



# Social Media Strategies Summit

---

[hello@helpfuldigital.com](mailto:hello@helpfuldigital.com)

# Who we are



**Leah Tedesco**  
Senior Consultant



**Ayla Miller**  
Digital Account Executive

# Today's agenda

Best practices presentation: Crisis strategy and planning (20 mins)

---

Simulation Phase 1: Crisis strategy and planning (35 mins)

---

Quick break (5 mins)

---

Best practice presentation: Crisis communications response (20 mins)

---

Simulation Phase 2: Crisis communications response (35 mins)

---

Quick break (5 mins)

---

Best practice presentation: Live engagement (20 mins)

---

Simulation Phase 3: Live engagement (40 mins)

# Session objective

To help build the knowledge and practical experience of social media users in terms of how to effectively harness social media channels to communicate during a high-pressure emergency.

**Scenario planning**

**Action planning**

**Live response**

**Stakeholder management**

**Reputation management**



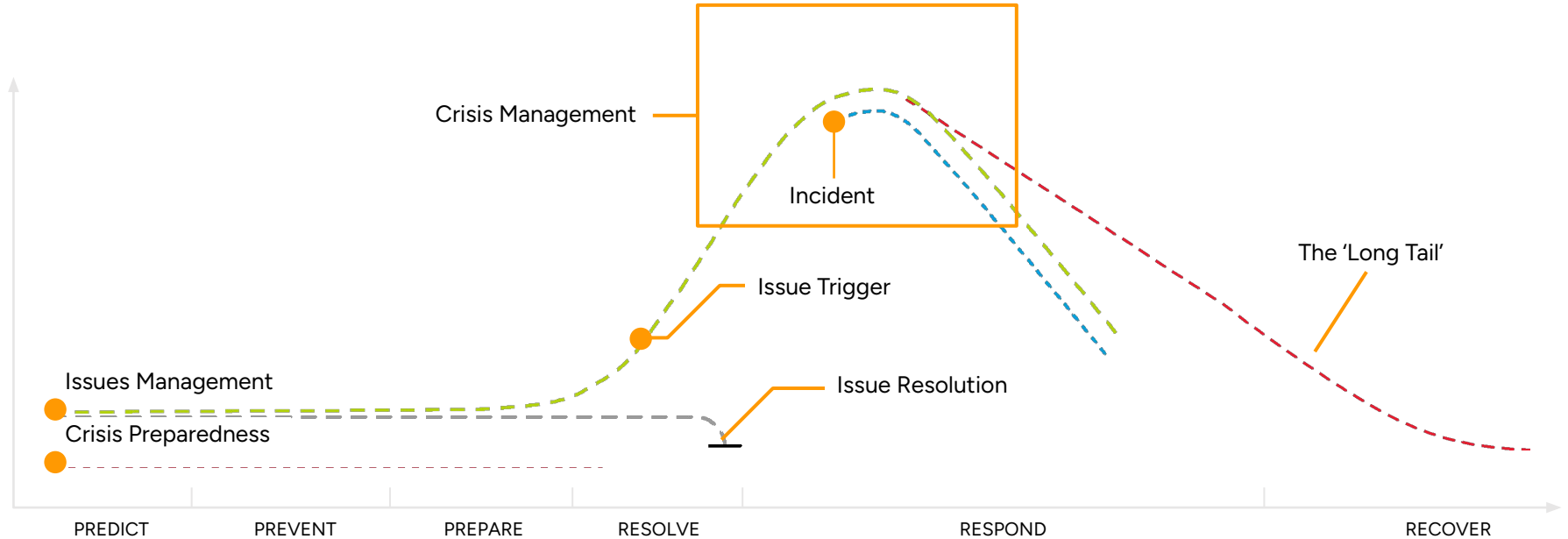


**Why are we here?**

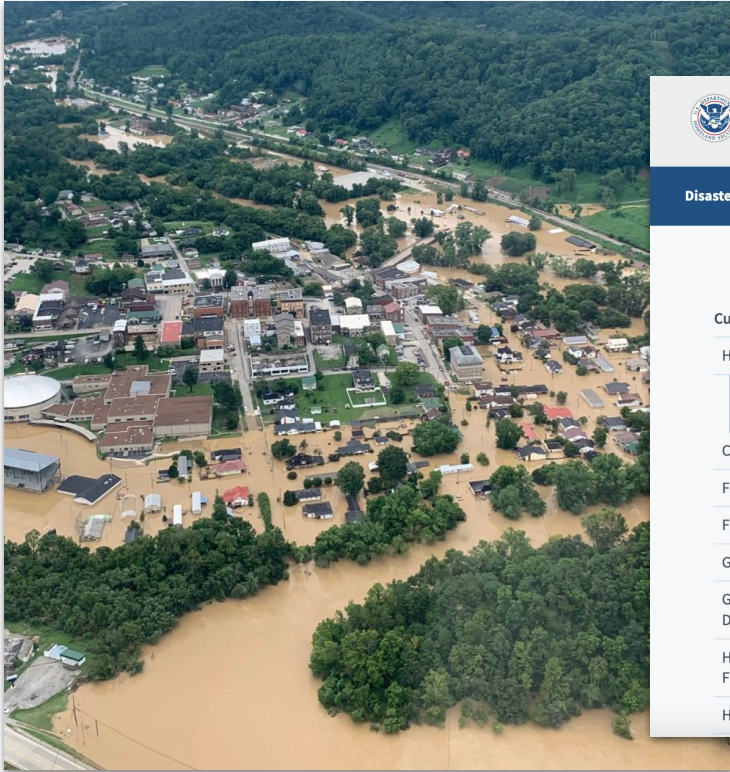
# Social media has changed crises



# The crisis lifecycle



# Growing risks



The screenshot shows the FEMA website interface. At the top left is the FEMA logo. To the right is a search bar with the text "Search FEMA.gov" and a magnifying glass icon. Below the logo is a navigation menu with the following items: "Disasters & Assistance", "Grants", "Floods & Maps", "Emergency Management", "About", and "Work With Us". On the far right of this menu is a button labeled "Apply for Assistance".

