

PIERPONT

# How To Turbocharge Your Ox Cart

## Crisis Communications in the Time of Twitter

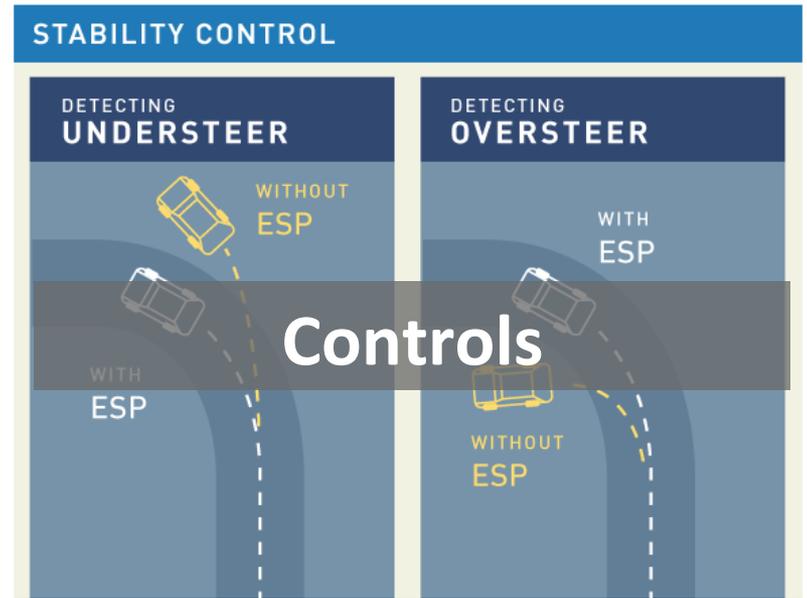
**Chris Jones**  
**VP, Pierpont Communications, Inc.**











That was  
then...



This is now.



That was then...



This is now.

**CNN iReport** @cnnireport Follow

Crews are battling this fire after an explosion rocked the East Village  
[cnn.it/1BuEJPc](http://cnn.it/1BuEJPc) via @vagautham

**CNN iReport**

**East Village explosion**  
Instagramer @vagautham heard a loud noise and looked out to see a massive fire.  
[View on web](#)

