

NAVIGATING A PR CRISIS IN A 24/7 CONNECTED WORLD



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Eyes on the Prize!

The aim of public relations is to win understanding and support from, and to influence the opinions and behavior of your key audiences. When a crisis hits, this is especially important and the ultimate goal.



OFF THE BEATEN PATH



4X4 APPROACH

4 RULES FOR EFFECTIVE CRISIS COMMUNICATIONS

- Transparency - Always be truthful and timely.
- One face/one voice - Believability, credibility and delivery matters.
- KISS - Keep it short and simple for effective messaging.
- 5 W's - Who, what, when, where and why - fall back on the fundamentals.

4 RULES STAGES OF CRISIS MANAGEMENT

- Mitigation - Do a SWOT analysis and FL-EX.
- Preparation - Plans, policies and parameters.
- Response - Be swift, accurate and thorough.
- Recovery - Reassess, adapt, debrief, and shift

Anytime, any place, 24/7

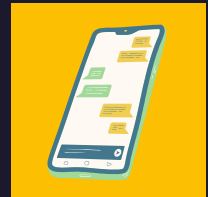
Social media doesn't sleep

Social media doesn't sleep just because you do. A crisis can go viral on social media at any time.



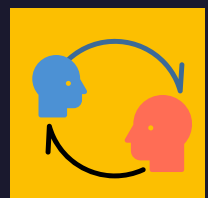
Real-time communications

With the continuing sophistication of digital devices, cameras and microphones are constantly recording leaving more room for errors, lapses in judgement and targeted victimization – key ingredients for a crisis.



History repeats itself

People now expect respect from companies and brands regarding diversity, equity and inclusion, as well other societal factors. Previous comments made on air and/or social media posts can be resurrected and stir a present-day crisis.





CRISIS SCENARIOS

YOU NEVER KNOW WHAT YOUR NEXT, "WHAT IF...," MAY BE!

Insensitive
Comments

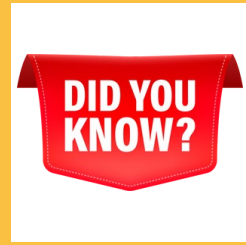
Hot Mic

Rogue Social
Media Posts

A Picture is
Worth a
Thousand
Words

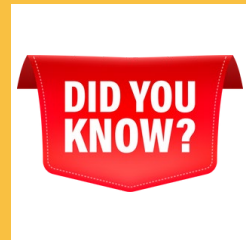
Timing is
Everything

Seeing the
Unseen



DID YOU KNOW ?

This Tweet from Burger King UK was published on International Women's Day.



DID YOU KNOW ?

The original tweet, plus additional context, could have fit in a single tweet.



INSENSITIVE COMMENTS

This kind of crisis comes from saying something insensitive, out-of-touch, or offensive.



INSENSITIVE COMMENTS

The Response

 **Burger King**  @BurgerKingUK · Mar 8, 2021 

We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We will do better next time.

 **Burger King**  @BurgerKingUK · [Follow](#)

We decided to delete the original tweet after our apology. It was brought to our attention that there were abusive comments in the thread and we don't want to leave the space open for that.

4:41 PM · Mar 8, 2021 

 **Becca**
@BeccaBeckery · [Follow](#) 

Proof this could have even fit in one tweet

Please don't use sexism as clickbait. The men in my mentions proves the damage you're causing by doing this.



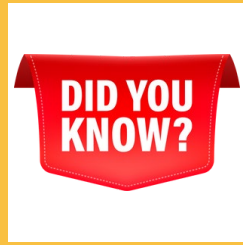
 Unsent Tweets

 Women belong in the kitchen.

If they want to, of course. Yet only 20% of chefs are women. We're on a mission to change the gender ratio in the restaurant industry by empowering female employees with the opportunity to pursue a culinary career. #IWD

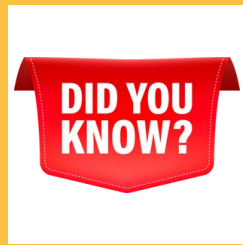
 Everyone can reply

       [Tweet](#)



DID YOU KNOW ?

A hot mic moment can happen anywhere. Whether TV, radio, or online; in politics, sports, and cars - yes, even private cars!