The main content area is titled "Hurricane Rumor Response". Below the title is a horizontal line, followed by a globe icon and a list of languages: العربية, Deutsch, English, Español, Français, Kreyòl, 한국어, Burmese, Português, Brasil, Русский, Tagalog, and 简体中文.

Below the language list is a paragraph: "Help keep yourself, your family and your community safe by being aware of rumors and scams and sharing [official information from trusted sources](#)."

Below that is another paragraph: "Do your part to stop the spread of rumors by doing three easy things:"

Finally, there is a numbered list of three items:

1. Find trusted sources of information.
2. Share information from trusted sources.
3. Discourage others from sharing information from unverified sources.





# Crisis Strategy and Planning

# Priority actions

## Initial:

1. Align on roles and responsibilities; understand deliverables
2. Develop appropriate strategy and objectives
3. Map and prioritize stakeholders
4. Select appropriate channels of communication

# Agree roles and responsibilities

## Social media responder

- Draft updates that cover key actions and information
- Adapting messaging to appropriate platforms
- Triaging/responding to comments and questions

## Social media monitor

- Monitor traditional and social media using keywords and search term
- Consistently compile and share out monitoring reports

## Field PIO

- Identify staging areas
- Communicate with on-site incident command and the broader JIC for messaging

# Remember to stay strategic

Using a **'people first'** strategy to serve as your guiding star for what you will **do** and what you will **say**:



Residents



Responders



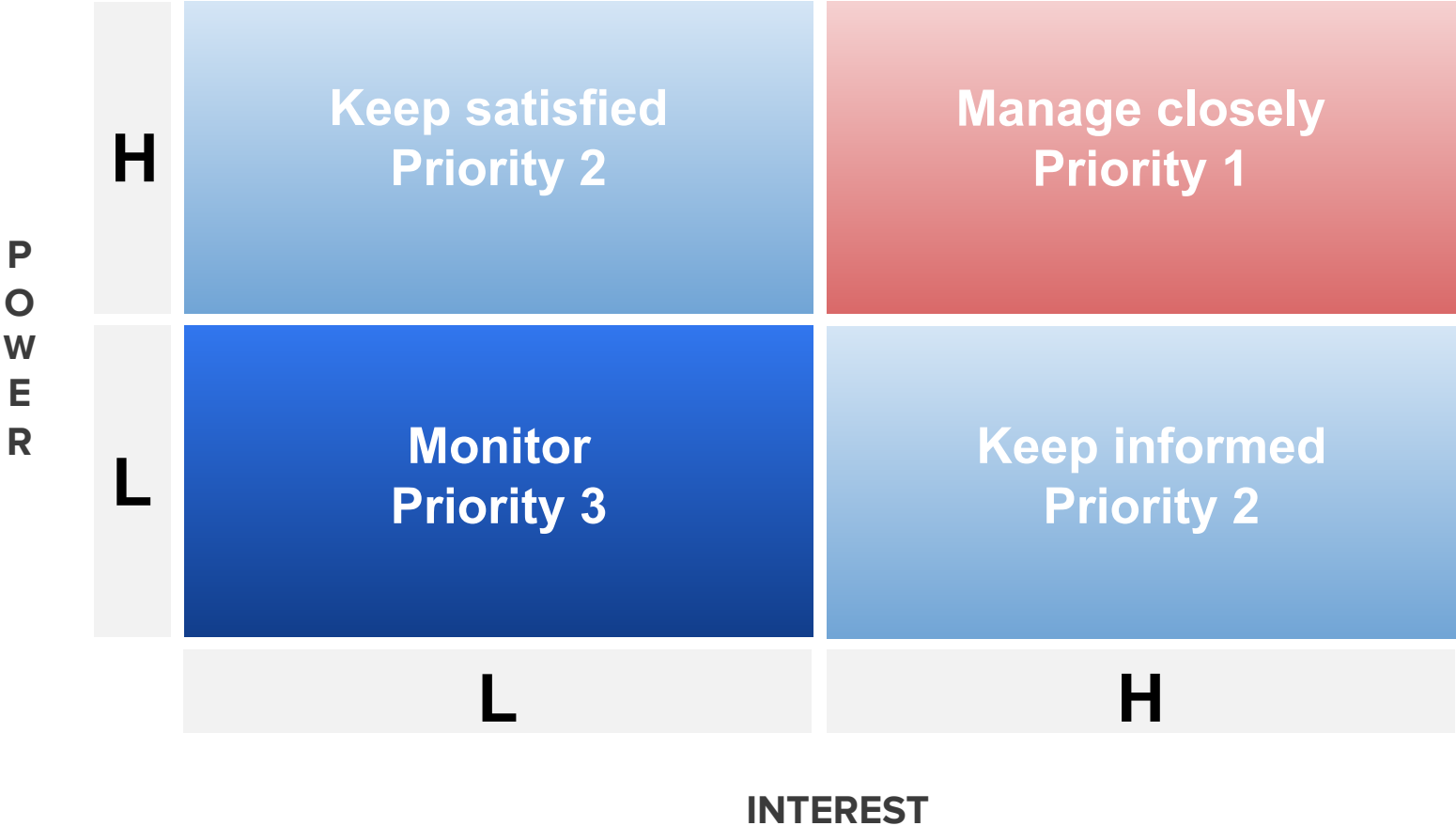
Staff



Public



# Prioritization: stakeholder mapping



# Where to reach your audience

## Who?



Politicians



Journalists



Staff



Public

## What?

Key info

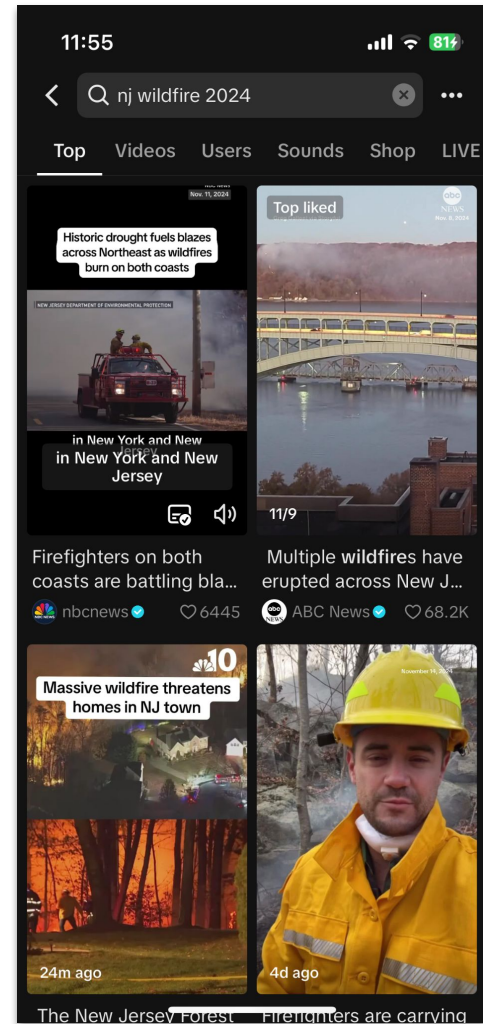
Action plan

## Where?



# Know where your audiences are

- They're not all on one channel
- They're not all following you!
- They are likely using social media as a search engine