RETWEETS 519 FAVORITES 523

3:24 PM - 26 Mar 2015



# Infrastructure

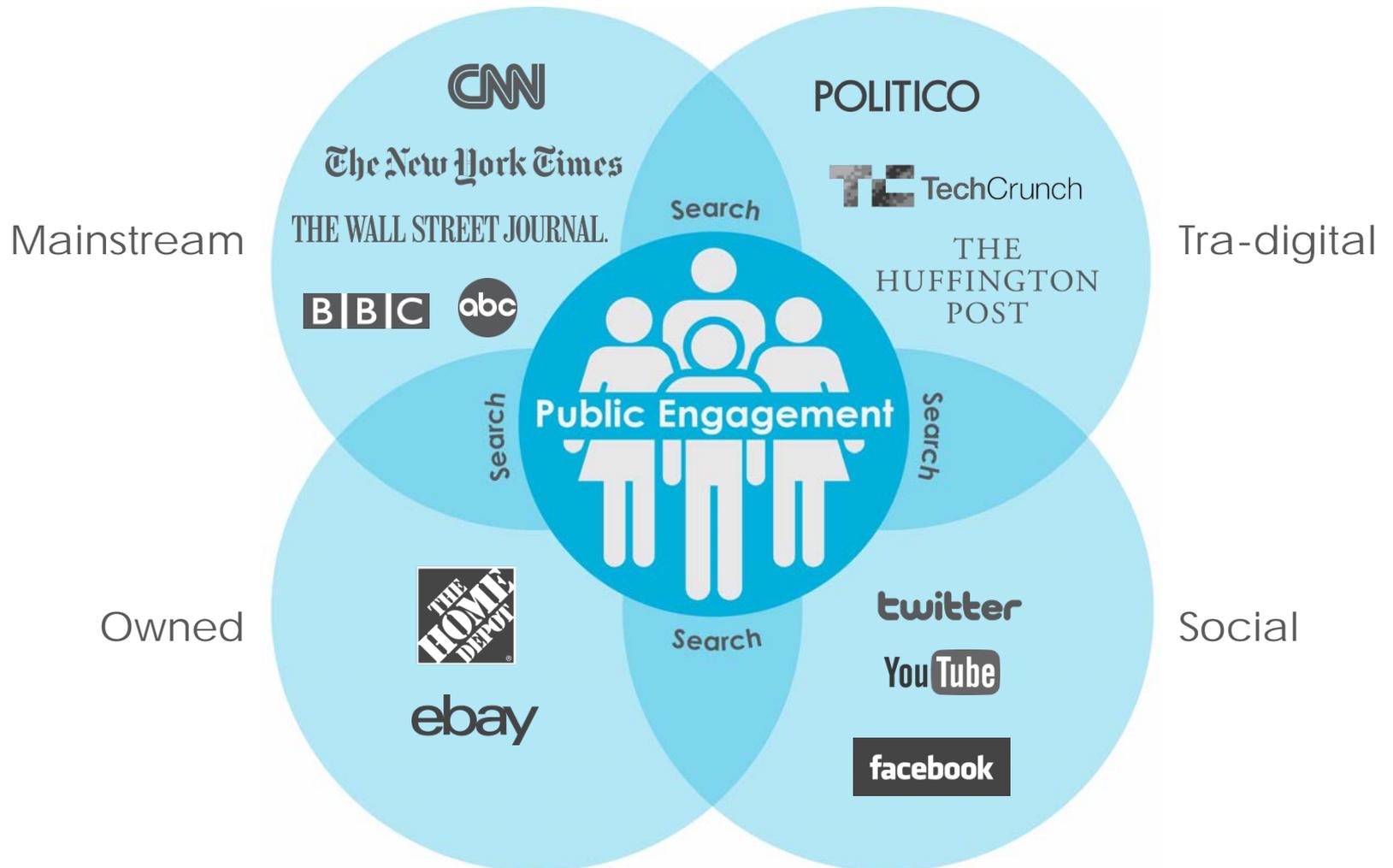
100  
km/h

# Most media maps are out of date

- Over **70,000 outlets** in the U.S. cover the news 24/7.
- Blogs, Twitter, YouTube and consumer ‘journalists’ **blur the lines**
- The first story or post sets the “**factual**” **baseline** for subsequent articles.
- Reporters must gather facts and **prepare stories quicker** than ever.
- Reporters rarely have “**beats**” anymore.



# Today's Multi-Media Landscape



# Overlap of traditional and social media



# Get your messages out using the same #keywords



Liz Rosenbaum @Fractivista · Mar 7

SMELL A RAT? - Sunoco backs down in pipeline zoning fight, kinda-sorta: [stateimpact.npr.org/pennsylvania/2...](http://stateimpact.npr.org/pennsylvania/2...) @3cCoalition #MarinerEast #FightThePipes



Sunoco Logistics @SXLupdates · Mar 30

#ICYMI: Once operational, #MarinerEast will support 300-400 full-time equivalent #jobs

