

# SOCIAL MEDIA STRATEGY

Profs Alfred Hermida and Meena Sandhu  
February 9, 2016

# Agenda

- Social Media in the news
- Assignment Review
- Today' s lesson
- Platform presentations

# Lesson

Handling a social media crisis: Best practice.  
Developing a professional social media profile.

# Social Media Crisis

“Social media’ s role should be to bring information to us quickly. Traditional media’ s role should be to bring information to us accurately.” - In Journalism, you need to do both.

# Social Media Crisis

What is a crisis and what is a problem?

- scale
- virality
- impact on stakeholders

What is a crisis for you as a journalist?

# Activity

Let's get into groups of 4 or 5 for today's class. Determine potential scenarios for yourself as a Journalist that would be considered a social media crisis

# Social Media Crisis for Journalist

- Traditional media and other members of your media company impacting you personally
- Your personal tweets and posts: have you shared inaccurate content? Have you taken a controversial stance? Have you shared offensive content? Have you been insensitive

Examples

Examples2





# YOUR SOCIAL MEDIA CRISIS PLAN

BROUGHT TO YOU BY  socialbakers

## 1. DETECT

Make sure you are listening on all appropriate channels to chatter about your company. If you see something with negative sentiment and a legitimate complaint, act before it goes viral.

## 2. IDENTIFY

Figure out who is involved in the issue, what happened, why it happened, and how you can resolve it.

## 3. CONSIDER

Does your tone line up with your company and the seriousness of the issue?  
Deal with the crisis in a timely but thoughtful manner.  
Make sure your response is transparent, both in your apology and in your steps to resolve it.

## 4. RESPOND

Respond on appropriate social media channels (and non-social media channels too!).

A crisis can emerge at anytime and in many forms. In today's digital age, a crisis often blows up and goes viral once it hits the social media. In order to manage a crisis on the social media, we recommend a structured approach as laid out in this checklist to understand, analyze, influence, and measure the situation.



## SOCIAL MEDIA CRISIS CHECKLIST

JamiQ  
www.jamiq.com

1

### DETERMINE THE TYPE OF CRISIS

☐

There are usually two types of crisis: *expected* and *unexpected*. Expected crises are things such as planned retrenchments, ousting of the CEO, and other potentially drastic events that you know of in advance. Unexpected crises are situations that take you by surprise such as product faults, grassroots petitions, or natural disasters. Knowing what to expect is always a good starting point.

2

### ENGAGE SOCIAL MEDIA MONITORING TOOLS

☐

There are different tools out there for different needs. Some focus on specific sources like Twitter or Facebook; others focus on specific markets, regions, and languages. Selecting the correct tool for your situation is critical. Selecting the right keywords is equally important. Understanding how people write and how they mention your brand will give you the most accurate keywords to collect the best data.

3

### UNDERSTAND THE IMPACT AND REACH

☐

Through the social media monitoring tool, you would be able to determine the impact and reach of the crisis situation. How fast is it spreading? Was there a sudden spike? Is the worst over? Understanding the impact of the crisis tells you where you currently stand and allows you to plot your next course of action for the given situation.

4

### UNDERSTAND THE ISSUE

☐

You can start by looking at the type of words and phrases that are being used to describe the crisis. The social media monitoring tool would be able to automate and discover these words and phrases for you. Are people complaining and asking you for a solution? Are they making suggestions that are constructive? Are they pointing blame at someone? You need to understand the sentiments surrounding the crisis as well as people's reactions as it unfolds.

5

### IDENTIFY THE INFLUENCERS

☐

As with any fire, someone must have triggered the spark. The timeline of mentions would help you identify when it started and who set things in motion. You may also want to find out who is the most vocal and which medium (news, blogs, Twitter) is the most active. Through this, you will be able to determine the best channels of communication and who to influence.

6

### IDENTIFY THE STAKEHOLDERS

☐

Stakeholders are most likely the victims, and need to be handled with care. They could be disgruntled employees who were re-trenched, family members of a victim, customers who feel cheated and even shareholders of your company. Understanding who they are will allow you to craft a more sensitive response that addresses the needs of the specific stakeholders.

7

### CRAFT YOUR MESSAGE

☐

Based on what you have learned from previous steps, carefully craft a message or response that works. This is a tricky balancing act - having to be sensitive to stakeholders, answering your accusers, not raising more questions and fitting your medium of choice. This should be done as soon as possible and it also helps to be truthful.

8

### MEASURE THE IMPACT

☐

Just because you have sent out the message does not mean that it is over. Did the buzz decrease or did another issue erupt from your response? Sometimes there could even be a slight delay before the next spike. Besides the buzz, it is key to measure the sentiments and if your key influencers had a change of heart. In certain cases, there could even be a positive increase in buzz as your stakeholders accept and agree with your proposed solutions.