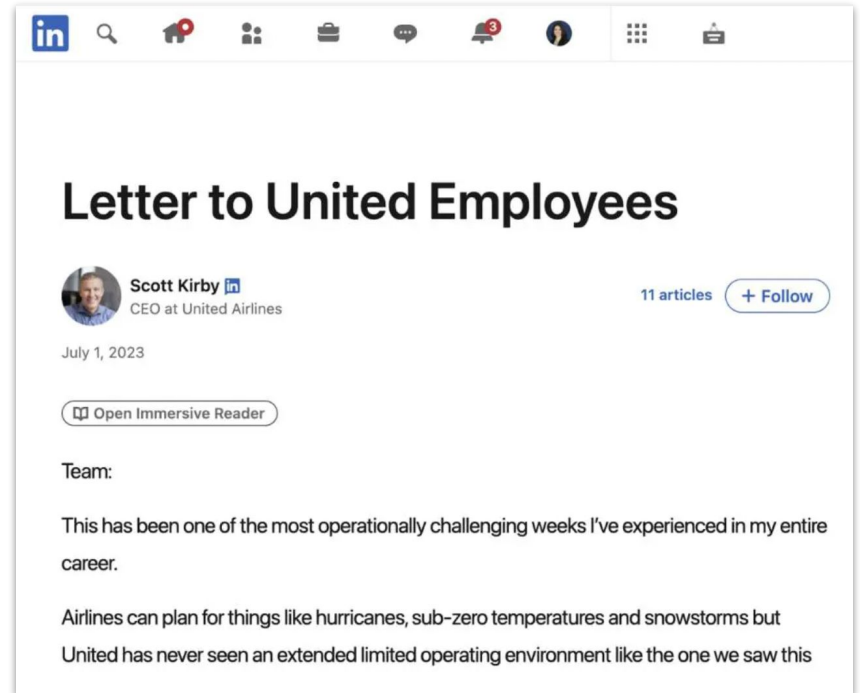
# Where are your audiences?

# Internal communications

Don't forget internal comms networks too.

Avoid people going rogue with rumors or speculation.

**Remember:** Any information posted internally will likely be seen outside the organization.



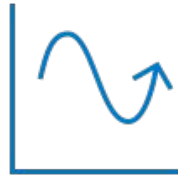
The image shows a screenshot of a LinkedIn post. At the top is the LinkedIn navigation bar with icons for home, search, network, messages, and notifications. The post title is "Letter to United Employees" in large, bold black font. Below the title is the author's profile picture, name "Scott Kirby", and title "CEO at United Airlines". To the right of the author's name is a "Follow" button and the text "11 articles". Below the author information is the date "July 1, 2023" and a button that says "Open Immersive Reader". The main text of the post begins with "Team:" followed by a paragraph: "This has been one of the most operationally challenging weeks I've experienced in my entire career." Below this is another paragraph: "Airlines can plan for things like hurricanes, sub-zero temperatures and snowstorms but United has never seen an extended limited operating environment like the one we saw this".

# Setting a cadence

How often you speak to your audience:



Confirm when the next update will be



The cadence will change throughout



Consider all types of content

---

# Crisis90 Phase 1

# The training

- 3 phases of an escalating crisis scenario
- Working in teams to complete tasks within tight deadlines
- Appoint a scribe and a spokesperson for your team





# Guidelines

- Don't challenge the scenario...
- You are the team responsible for leading the response
- Teamwork makes the dream work!
- Draw on your expertise and experience to complete the tasks

# Scenario

You will be acting as the comms team for Santa Barbara, CA.

The National Weather Service posts a weather warning on their social media account predicting heavy rain in Santa Barbara, CA over the next couple of days.

# Accessing the platform

**smss2024.crisis90.com**

**Username: blue**  
**Password: boat24**

**Username: green**  
**Password: grass24**

**Username: yellow**  
**Password: york24**

**Username: red**  
**Password: rose24**

**Username: orange**  
**Password: opal24**

**Username: purple**  
**Password: piano24**

# Accessing the platform

**smss2024.crisis90.com**

**Username: brown**  
**Password: cocoa24**

**Username: pink**  
**Password: princess24**

**Username: black**  
**Password: bear24**

**Username: grey**  
**Password: goose24**

# Phase 1: Feedback

## Strategy

Inform public of key actions needed to protect their safety; people first!