**ANNUAL ECONOMIC  
IMPACT** FROM THE  
MARINER EAST PROJECTS  
WILL BE MORE THAN

**\$100  
MILLION**



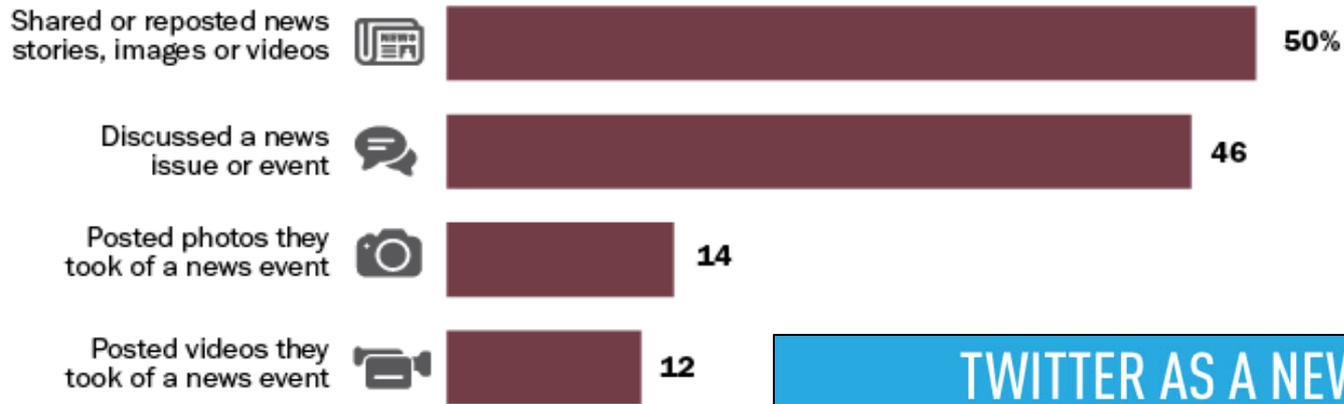
AND WILL SUPPORT

**300-400  
FULL-TIME JOBS**

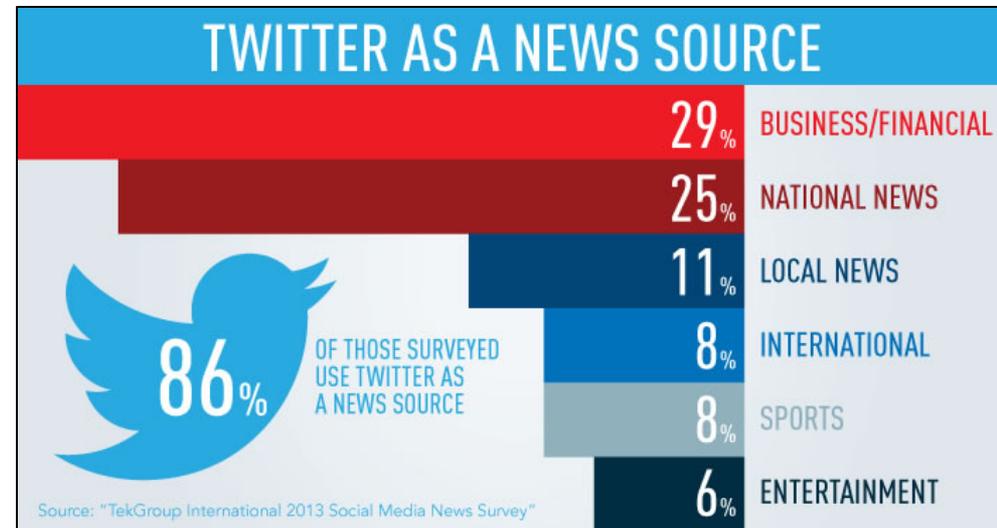
WITH A SUPPORTED LABOR INCOME OF

# Social media is a legitimate news source

Percent of social networking site users who have...



PEW RESEARCH CENTER



# Social media's role in the news cycle



# Social Media is real time

Chris Wailes and 33 others follow

**CNN Breaking News** @cnnbrk · 35m

French President: It could take hours for emergency workers to reach #Germanwings crash site. [cnn.it/1y07OAs](http://cnn.it/1y07OAs)

**GERMANWINGS 9525 FLIGHT PATH**



The map displays the flight path of Germanwings 9525 across Europe. It starts at Barcelona, Spain, and proceeds north through France to Dusseldorf, Germany. A red line indicates the flight path, with a red arrow pointing to the crash site near Digne-les-Bains, France. The map also labels Dusseldorf, Germany, and Barcelona, Spain. The flight path is shown as a red line with an airplane icon at the start. The crash site is marked with a red circle and labeled 'Crash Site'. The flight path is labeled 'Flight Path'.

786 365 View photo

# SM is responsive



**Simon Cullen** @Simon\_Cullen · 46m

#Germanwings has changed its logo on Twitter to black following today's plane crash (via @timesworld)



**BBC Trending** @BBCTrending · 40m

.@lufthansa changes its logo and cover photo on Facebook and Twitter to grey after #Germanwings #A320 #4U9525 crash



# SM is a source



# SM is a source



Russell Gold @russellgold · Feb 16

Big fireball in WV crude train incident MT

@WVVA: Photo by Anne Belmont of Boomer, WV

[wvva.com/story/28120374...](http://wvva.com/story/28120374...)

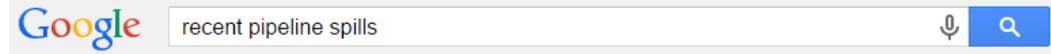


## Russell Gold

Senior energy reporter, *The Wall Street Journal*

Russell Gold is the senior energy reporter for the Wall Street Journal and is based in Texas. He is responsible for covering all facets of global energy with a particular focus on the U.S. energy boom and the use of hydraulic fracturing. His writings appear regularly in the print and on-line editions of *The Wall Street Journal*.

# SM is forever



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About 7,470,000 results (0.57 seconds)

## [No More Pipeline Spills - NRDC.org](#)

**Ad** [www.nrdc.org/](#)

Tar sands pipelines are more likely to spill. Help stop this.

## [Montana oil spill latest in pipeline company's string of ...](#)

[www.theguardian.com](#) > [Environment](#) > [Oil spills](#) > [The Guardian](#)  
Jan 31, 2015 - Wyoming operator had nine spills between 2006 and 2014 as sister company recorded 21 over same period – leaking a total of nearly 283832 ...

## [Montana oil spill latest in a long line of True companies ...](#)

[trib.com](#) > [Business](#) > [Energy Journal](#) > [Casper Star-Tribune](#)  
Jan 31, 2015 - 21 after the Poplar Pipeline spilled oil under the Yellowstone River. ... have made great efforts to improve their compliance record in recent ...

