How To Turbocharge Your Ox Cart

Crisis Communications in the Time of Twitter

Chris Jones
VP, Pierpont Communications, Inc.
Infrastructure

Controls

Rules of the road

Monitoring
That was then... This is now.
That was then…

This is now.

Crews are battling this fire after an explosion rocked the East Village.

[cnn.it/1BuEJPc via @vagautham]
Infrastructure
Most media maps are out of date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

Mainstream

- CNN
- The New York Times
- THE WALL STREET JOURNAL

Owned

- BBC
- abc
- The Home Depot
- eBay

Social

- TechCrunch
- THE HUFFINGTON POST
- Twitter
- YouTube
- Facebook

Tra-digital

- POLITICO
- Search
- Public Engagement

PIERPOINT
Overlap of traditional and social media

Posting on JetBlue “Bluetales” Blog

“I support JetBlue, but this response is nonsensical. Best not to sanitize what sounds like a very serious situation. A pilot having a bout of food poisoning mid-flight is a ‘medical situation.’ An on-duty pilot having a psychotic episode in-flight... is a different category all-together.”

- Chris
3/27/12 at 5:21 PM
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...
@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...

- 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%

Twitter as a News Source:

- Business/Financial: 29%
- National News: 25%
- Local News: 11%
- International: 8%
- Sports: 8%
- Entertainment: 6%

Source: "TekGroup International 2013 Social Media News Survey"
Social media’s role in the news cycle

Breaking news

- This is shortening, viral stories

Archival

- Online search, archived content
- This is lengthening

Analysis

- Blogs, video, shape opinion, trusted authorities

Context

- Twitter hashtags, blogs, Facebook, wikis
Social Media is real time
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…
SM is forever
Rules of the road
Crisis plans must explicitly incorporate social media
Communicating to Stakeholder Groups in a Crisis

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

Event → Incident → Developments → FACTS → KEY MESSAGES → Social Media

- Community
- Media
- Employees
- Investors
- Board

Underlying Company Values
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 the conversation
Influence Matters

Don't care:

Do care:
Monitoring the conversation: Don’t just read the article

Philadelphia-based [redacted] 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 [redacted] 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 [redacted] attempted to bypass local zoning. In October the PUC affirmed the company has “public utility”
Monitoring the conversation:
Check the comments..

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<thead>
<tr>
<th>COMMENTS</th>
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Join the discussion...

3cCoalition.org - a month ago

The announcement that [redacted] 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
Controls
SM has grown up

SEC Approves Using Facebook, Twitter for Company Disclosures
# White House Press Room Seating Chart

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<tr>
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<th>NBC</th>
<th>Fox News</th>
<th>CBS News</th>
<th>Associated Press</th>
<th>ABC News</th>
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<td>USA Today</td>
<td>McClatchy</td>
<td>American Urban Radio Networks</td>
<td>POLITICO</td>
<td>Tribune</td>
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<td>Foreign Pool</td>
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<td>Washington Times</td>
<td>The Hill</td>
<td>Fox News Radio</td>
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The Challenge of Breaking News

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

By REUTERS 04/16/2014 05:23

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.
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) -- 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.

SM can prolong the news cycle
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