## Stakeholders

1-3: Local politicians, residents, external public

## Roles & Responsibilities

- Responder, monitor, field PIO
- Deliverables: initial statement, response to reporters

## Channels

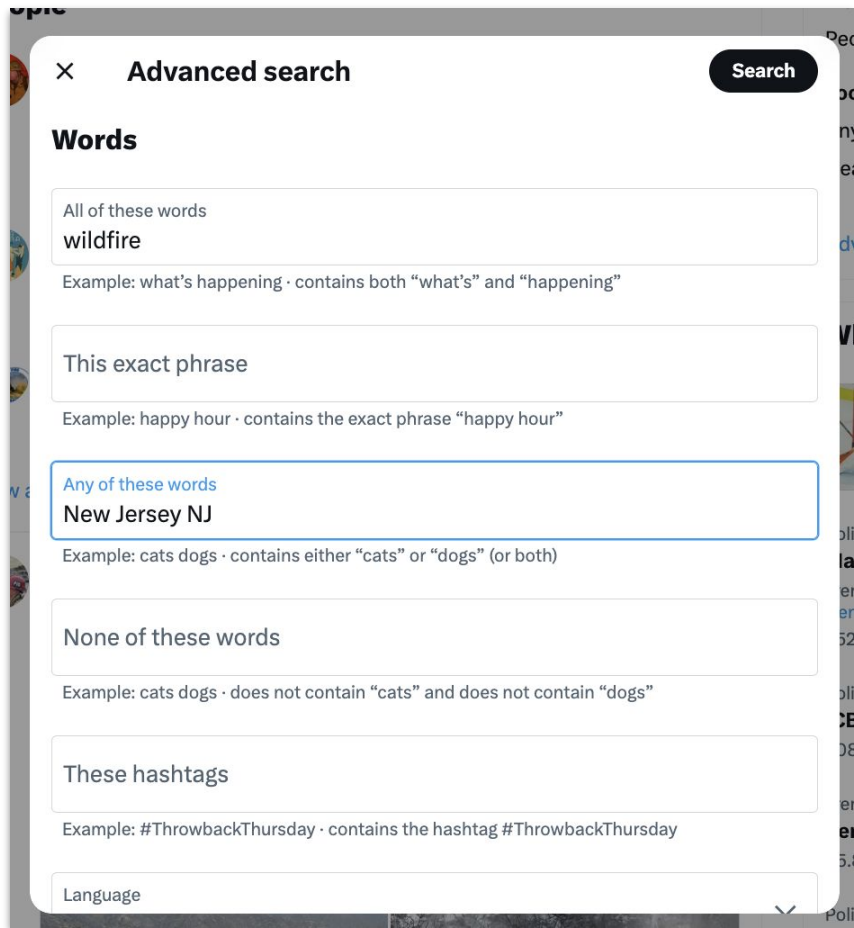
Emails/traditional, X, Citizen/nextdoor, local notification apps



# Crisis Communication Response

# Monitoring

- Utilize keywords
- Consider a variety of posting channels and monitoring channels
- Agree a cadence for sharing updates



**Advanced search** Search

**Words**

All of these words  
wildfire  
Example: what's happening · contains both "what's" and "happening"

This exact phrase  
Example: happy hour · contains the exact phrase "happy hour"

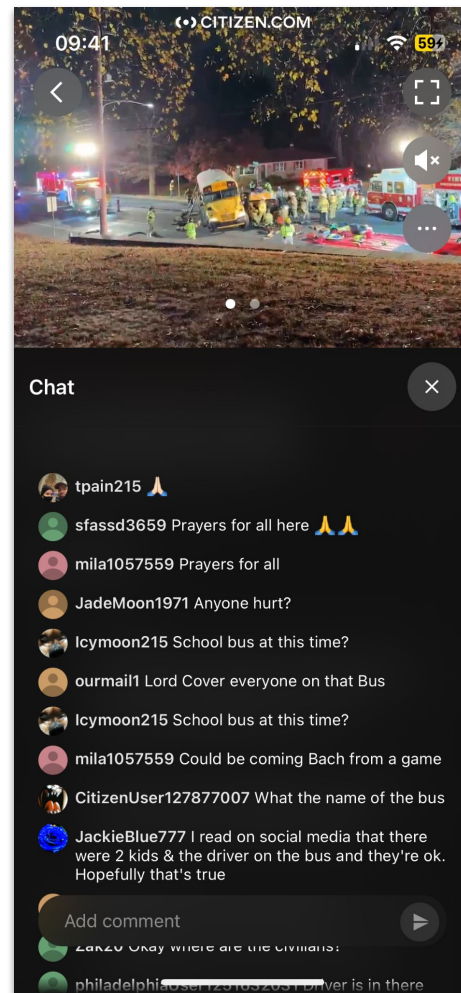
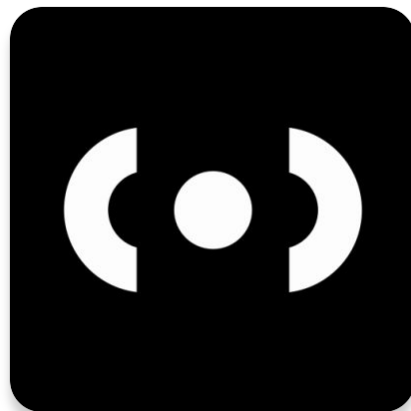
Any of these words  
New Jersey NJ  
Example: cats dogs · contains either "cats" or "dogs" (or both)