9

### KEEP LISTENING

☐

In order to be prepared for the next crisis, continuous monitoring of your brand on the social media is a must. The earlier you detect a crisis and the more data you have on it, the more prepared you will be in dealing with the next crisis that occurs.



## RESOURCES

### FREE

- Google Alerts/Trends Google search
- Bing
- SocialMention
- Wazzup
- Wikipedia
- Flickr
- Twitter Search
- Topsy
- Tweetscan
- Yelp

### SUBSCRIPTION

- Lithium
- radian6
- BuzzMetrics
- Alterian
- Trackur
- Meltwater buzz
- Buzz Capture
- Hootsuite
- Market Sentinel

## ONLINE LISTENING

There's a variety of listening tools. They can give real-time reports on what's said about your organization, who is talking and the general tone (+ive/-ive etc.)

- Set clear monitoring objectives/targets/parameters
- Set up 'intelligent monitoring' - quality vs quantity
- Accept that issues will be missed
- Refine over time
- Don't discount your instincts; software has limitations

**Do we have a problem?**

YES

NO

See our decision tree for evaluation-response options

## RESOURCES

### 4 P's

- POLICIES - already agreed
- PLANS - established and tested
- PLATFORMS - identified and integrated
- PEOPLE - trained

## ACTIVATE THE CRISIS TEAM

Activate a cross-functional team to speed up the process of:

- Information gathering and analysis
- Information production
- Information dissemination
- Engagement
- Inquiry management and response Management - Marketing - Communications - IT - Legal should be part of or linked to the team

**Do we need to respond, share information?**

YES

## RESOURCES

- Blog
- Google+
- Twitter
- YouTube
- Facebook

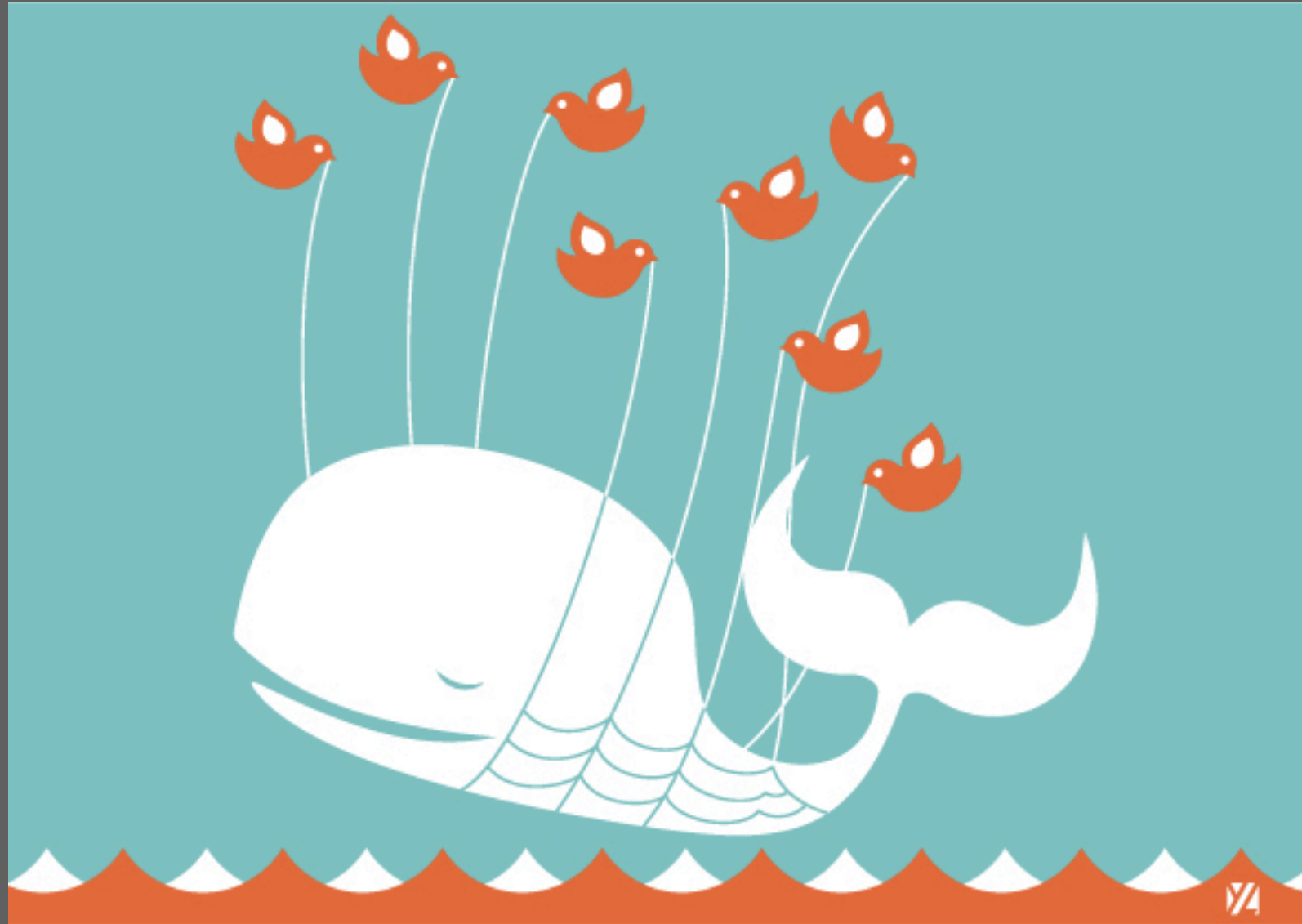
- Quora
- PIER Systems
- Website
- Ushahidi

