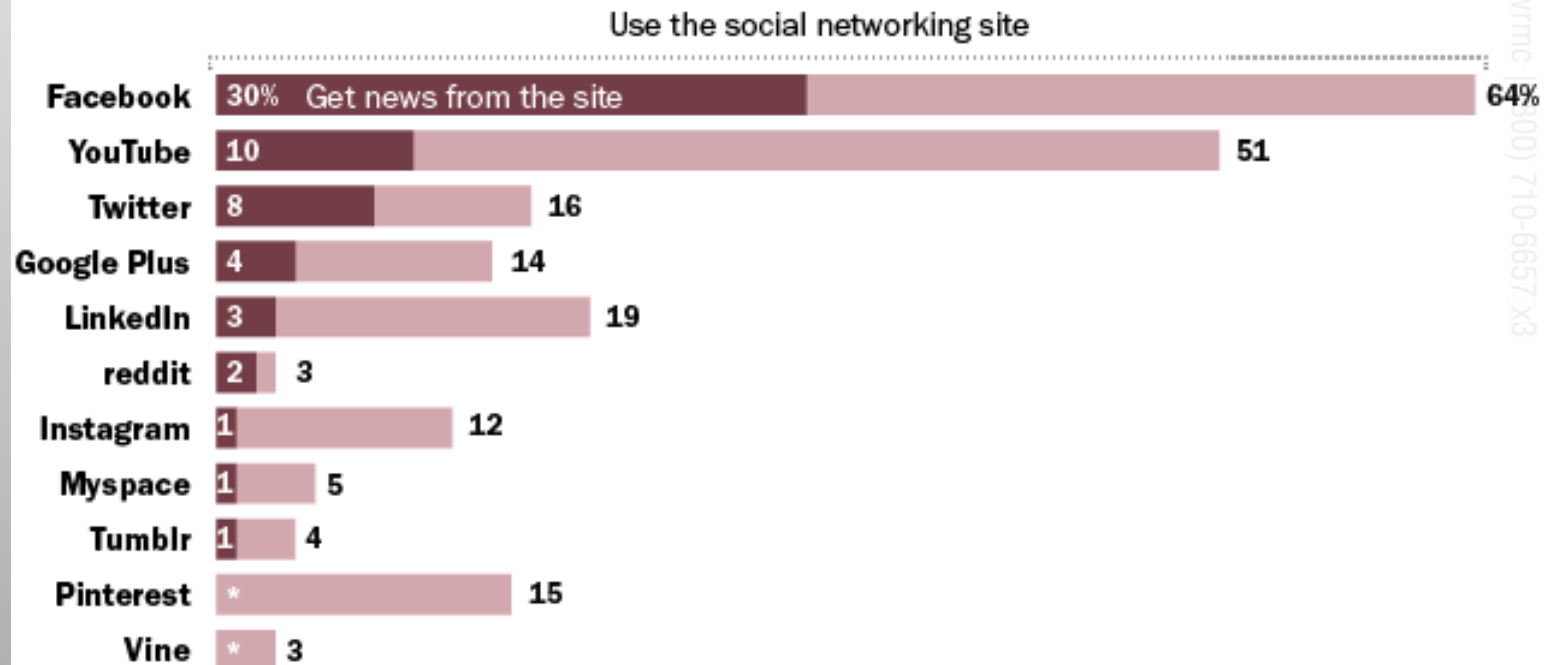


Tricks Reporters Use to Get the Goods

- Off the Record
- Going silent after you answer
- Asking the same question in a different way
- Asking vague or wide open questions
- Repeating what you say (almost) or getting you to repeat what they say
- Establishing false rapport
- Asking for expansion – or broad description

Let's talk about social media

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site



Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

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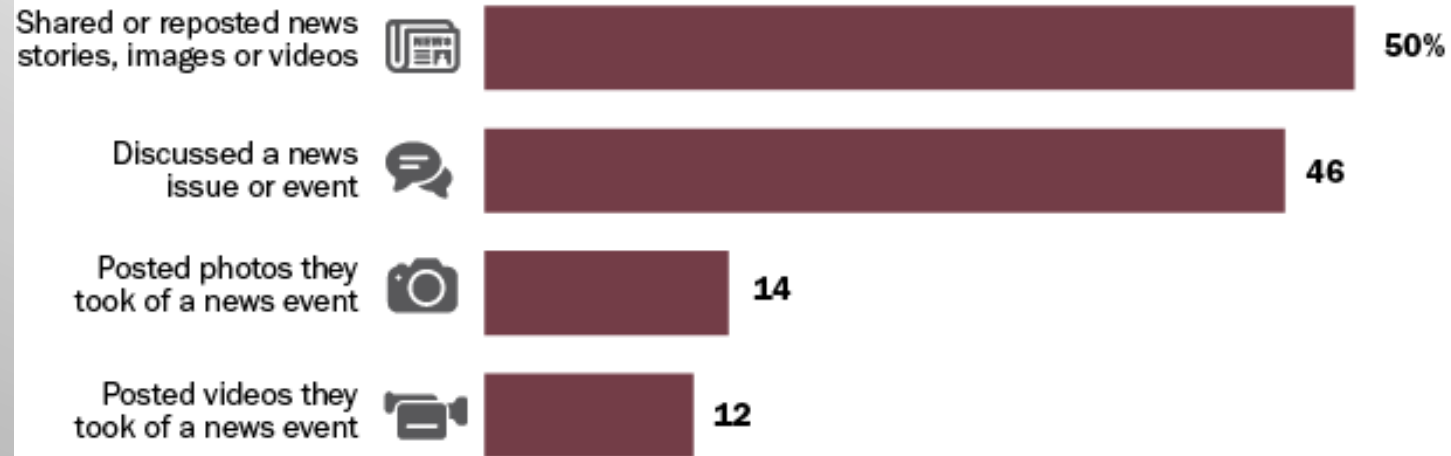
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Let's talk about social media

Percent of social networking site users who have...



Note: This question was asked of social networking site users who also get news online.

Source: Pew Research Center, phone survey Feb. 27-Mar. 2, 2014.

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Let's talk about social media

- News outlets and individual reporters are increasingly using Twitter to break news.

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Let's talk about social media

- Use social to your own advantage – even if the story is bad.
 - ❑ Monitor by using hashtags
 - ❑ Social media is now where news goes to break, and reputations go to die
 - ❑ Build your community before anything happens
 - ❑ Tend the garden, even in the middle of a blizzard
 - ❑ Talk in the language of the network
 - ❑ Avoid ALL comment on Twitter. Simply use simple descriptions and links

Crisis Management Boot Camp

Thanks for the opportunity
to work with you!!

Skip King

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