None of these words  
Example: cats dogs · does not contain "cats" and does not contain "dogs"

These hashtags  
Example: #ThrowbackThursday · contains the hashtag #ThrowbackThursday

Language

# Other channels to consider





# Tone and language

- Keep the tone confident, serious and reassuring.
- Avoid technical language and acronyms
- Use inclusive, simple language
- Break up large chunks of text into shorter sentences and paragraphs
- Too much detail can actually hinder rather than help



**Long Branch Police** @LongBranchPD · Nov 12

Code Blue  
A Code Blue Alert has been issued for Monmouth County from 6PM 11/12/24 to 8AM 11/13/24  
For assistance, please call 732-222-1000 or stop in to Police Headquarters at the lower level of 344 Broadway



**CODE BLUE**

**6PM TUESDAY, 11/12/24 until 8AM WEDNESDAY, 11/13/24**

**For assistance, please call  
732-222-1000  
or stop in to Police Headquarters  
at the lower level of  
344 Broadway**

60

# Warn and Inform

## Warn

**Warn** stakeholders of the present dangers, like wildfires, floods, impending storms, carbon monoxide poisoning, etc.

---

## Inform

**Inform** them of what key actions they should be taking, like evacuation, preparing for a storm, closing windows, etc. Don't forget to include what channels they should be monitoring for more information.

# A Call to Action is key

**NWS GSP** @NWSGSP Follow

URGENT: FLASH FLOOD EMERGENCY FOR THE LAKE LURE DAM! DAM FAILURE IMMINENT! RESIDENTS BELOW THE DAM NEED TO EVACUATE TO HIGHER GROUND IMMEDIATELY! #ncwx

**NWS GSP** @NWSGSP · 47m  
Flash Flood Emergency continues for Rutherford County, NC until 2:00 AM EDT

### Flash Flood Emergency

Valid Until  
2:00 AM EDT Saturday  
September 28, 2024

**Safety Information**

- Move immediately to higher ground!
- Avoid walking or driving through flood waters!



**Potential Exposure**

- Population: 9,052
- Schools: 0
- Hospitals: 0

Map showing the emergency area in Rutherford County, NC, with a red shaded region indicating the flash flood hazard. The map includes labels for Rutherfordston, Botlic, Forest City, Ellenboro, Mill Spring, Columbus, Caroleen, Clifton, Landrum, Fingerville, Cowpens National Battlefield, Campobello, Gramling, Inman, Boiling Springs, Valley Falls, and Mayo. A small inset map shows the location of Rutherford County within the Southeastern United States (KY, TN, VA, NC, SC, GA).


This is a matter of life or death

# Negative perceptions

 **City of Atlanta, GA**   
@CityofAtlanta

Public Safety Alert:

Georgia Emergency Management Agency  
Homeland Security Agency on behalf of the Environmental Protection  
Division local area emergency LOCAL AREA EMERGENCY due to  
ROCKDALE COUNTY BIOLAB FIRE. The EPA is MONITORING air quality  
for CHLORINE AND RELATED COMPOUNDS. Chemical levels are  
UNLIKELY TO CAUSE HARM TO MOST PEOPLE.

  
**Public Safety Alert**  
Georgia Emergency Management Agency  
Homeland Security Agency on behalf of the  
Environmental Protection Division local area  
emergency LOCAL AREA EMERGENCY due to  
ROCKDALE COUNTY BIOLAB FIRE. The EPA is  
MONITORING air quality for CHLORINE AND  
RELATED COMPOUNDS. Chemical levels are  
UNLIKELY TO CAUSE HARM TO MOST PEOPLE.

2:17 PM · Sep 30, 2024 · 290.8K Views

 **Stasi Scotland** @FFP3orN95 · Sep 30 ...  
Anyone in the affected area should disregard the final sentence and take  
measures to protect themselves. Chemical levels in such instances are  
\*\*\*HARMFUL TO MOST PEOPLE\*\*\*  
   3  409  

 **it's that me, depresso** @Jimmyjo0n465 · Sep 30 ...  
LIES the chemicals will cause irreparable damage people need p100s or  
n95s at least this will cause damage WILL CAUSE HARM  
   17  555  

 **Rocket Wrangler** @BestCoastBrian · Sep 30 ...  
You are going to cause harm to an innumerable number of people unless  
you start communicating more restrictive measures  
   4  247  

 **Mizzout**  @Mizzout1 · Sep 30 ...  
Unlikely? Lol  
   1  1.4K  

 **Gerrie Boulet** @GerrieBoulet · Sep 30 ...  
Should visitors cancel their plan?  
   1  1K  

 **Nely Emiliani** @emiliani\_nely · Oct 1 ...  
WHY, ARE YOU LYING TO US? If there was not danger, You, would not had  
send US the message of "WARNING OF DANGER" ...of Course it's a high  
level of Danger! AND it will be terrible for people with asthma!  
   1  33  

# The CAP Formula

(and proof points)

## CARE

---

Begin your statement with empathy.  
**Show you care** for the people affected by the crisis.

