

Crisis Communications Amid a Pandemic of Crises



Back to School Safely: Communicating Effectively Amid A Pandemic



School year 2020-21
– a year unlike
any experienced in our
lifetimes.

What We've Seen – So Far...

- Reopening
- COVID reporting
- Game on?
- Social tension



Who Needs to Know

- Teachers
- Staff
- Students
- Parents



Communicating with your key school stakeholders – your teachers, your staff, your students, your parents – is more critical than has perhaps ever been the case.

The hunger for information right now is almost overwhelming.

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



Communicating Your Way Through a Pandemic



- Overcommunicate
- Communicate regularly
- Tell what you know when you know it
- Tell what you don't know



Communications in the Age of Outrage



Five Steps to Managing Outrage

1: Validate valid concerns

2: Acknowledge past mistakes

3: Acknowledge current problems

4: Give credit

5: Share control





Pulse Orlando

6 hrs · 🌟

👍 Like Page



Everyone get out of pulse and keep running



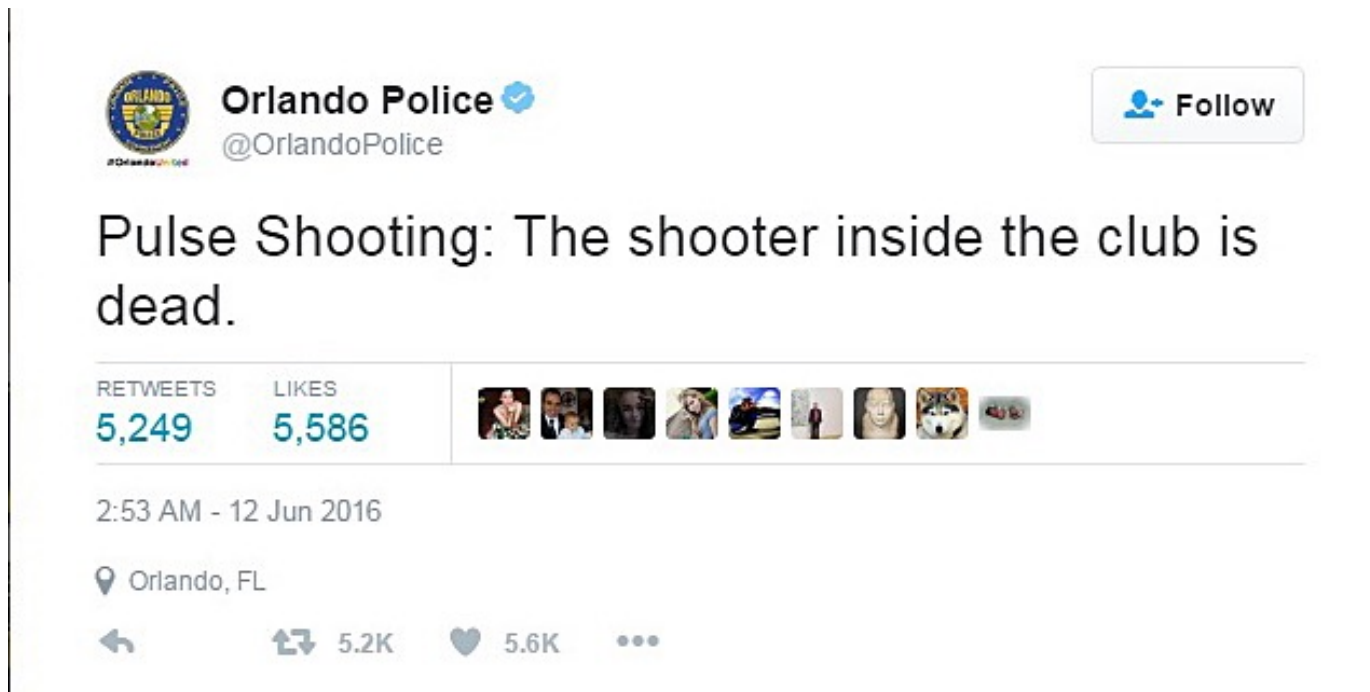
Why Social Media Matters

Because that's where the news is.