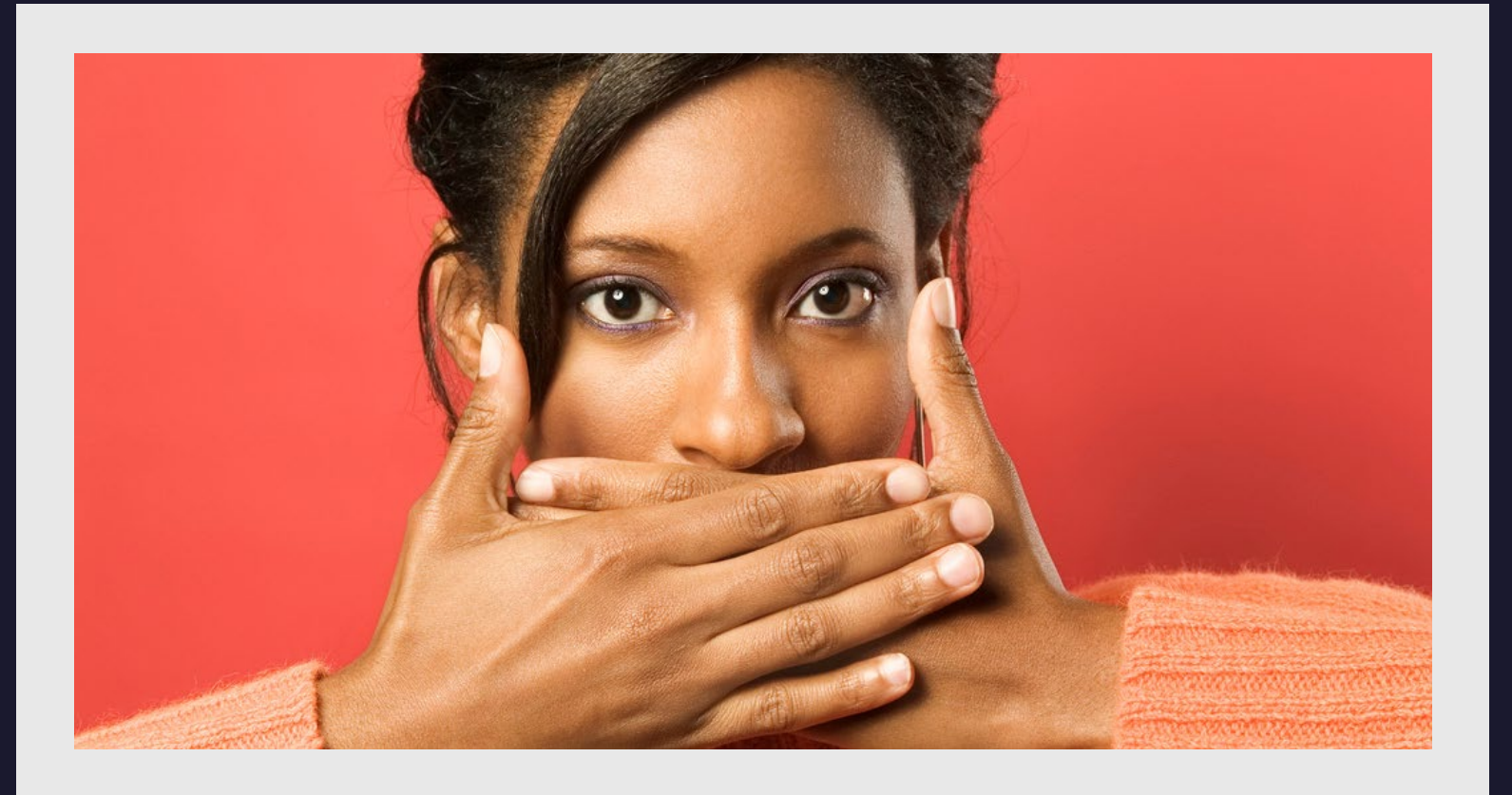
DID YOU KNOW ?

The fallout from comments caught on a hot mic can occur within seconds or minutes of it happening. And there you have it, you've gone viral for all the wrong reasons.

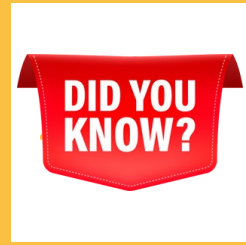


HOT MIC

A microphone that is turned on, in particular one that amplifies or broadcasts a spoken remark that is intended to be private.

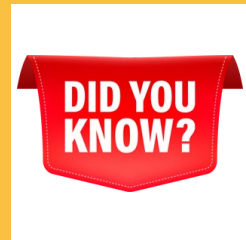


RULE OF THUMB: WHERE THERE'S A MIC, ASSUME IT'S HOT!



DID YOU KNOW ?

Usually, when there is an error, the first excuse companies say is "the account was hacked."



DID YOU KNOW ?

Depending on the type of rogue post, it will be mentioned by users for years to come.



ROGUE SOCIAL MEDIA POSTS

Rogue posts are not only classified as a disgruntled employee posting, but also as errors or mistakes.



Rogue Social Media Posts



American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

HootSuite • 2/15/11 11:24 PM



[@riaglo](#)
Gloria Huang

Rogue tweet frm [@RedCross](#) due to my inability to use hootsuite... I wasn't actually [#gettngslizzard](#) but just excited! [#nowembarassing](#)

2 hours ago via HootSuite ☆ Favorite ↻ Retweet ↩ Reply



McDonald's ✓
@McDonaldsCorp

Follow

[@realDonaldTrump](#) You are actually a disgusting excuse of a President and we would love to have [@BarackObama](#) back, also you have tiny hands.