## ACTION

---

Tell people exactly **what you are doing** to fix the problem.  
Rather than broad statements such as 'we're doing everything possible', look for specific actions you are taking.

## PERSPECTIVE

Finish by putting the issue into some **perspective or context**. I.e. Address how rare the incident is, that you have a good record, that the issue is brand new and couldn't be predicted or is only affecting a small area.

# Your first response

- Get the key information out first
- Let people know you are aware and taking action
- Reduce speculation

**This can be done with these simple tips:**

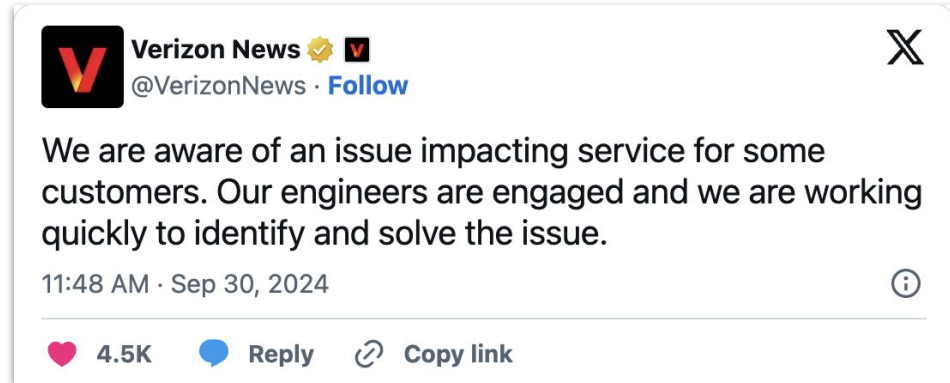
# 1. Be timely

Let people know you're aware of the situation.

Put out a holding message.



Follow it up with details.



## 2. Be informative

Provide any known facts and figures

**New Jersey Forest Fire Service** @njdepforestfire · 3h  
WILDFIRE UPDATE: Big Rusty Wildfire - Hainesport, Burlington County

@NJDEPFire continues to make progress containing a wildfire burning in the area of Bancroft Lane and Cove Court in Hainesport, Burlington County.

**SIZE & CONTAINMENT**  
🔥 40 acres  
🔥 50% contained

**WILDFIRE UPDATE**

Big Rusty Wildfire  
Hainesport, Burlington County

40 acres - 50% contained  
0 structures threatened

1 13 47 4.9K

**New Jersey Forest Fire Service** @njdepforestfire · 3h  
STRUCTURES THREATENED

✅ 0 structures threatened  
✅ 0 structures evacuated

**ROADS AFFECTED**  
✅ Bancroft Lane reopened  
✅ Cove Court reopened  
✅ Wharton Place reopened

1 4 1K

**New Jersey Forest Fire Service** @njdepforestfire · 3h  
RESOURCES DEPLOYED

🚒 The Forest Fire Service remains on scene with fire engines and ground crews.

**FIRE CAUSE**  
🔥 Under Investigation

**NEXT UPDATE**  
🕒 Approximately 6:30 p.m. on Tuesday, Nov. 19


4 945



# 3. Check scheduled activity

Pause all scheduled posts.


**Southwest Airlines** ✓ @South... · 5d ⋮  
Our Employees are getting into the spirit of the season! Which decorations are your favorite?