Why Social Media Matters During a Crisis

Because that's where the newsmakers are.



Use of Social Media is Widespread

% of U.S. adults who use at least one social media site



Source: Surveys conducted 2005-2019.

PEW RESEARCH CENTER

facebook®

2.375
billion

Monthly Users



1.49
billion

Daily Users

69% of all US adults
use Facebook

Before the Crisis: Be Social

- Know where your audience lives
- Secure your accounts
- Establish terms of use
- Establish social media guidelines
- Build a following, promote interaction
- Post a variety of content regularly



Initial Questions To Ask When An Online Reputation Threat Is Identified

- > Where did the threat originate?
- > Who began disseminating the negative information online?
- > Is the negative information being discussed and disseminated by an increasing number of people as time goes on?



Initial Questions to Ask When an Online Reputation Threat is Identified

- > Has the mainstream media begun covering this situation?
- > What is your understanding of the situation which led to this complaint/negative information?



Determine the Influence of the Threat

- > Is the person/organization disseminating the negative information a public figure or individual, or an entity that is well-known in the community?
- > Does the person/organization have a substantial following across social media?



Determine the Influence of The Threat

- > Does the person/organization's posts generate a lot of user interaction?
- > Does the person/organization regularly engage with key people/organizations in your organization or community?





erictucker @erictucker · Nov 9

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. [#fakeprotests](#)
[#trump2016](#) [#austin](#)



16K



14K





They found the buses! Dozens lined...



They found the buses! Dozens lined up just blocks away from the Austin protests.

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin

Nov 10, 2016 · www.freerepublic.com



Visit Link



Share



Save



307,616 people have shared this link





erictucker
@erictucker

FALSE

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. [#fakeprotests](#) [#trump2016](#) [#austin](#)



RETWEETS
16,931

LIKES
14,521



Best Practices to Follow When You Decide to Respond to an Online Threat

- > Don't get emotional.
- > Try to move the conversation offline.
- > Respond and correct misinformation. Resist the temptation to delete negative postings to your official social media sites unless they are offensive (racial, profane, personal attacks, etc.), violate an individual's privacy, or violate your social media usage guidelines.



Best Practices to Follow When You Decide to Respond to an Online Threat

- > If possible, capture screenshots of important social media posts about a situation should they be needed if litigation follows the crisis.
- > If you hold a press conference or any event at which you'll be speaking about the crisis situation, consider broadcasting such events live on social media using Facebook Live, Twitter Live and Instagram Live.



Questions To Ask To Determine if the Threat is Subsiding

- > Is social media discussion dwindling every day?
- > Is online media coverage dwindling every day?
- > Are your relationships with your affected stakeholder groups as strong or stronger than they were before this incident happened?



Winning on Social Media: Approach

- Transparency
- Responsiveness
- Speed - Beware “confirmation bias”
- Words + Action
- 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 ÜberTwitter

Retweeted by 86 people



RedCross
American Red Cross





- [Tower Hamlets MPS Verified account @MPS Tower Ham](#)
- Follow Follow @MPS Tower Ham
- Please do not contact us about the [#KFC Crisis](#) - 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.



Winning on Social Media: Action Steps

- 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



What To Do on Summer Vacation

- Ask us anything
- Review your website
- Review your social media



Keep Refining Your Plan

- Refine communications plan
- Be relentlessly consistent
- Remember your Board
- Exceed the guidelines
- Publish everywhere
- Go first



Safety

- The overriding concern
- No. 1 value proposition
- How is your school safer?



Show Me, Don't Tell Me



Crisis Management & Crisis Communications Newsletter



Subscribe to Our Newsletter: **Crisis Management Today**

For a *gratis* subscription, send your email address to
hennes@crisiscommunications.com