RETWEETS

1,423

LIKES

1,526



9:16 AM - 16 Mar 2017

↩ 126

↻ 1.4K

♥ 1.5K

Rogue Social Media Posts

The Response



We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

57 minutes ago via [ÜberTwitter](#) ☆ Favorite ⚡ Retweet ↩ Reply

Retweeted by [stefsealy](#) and 51 others



McDonald's Corporation ✓

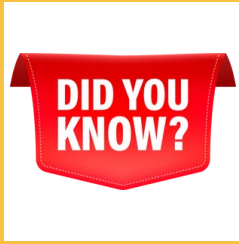
@McDonaldsCorp · [Follow](#)

Based on our investigation, we have determined that our Twitter account was hacked by an external source. Read more: [McD.to/60108Zzjy](https://mcd.to/60108Zzjy)

5:44 PM · Mar 16, 2017

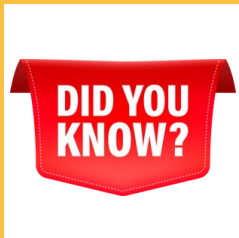


“IT WAS HORRIBLE WHAT YOU SEE,
WHAT YOU SAW — TO SEE PEOPLE
TREATED LIKE THEY DID, WITH
HORSES NEARLY RUNNING THEM
OVER AND PEOPLE BEING STRAPPED,”
PRESIDENT JOE BIDEN SAID AT THE
TIME. “IT’S OUTRAGEOUS. I PROMISE
YOU, THOSE PEOPLE WILL PAY.”



DID YOU KNOW ?

Perception is reality and seeing is believing? Without context, images like this one can go viral in an instant. How many times have you seen a picture and thought it was something that it was not?



DID YOU KNOW ?

The reins in this and other images could be seen flying around fleeing Haitian migrants attempting to enter an encampment in Del Rio, TX. The widely circulated photos sparked outrage at the time because people believed they were being whipped. This also prompted comments by President Biden, to some degree, in error.



A PICTURE IS WORTH A THOUSAND WORDS

What's really going on in this picture?



OCTOBER 12, 2019

The construction project to build a Hard Rock Hotel in New Orleans suddenly collapsed. The developer, contractor, et.al. offer condolences and vow to find out what happened. No further comments are given.

OCTOBER 12, 2021

The developer issues its first remarks since the incident occurred on the second anniversary of the collapse.



TIMING IS EVERYTHING

How and when you respond is critical to brand sentiment. Keep in mind, social media has changed the news cycle.



PLAN YOUR WORK WORK YOUR PLAN

The worst thing that can go wrong in a crisis is not having a plan in hand and/or not having that plan understood by all parties. Being prepared is 50% of the response, the other 50 is execution.

ANTICIPATE YOUR NEEDS

Every organization has a culture. Proper planning means having a complete understanding of that culture. What each area requires, who comprises the teams, how they function (I&C), and what are calendar tasks. ID all communications assets, internal/external, and include in the plan, so all audiences are addressed.

ALL HANDS ON DECK

Everyone is vested. Remind colleagues that they all have a PR role, regardless of their job title - especially in a crisis.



SEEING THE UNSEEN

If you fail to plan, then you're planning to fail.
Stay ready, so you don't have to get ready!



NO FACE, NO CASE



A CRISIS DOES NOT REQUIRE A VISUAL

- You never want to put a face on a crisis, although there are some cases when it shouldn't be avoided, e.g., death.
- As stated earlier, one face/voice is the standard.
- Limit your response to one news cycle, if possible. If news is still isolated, only respond to individual inquiries.
 - When you can, funnel story as an exclusive to a media friend.
- Why? Because your job is to kill the story.
- The caveat is that this is crisis dependent.



OTHER TYPES OF CRISES

Apologies

Insensitive
marketing
practices

Spreading
Fake news

Inflammatory
remarks

Sensitive
data breach
or leak

DUI/Arrest

SOCIAL MEDIA

PROBLEM VS. CRISIS





WHAT IS A SOCIAL MEDIA CRISIS?



STEPS TO MANAGE A CRISIS VIA SOCIAL MEDIA



IDENTIFY THE SOURCE OF THE CRISIS



STOP ALL AUTOMATED POSTS



ORGANIZE YOUR WORKFLOW



REACT SWIFTLY



ASSESS AND APOLOGIZE IF NECESSARY



REFLECT AND REPORT



STEPS TO AVOID A CRISIS VIA SOCIAL MEDIA





DETERMINE WHO SPEAKS FOR THE BRAND/COMPANY



CHECK/FIGURE OUT THE VOICE FOR SOCIAL MEDIA



UTILIZE SOCIAL LISTENING



PLAN FOR CRISIS SCENARIOS



ADDITIONAL TIPS



ACKNOWLEDGE, BUT
DON'T ARGUE

DO NOT PREMATURELY
DELETE COMMENTS THAT
ARE NEGATIVE

DO NOT BLOCK ANYONE
WHO DISAGREES WITH,
OR IS UNHAPPY WITH YOU

TAKE THINGS
PERSONALLY AND LOSE
YOUR BRAND VOICE

STAY UPDATED WITH
INTERNAL
COMMUNICATION

SECURE YOUR ACCOUNTS



ANY
QUESTIONS?