## [List of pipeline accidents in the United States in the 21st ...](#)

[en.wikipedia.org](#) > [List\\_of\\_pipeline\\_accidents\\_in\\_the\\_United...](#) > [Wikipedia](#)  
On January 13, 2000 Koch Industries agreed to pay a \$35 million fine, due to a series of oil pipeline leaks in six states — Texas, Oklahoma, Kansas, Alabama, ...

## [Factbox: Recent North American oil pipeline spills | Reuters](#)

[www.reuters.com](#) > [/us-usa-pipeline-spills-factbox-idUSBRE9990...](#) > [Reuters](#)  
Oct 10, 2013 - WASHINGTON (Reuters) - A leak of thousands of barrels of crude oil into a North Dakota field from a pipeline operated by Tesoro Logistics LP ...

## [Why we shouldn't shrug off the latest pipeline spill\(s\) | MNN ...](#)

[www.mnn.com](#) > [/why-we-shouldnt-shrug-off-the-latest-pipeline-spills](#) >  
Jan 26, 2015 - These are the latest in a spate of U.S. and Canadian pipeline leaks, fueled by ongoing oil booms in Alberta and North Dakota. The Yellowstone ...

## [Second crude pipeline spill in Montana wreaks havoc on ...](#)

[america.aljazeera.com/articles/2015/1/.../oil-pipeline-burst.html](#) > [Al Jazeera](#)  
Jan 21, 2015 - Environmental damage from recent oil leak ranges from contaminated water supply to polluted farmland.

**STUDENT DRIVER**

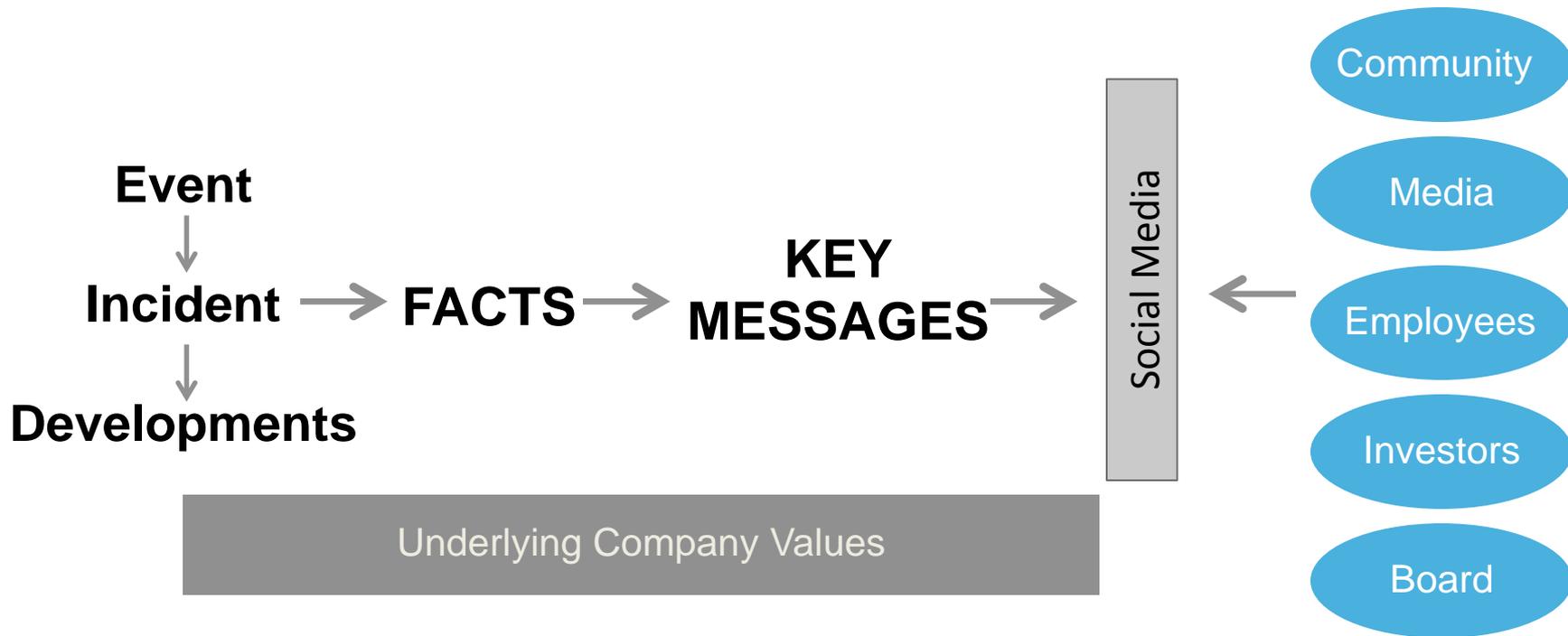
# Rules of the road

**STUDENT DRIVER  
DO NOT TAILGATE**

# Crisis plans must explicitly incorporate social media



# Communicating to Stakeholder Groups in a Crisis



Maintain **authenticity**, **credibility** and **transparency** through effective communications.

