Welcome to the Crisis Communications BOOT CAMP!!!
Oh Shit I’m Screwed
Our Broad Categories:

- Stakeholders
- Channels
- Tactics
- Physical Resources
- Human Resources, Internal
- Human Resources, External
Stakeholders

- Victims
- Family/friends
- Clients in group
- Clients in other groups
- Future clients
- Past clients
- Staff at scene
- Staff NOT at scene
- Staff at other programs
- First Response (police, fire, SAR, EMS, etc.)

- Regulatory agencies
- Licensing agencies
- Competitors
- Vendors
- Government
- Academia
- Special Interest Groups
- News Media
- The Public
Communications Channels

- Telephone calls, individual
- Telephone calls, conference
- News Media, broadcast
- News media, print/online
- Social Media
- E-mail, individual
- Email, distribution lists
- Text messages
- Meetings, face-to-face
- Meetings, online
- Website
- Snail Mail
- Paid placement
Tactics

- Buy-time statements
- Press Releases/Backgrounders
- Press Lists or distribution services (e.g., PR Newswire)
- Email Distribution lists
- Press Conferences
- Phone calls
- Voicemail systems
- Fax Machines/Fax broadcasting
- Snail mail
- Website, particularly if enabled to easily manage text, stills, video and audio
Physical Resources

- Computer networks
- Phone systems
- Vehicles
- Meeting places
- Fax machines
- Copy machines
- Office space/Command Center
- Tracking mechanisms (logsheets etc.)
- The “Go Box”
Human Resources - Internal

- Incident Commander
- PIO
- Spokesperson
- Press Conference Setup personnel
- Press Triage
- Story trackers, News Media
- Story trackers, Social Media
- Internal communications (staff)
- Client Relations (onsite)
- Client Relations (offsite)
- Venders/other Stakeholder
- Finance/Control
- Site Security
- Survivor/Family support
- Switchboard
- Administrative Support
- Archivist
Human Resources - External

- Legal Counsel
- Insurance Company
- Outside PR Counsel
- Law Enforcement
- SAR
- Fire/EMS
- Trade Associations (e.g. ACCT)
- Suppliers/Vendors
- Concessionaires and contract operators
- Engineering/Architectural
- Other units under your brand
- Competitors
- Local government
- Chambers of commerce
- State/Federal agencies – e.g., US Forest Service, Maine Warden’s Service, Fish and Wildlife, etc.
Our Broad Categories:

- Stakeholders
- Channels
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- Human Resources, External
Moving forward:

- **Channels** – **Identify the ones you have to work with. Optimize them, to the best of your ability.**
Moving forward:

- **Tactics** – in addition to optimizing systems, try to create flexible templates for statements and releases
Moving forward:

- **Physical Resources** – identify them, know where they are, and know how to access them 24/7.
Moving forward:

- **Human Resources, Internal:** Match the roles with the best people to fill them
Moving forward:

- **Human Resources, External:** Establish relationships with your external resources before anything happens.
The Goal of the Emergency Communications Plan

- Identify the HUMAN resources you need, and how to reach them
- Identify the PHYSICAL resources you need, and how to access them
- Identify the OUTSIDE resources you need, and how to mobilize them
- Identify the MECHANISMS you need, and how to activate them
- Put as many functions as possible on autopilot, so that you can focus on decisions that MUST be made specific to THAT EVENT.
The “Triple-D”

Death
Destruction
Disaster
What Becomes a Story?

Something happens

Media finds out

Public is attuned

Press Release or tip
Police Scanner
Blogosphere/Social Media
Leak/Whistleblower

Previous stories
Involves celebs
Developing trend
Plays to base emotions

Public likes story

Story grows legs
What Derails a Story?

- Something happens
- Media finds out
- Something BIGGER happens
- Previous stories
- Involves celebs
- Developing trend
- Plays to base emotions
- Public likes story
- Story gets bumped or minimized
- Story grows legs

Press Release or tip
Police Scanner
Blogosphere/Social Media
Leak/Whistleblower
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

- Facebook: 30% use, 64% get news
- YouTube: 10% use, 51% get news
- Twitter: 8% use, 16% get news
- Google Plus: 4% use, 14% get news
- LinkedIn: 3% use, 19% get news
- Reddit: 2% use, 3% get news
- Instagram: 1% use, 12% get news
- Myspace: 1% use, 5% get news
- Tumblr: 1% use, 4% get news
- Pinterest: *% use, 15% get news
- Vine: *% use, 3% get news

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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Let’s talk about social media

Percent of social networking site users who have...

- Shared or reposted news stories, images or videos: 50%
- Discussed a news issue or event: 46%
- Posted photos they took of a news event: 14%
- Posted videos they took of a news event: 12%

Note: This question was asked of social networking site users who also get news online.
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Let’s talk about social media

- News outlets and individual reporters are increasingly using Twitter to break news.
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
Thanks for the opportunity to work with you!!

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