## SHOTGUN OR SHARPSHOOT

Choose the channels that will reach your audiences directly or help spread information as widely as possible.

- Prepare for a conversation
- Cross-link and consider taking your message off-site to where conversation is most active
- Help the crowd help you
- Be pro-active and re-active

**Are people finding our information?**







act-on

## Social Media Crisis Management

Here's an Action Plan for Managing a Social Media Crisis on Twitter

### SEVERE

You or your brand has tweeted something incredibly inappropriate, resulting in thousands/millions of impressions



**AJC @ajc**

\$1M GA Lottery winner Willie Lynch can get 40 acres and a whole lotta mules.

#### ACTION PLAN

- Remove ASAP.
- Issue apology, worded as sincerely as 140 characters will allow.
- Issue personal apologies to individuals who are mentioning your handle.

#### EXAMPLE

**Atlanta Journal-Constitution** racist tweet about a lottery winner.

**Response:** Issue sincere apology, let the community know how you will do better. Be specific.

### HIGH

Your brand's image is being directly attacked on Twitter, possibly in a viral way, via hashtag.



**Jeffrey Taylor @jeffreytaylor**

So 'Let's see what we can get away with.' is the new strategy by @uber? How much 'we can apologize later' is acceptable? #deleteuber

#### ACTION PLAN

- Sincerely apologize as much as possible.
- Do your best to right the wrong and publicize what you're doing.

#### EXAMPLE

**#DeleteUber/#UberGate.** A C-level executive's comments about harassing journalists led to public sentiment against Uber.

**Response:** Uber doesn't respond on social media to anything but positive feedback, which is the perfect example of what NOT to do.

### ELEVATED

Moderate defamation/inflammatory situation.



**Occupy Wall Street @OccupyWallStreetNYC**

Here the #NYPD engages with its community members, changing hearts and minds one baton at a time. #myNYPD

### ELEVATED

Moderate defamation/inflammatory situation.



**Occupy Wall Street @OccupyWallStreetNYC**

Here the #NYPD engages with its community members, changing hearts and minds one baton at a time. #myNYPD

#### ACTION PLAN

- When hashtags become "bashtags" the situation is mostly out of your hands. However, a good PR team can often put a positive spin on what looks like even the worst reactions.

#### EXAMPLE

**NYPD #myNYPD** hashtag hijacked to share examples of police brutality.

**Response:** Defend NYPD reputation in a respectful and honorable way, while also not admitting to any wrongdoing.

"Twitter provides an open forum for uncensored exchange and this is an open dialogue good for our city."

—Kim Y. Royster, Deputy Chief NYPD.

### GUARDED

A truly bizarre situation which is teetering on the edge of harm or help, could go either way—or be a total waste of time altogether.



**TrekAmerica @TrekAmerica**

We're taking action and have decided to #givegregtheholiday. A TrekAmerica mini adventure with flights to Vegas. #GregGotTheHoliday!

#### ACTION PLAN

- Not every trend or trending topic is worth jumping on the bandwagon for.

#### EXAMPLE

**#GiveGregTheHoliday**, and all of the brands who attempted to capitalize on what was at best a humorous anecdote.

**Response:** Be human. And don't try to shoehorn your corporate message into every social media event or interaction.

### LOW

A low impact event, or one-off tweet.



**Joe Schmoe @JoeSchmoe24**

@Amazon: lol ur shipping sux soooooo slow

#### ACTION PLAN

- Go with the flow. Know when it's OK not to react, and especially when not to overreact.

#### EXAMPLE

**Amazon** receives a non-viral, basic customer complaint about shipping speed.

**Response:** Monitor the situation and respond when necessary. Determine the severity, decide on public or private response – or if response is even warranted.

# Activity

In your in-class groups for today, find a social media crisis. Examine what this crisis is and how it was responded to.

# Developing a Professional Social Media Profile

- [Guide](#)

# Activity

In your in-class groups for today, find a journalist/media personality and view their social media profile. (Focus on Twitter, LinkedIn, Instagram). Review their profile. What have they done well? What can they improve?