# Crisis and SM Meet in FEMA Incident Response

*In the United States, ICS has been tested by more than 30 years of emergency and non-emergency applications. All levels of government are required to maintain differing levels of ICS training and private sector organizations regularly use ICS for management of events*

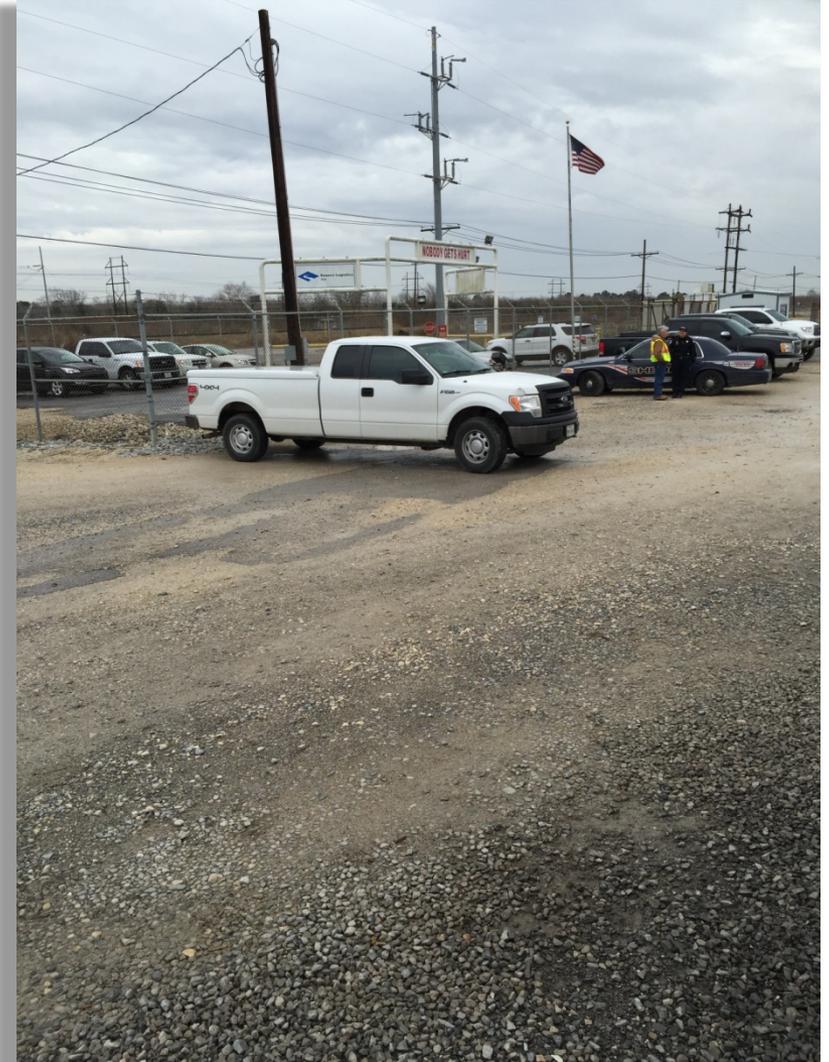


# The Public Information Officer (PIO) Role

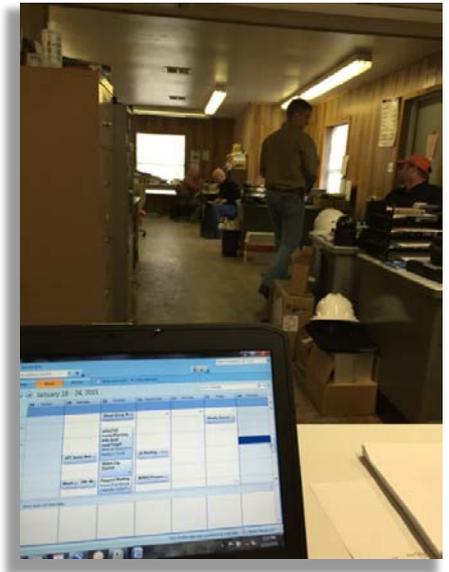
The PIO is responsible for communicating with the public, media, and/or coordinating with other agencies, as necessary, with incident related information requirements.

