SHERRI SINCLAIR
COMMUNICATIONS DIRECTOR
HAVE A PLAN IN PLACE

• Define team roles & responsibilities
  ▪ Who will oversee the crisis? i.e. Manager, Director, Vice President, etc.
  ▪ Who will conduct the social listening?
  ▪ Who will respond?

• Define what counts as a crisis
  ▪ What will impact your brand
  ▪ Review situation as a team and determine if you need to take action
  ▪ Beware of internet trolls
HAVE A PLAN IN PLACE

• Build a social media crisis response plan
  ▪ Create guidelines for identifying the type and magnitude of a crisis
  ▪ Defines roles and responsibilities for the crisis team
  ▪ Include up-to-date contact information for critical employees
  ▪ Create approval processes for messaging posted on social media
  ▪ Draft any pre-approved external messages, images, or information
  ▪ Include a link to your social media policy or other information related to the issue
  ▪ Analyze/evaluate your responses
This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines
UNITED AIRLINES
ADIDAS

Congrats, you survived the Boston Marathon!
Today at 9:36 AM

View this email online

Robin Dich @RobinDich
My friend received this email from Adidas after the Boston Marathon... I don’t know how an advertising team doesn’t catch this.
19 12:54 PM - Apr 18, 2017
See Robin Dicht’s other Tweets

We are incredibly sorry.
Clearly, there was no thought given to the insensitive email subject line we sent Tuesday.
We deeply apologize for our mistake.

The Boston Marathon is one of the most inspirational sporting events in the world. Every year we’re reminded of the hope and resiliency of the running community at this event.
Southwest Airlines confirms emergency responders at New York’s LaGuardia airport are assisting with an evacuation of flight345 after the Boeing 737 arrived this evening from Nashville. We will provide further details when available.
RESPONDING TO A CRISIS

• Practice social listening
  ▪ Monitor keywords and hashtags
  ▪ Set up Twitter and Facebook search operators on tools such as Sprout Social or Hootsuite to alert you of a potential issue.

• Be sure to turn off any scheduled messages/posts

• Never delete negative comments

• Implement your social media crisis response plan
RESPONDING TO A CRISIS

• Take ownership of the situation
  ▪ Be honest, authentic, and transparent

• Use the appropriate emotions to apologize

• Respond quickly

• Give your followers/audience updates

• Messages should be short and to the point
  ▪ Messages should be designed to diminish concerns among followers

• Engage with audience but don’t argue

• A key consistent message should be shared on all platforms
AFTER THE STORM

• Monitor the social media chatter
• Internally review how effective were the messages and time of response
  ▪ Create a report that shows impressions, shares, comments and average response time to critical questions.
• Evaluate what was done right, what could have been done better, and what could be done next time
• Update your social media crisis response plan