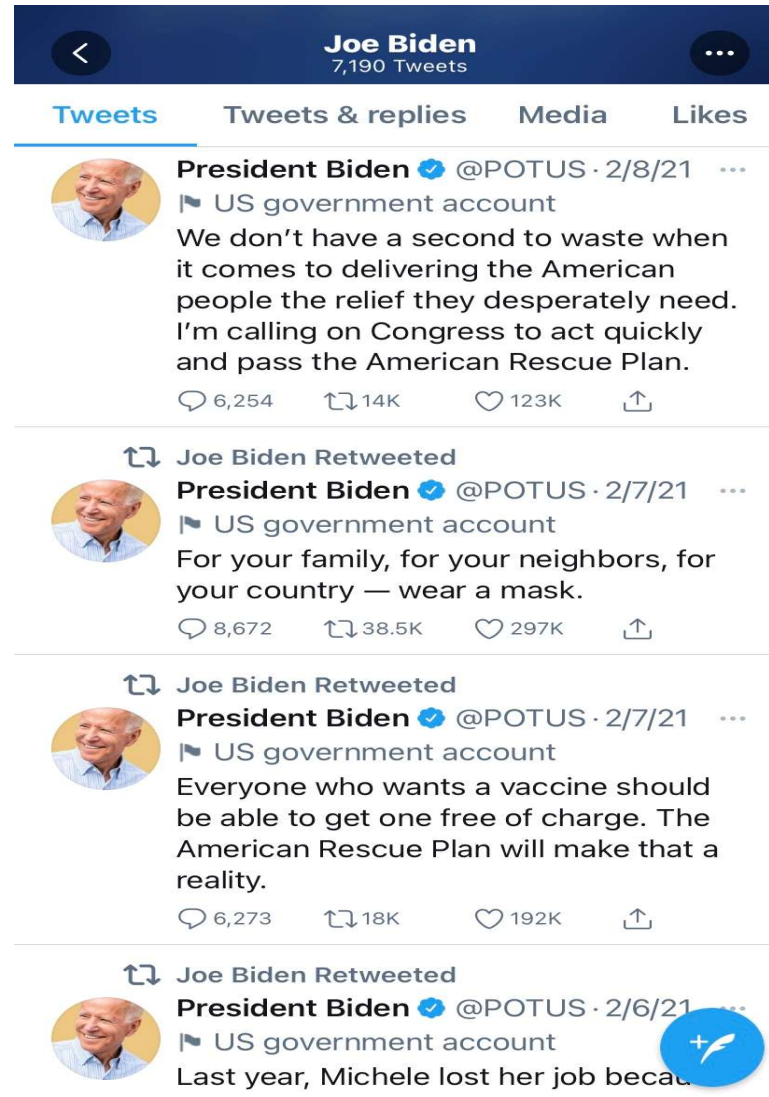


It's Where You Find News

It's where the Police go!



It's where the President lives...



Social Media: Guiding Principles

- Be Transparent
- Be Responsive and Fast
- Use Words + Actions
- Be Professional – and human



A Crisis in the Making



A Crisis Averted

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via OverTwitter

Retweeted by 86 people



RedCross
American Red Cross



Don't call the police about chicken!

>



[Tower Hamlets MPS Verified account @MPSTowerHam](#)

- > FollowFollow @MPSTowerHam
- > Please do not contact us about the [#KFCCrisis](#) - it is not a police matter if your favourite eatery is not serving the menu that you desire.
- > 6:10 AM - 20 Feb 2018
- > **11,864** Retweets
- > **19,969** Likes





WE'RE SORRY.

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.





Burger King 
@BurgerKingUK

Women belong in the kitchen.

3:01 AM · Mar 8, 2021 · Twitter Web App

58.1K Retweets **59.6K** Quote Tweets **198.7K** Likes



Women belong in the kitchen.

Fine dining kitchens, food truck kitchens, award-winning kitchens, casual dining kitchens, ghost kitchens, Burger King kitchens. If there's a professional kitchen, women belong there.



Social Media Best Practices

- Monitor and be prepared to respond
- Don't let mistakes live on
- Don't arm wrestle with trolls
- Pause before hitting “delete”
- Go offline to get back on track
- Know who's running the site
- Remember your audience



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Rule #5: Tell it to the people who matter most

Rule #6: The media's job is to tell stories

Communicating your way through a crisis



- **Overcommunicate (not possible, but try)**
- **Communicate regularly**
- **Tell what you know when you know it**
- **Tell what you don't know**



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The 3-V Framework

Villain

Victim

Vindicator



No Comment = Guilty!!!



GUILTY

What happens when you ARE the VILLIAN???



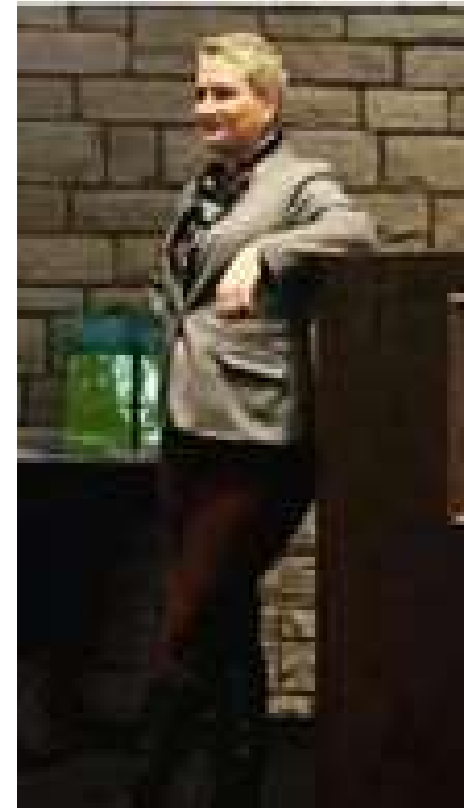
What you CAN do if you are ambushed



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**Crisis Management
Crisis Communications
Litigation Communications
Support
Media Training**



Crisis Communications - Handouts



Mergers , Acquisitions, and Management Transitions: Using Crisis Communications Principles to Achieve Better Outcomes

Attorneys and accountants aspiring to be trusted advisers rather than simply transactionalists must understand that from the point of view of their clients, the Court of Public Opinion is often more important than the Court of Law.

Crisis Management – Your Law Firm or Bar Association's Reputation is Its Largest Uninsured Asset

Partnership splits, sexual misconduct, data theft, management transitions, accusations of mal- and misfeasance, mergers & acquisitions and layoffs are just a few of the situations today's managing partners and executive directors face.

7 Questions to Ask Before Hiring a Crisis Communications Firm

Crisis communications is a sub-specialty of the public relations profession that is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation. Crisis communications is aimed at raising awareness of a specific type of threat, the magnitude, outcomes, and specific behaviors to adopt to reduce the threat.

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