- Gather Information
- Verify Information
- Coordination of Information
- Messaging - Life, Property, Environment
- Dissemination of Information
- Monitoring Media/Social Media
- Coordinate with SM Team

# The Command Post



# Inside The Command Post





# Monitoring



# Monitoring the conversation



# Influence Matters

Don't care:



 **leonie haimson** @leoniehaimson · Mar 28  
@NYGovCuomo stop fracking NY public school #ProtectOurSchools  
#extractingprofit & polluting

RETWEETS 11    FAVORITES 3

11:45 AM - 28 Mar 2015 · Details

Do care:

Retweeted 88 times

 **The New York Times** @nytimes · Mar 24  
Gov. Cuomo may cut the Dream Act from the state budget [nyti.ms/1bg5](http://nyti.ms/1bg5)

 The New York Times

**Cuomo Drops Dream Act and Education Tax Credit From Budget**  
A spokeswoman for Gov. Andrew M. Cuomo said that the Dream Act, which would allow high school graduates who are undocumented immigrants to apply for state aid to college, might have to be taken up...



[View on web](#)

# Monitoring the conversation: Don't just read the article

**PENNSYLVANIA** | Energy. Environment. Economy.

REGULATION ▾ ECONOMY ▾ INFLUENCE ▾ IMPACT ▾

## ██████████ backs down in pipeline zoning fight

MARCH 6, 2015 | 3:08 PM 4 Comments Email  
BY MARIE CUSICK Tweet 32 Recommend 18

Philadelphia-based ██████████ has withdrawn a request with the state Public Utility Commission to circumvent local zoning in order to build pump and valve structures along its 300- mile ██████████ natural gas liquids pipeline.

Late last year ██████████ **partially came online**, and it's already shipping propane across the state. Approximately 15 pump and valve control structures are needed along the route to keep the liquids flowing. These facilities faced **a backlash from environmental groups and communities** that were upset ██████████ attempted to bypass local zoning. **In October** the PUC affirmed the company has "public utility"

# Monitoring the conversation: Check the comments..

## COMMENTS

4 Comments

StateImpact Pennsylvania

Login ▾

Recommend

Share

Sort by Best ▾



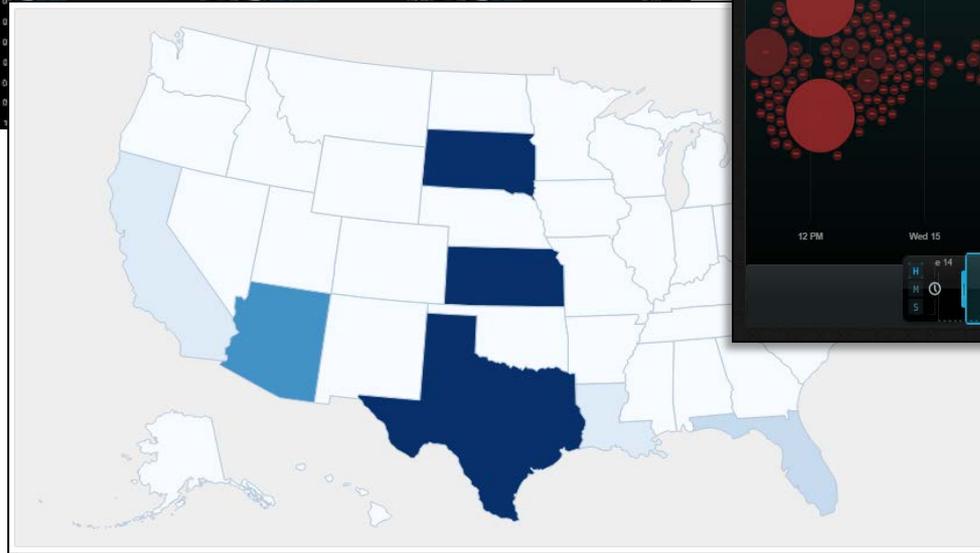
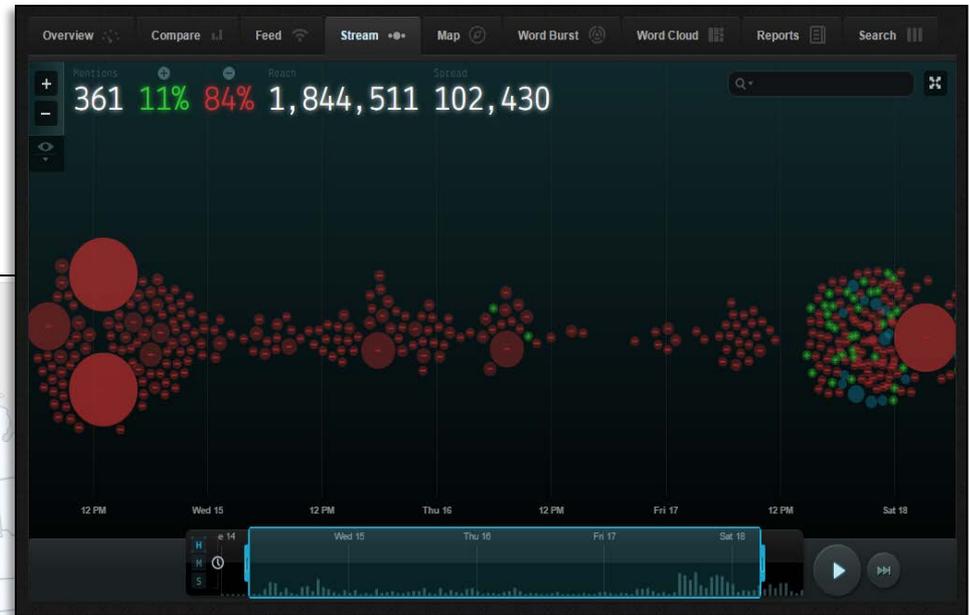
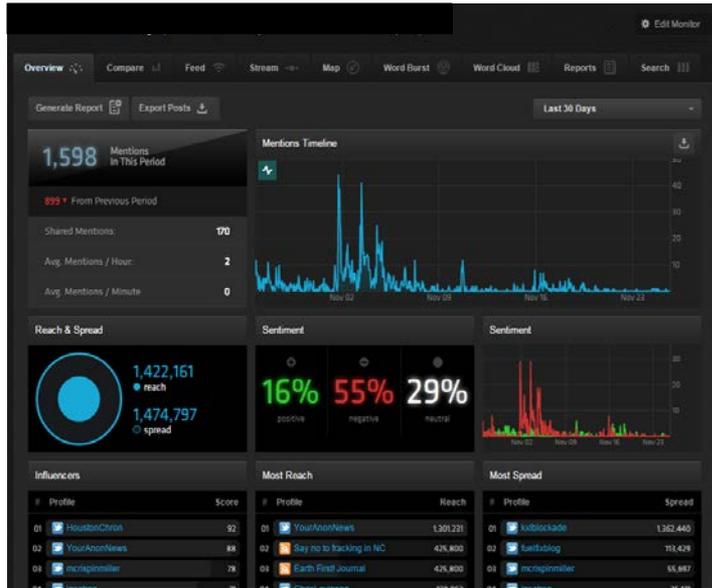
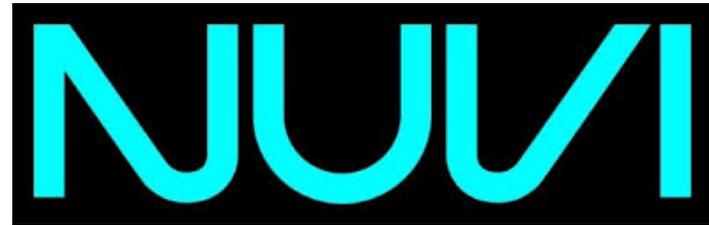
Join the discussion...



3cCoalition.org · a month ago

The announcement that ██████ has left the PUC proceedings may sound like good news to most people that have been following and fighting this pump facility, but the reality is slightly more sobering. Our arguments from the beginning have been that they are not a public utility and do not have the power to use eminent domain. Additionally, the pump station does not belong in a highly residential area. This motion to leave the proceedings means that many of the larger groups fighting are now gone. Or more importantly have been taken out of the argument on an 'official' level. What this now means is the individual landowners are at risk to possibly be bullied into signing an easement agreement.

# Monitoring the conversation



# Simulating the conversation



# STABILITY CONTROL

## DETECTING UNDERSTEER



WITH ESP



## DETECTING OVERSTEER

WITH ESP



WITHOUT ESP



# Controls

# SM has grown up

## **SEC Approves Using Facebook, Twitter for Company Disclosures**



# White House Press Room Seating Chart

PODIUM

NBC	Fox News	CBS News	Associated Press	ABC News	Reuters	CNN
Wall Street Journal	CBS Radio	Bloomberg	NPR	Washington Post	New York Times	Associated Press Radio
AFP	USA Today	McClatchy	American Urban Radio Networks	POLITICO	Tribune	ABC Radio
Foreign Pool	MSNBC	Washington Times	The Hill	Fox News Radio	Voice of America	National Journal
Bloomberg BNA	TIME	New York Daily News	Hearst, S.F. Chronicle, Baltimore Sun	New York Post	Real Clear Politics	Chicago Sun-Times, Al Jazeera
Washington Examiner	Yahoo! News	Salem Radio Network	Media News Group, The Daily Beast	Christian Science Monitor	Sirius XM	Dow Jones
Talk Radio News Service	Dallas Morning News	Roll Call	CBN News	BBC, The Boston Globe	Scripps, BuzzFeed	Financial Times, The Guardian

# The Challenge of Breaking News



## School official: All 338 Korean students, teachers rescued from sinking ferry

By REUTERS 04/16/2014 05:23

Like Share 8 people like this.  
 Tweet { 1 +1 { 0 in Share Select Language | ▼

SEOUL- All 338 high school students and teachers on board a South Korean passenger ferry that was reported to be sinking on Wednesday have been rescued, a school official told Reuters.

The ferry, identified as the Sewol, was carrying about 470 passengers, including the students and teachers, en route to Jeju island, about 100 km (60 miles) south of the Korean peninsula.

It sent a distress signal after it began to list badly.

# The Challenge of Breaking News



## Death toll in South Korea ferry disaster climbs to 259

By Shelby Lin Erdman, CNN

updated 8:47 PM EDT, Sun May 4, 2014

CNN.com

(CNN) – The death toll in the South Korean ferry disaster has jumped to 259, with 43 people still missing, the government reported Monday.

The higher death toll comes after bodies were retrieved from the fourth deck of the Sewol ferry, according to South Korea's Government Rescue Headquarters.

The search and rescue operation has turned into a grueling recovery of corpses. No one has been found alive since the ferry sank April 16, with a passenger load largely made up of high school students on a field trip.

The work has become even more difficult because divers have faced closed cabin doors blocked by debris, according to the semi-official Yonhap News Agency.

The ferry sank en route from Incheon to the resort island of Jeju, off the nation's southwestern coast.

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# The Challenge of Breaking News

**THE WEATHER**  
For Syracuse and vicinity—probably showers tonight or Tuesday; cooler Tuesday.

**THE SYRACUSE HERALD.**

**5** To Sell Real Estate Use a Herald Classified Ad and Get Results.

PRICE TWO CENTS VOL. 36 NO. 12,981 SYRACUSE, N. Y., MONDAY EVENING, APRIL 15, 1912.—SIXTEEN PAGES ON SALE EVERYWHERE IN SYRACUSE AT OR BEFORE 9 P. M.

## TITANIC'S PASSENGERS ALL RESCUED

### Giant New Liner Limping in Toward Halifax, Badly Damaged

**DEFALCATION AT NEW BERLIN BANK EXCEEDS \$300,000**

Examination of Books Shows Big Increase in Arnold's Shortage.

**CASHIER IS IMPROVING**

Defaulter's Health Not as Bad as Reported — Depositors Gather at Doors of Bank—Arnold Came Frequently to Syracuse and Entertained Lavishly.

Newark, April 15.—The announcement by Federal bank examiners that the shortage in the First National bank at New Jersey would probably exceed \$300,000 threw the people of that village into excitement to-day and another storming of the institution with its managers yesterday was expected to-day.

**HOW TITANIC'S 1,300 PASSENGERS WERE RESCUED AFTER LINER SMASHED BOWS ON HUGE ICEBERG**



**WORLD'S BIGGEST SHIP CRASHES INTO ICEBERG AT NIGHT**

S. O. S. Wireless Signal of Distress Brings Many Other Liners in Great Race to Scene of Disaster.

**STEAMERS CARPATHIA AND VIRGINIA FIRST THERE--TAKE ON PASSENGERS**

New York Offices of White Star Line Receive Wireless Telling of Successful Transfer at Sea — Titanic Limping Toward Halifax, Kept Afloat by Water-tight Compartments—1,300 Leave Stricken Titanic in Small Boats.

Special Cable to The Syracuse Herald.

# SM can prolong the news cycle



**Environment**

## Texas' Only Natural Lake Is Polluted With Oil, and the EPA Isn't Paying Attention, Activists Say

By Amy Silverstein Tue., Nov. 4 2014 at 6:29 AM 10 Comments

Categories: **Environment**

[Like](#) [Share](#) 283 [Tweet](#) 4 [Submit](#) [Pocket](#) 2 [g+1](#) 0

## Caddo Lake, Texas



Pipeline spill reaches the only natural lake in Texas



PIERPONT

# How To Turbocharge Your Ox Cart

## Crisis Communications in the Time of Twitter

**Chris Jones**  
**VP, Pierpont Communications, Inc.**