387K 312 59 225

Show this thread

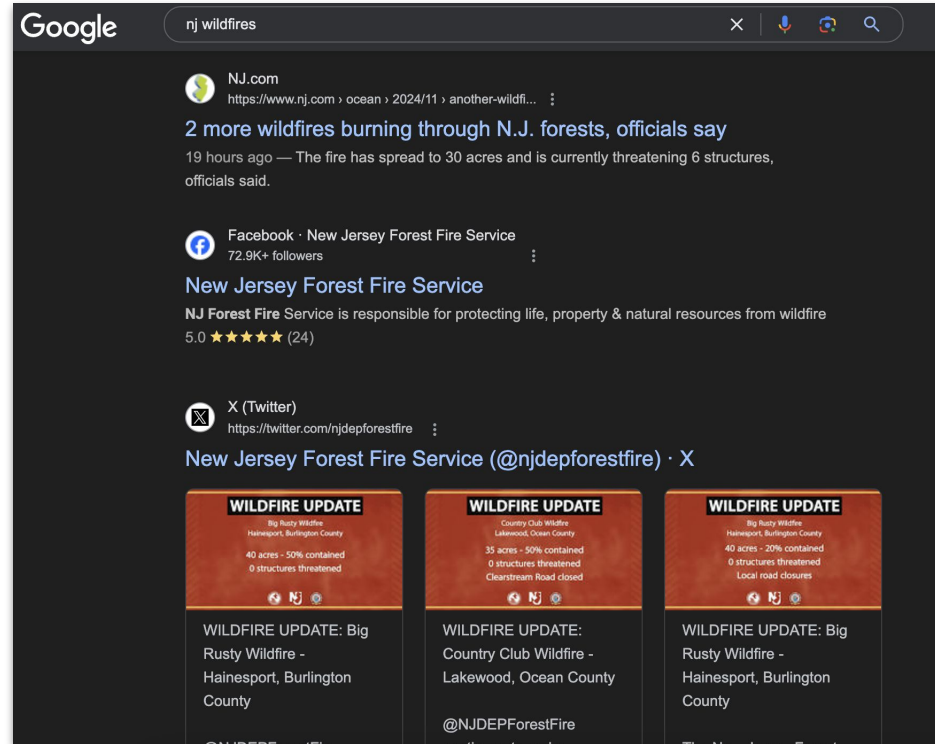
**Southwest Airlines** ✓ @South... · 5d ⋮  
Weather conditions caused by winter storms are resulting in multiple disruptions across the country. Check your flight status and explore self-service options here: [swa.is/Elliott](https://swa.is/Elliott)



369K 1,244 51 84

# 4. Consider your response as a whole

- What does it say on your website?
- What other channels should you use?
- What appears when you Google key search terms?
- What channels *shouldn't* be included?



# 5. Have a smooth sign-off process

- Who will be signing off messaging?
- Can they be contacted quickly?
- What needs signing off and what doesn't?
- Pre-approved messaging can really help!

 **FEMA Region 6**  @FEMARegion6 · 1h ...

If your area is experiencing **flash** flooding, the safest place is indoors and seeking higher ground.

 Do not attempt to cross **flood** waters by vehicle or on foot.

If **flood** waters are rising in your home, move to a higher floor with windows.

[Ready.gov/floods](https://www.ready.gov/floods)



  1  2  162  

**What messaging could be  
pre-approved?**



# Creating impactful content

# Adapt for different platforms

## Use threads

**City of Atlanta, GA** @CityofAtlanta · Sep 30  
The Department of Watershed Management (DWM) has issued a boil water advisory out of an abundance of caution and in accordance with Georgia EPD guidance for public advisory. DWM calls for immediate water restriction for critical uses only to allow system pressures to rebuild.

1 reply · 4 likes · 3.2K views

Show more replies

**City of Atlanta, GA** @CityofAtlanta · Sep 30  
As a result, there may be low or no water pressure in the affected area.

1 reply · 1 like · 2.2K views

**City of Atlanta, GA** @CityofAtlanta · Sep 30  
Stay tuned to local news outlets, and connect with us on our social media channels, including Facebook, Twitter, and Instagram @ATLWatershed for more updates. Visit [bit.ly/BoilWaterAdvis...](https://bit.ly/BoilWaterAdvis...) to learn precautions to take during a boil water advisory.

atlantawatershed.org  
Boil Water Advisory Response and Tips  
Boil Water Advisory Response and Tips

1 reply · 2 likes · 2.2K views

## Include quotes

**CBS News** @CBSNews · Mar 26  
"This is an unthinkable tragedy," Baltimore Mayor **Brandon Scott** says of the Francis **Scott Key Bridge** collapse.

He vowed that agencies will do "everything we can" to rescue individuals and address the incident and its aftermath. [cbsnews.com/news/francis-s-...](https://www.cbsnews.com/news/francis-s-...)

**BRANDON M. SCOTT**  
BALTIMORE MAYOR

1.4K replies · 3K retweets · 6.9K likes · 18M views

## Utilize hashtags

**CDC Emergency** reposted  
**Readygov** @Readygov · Sep 29  
If you lost power from #Helene, use generators safely. Never use them inside a home, basement or garage— always place them outside and away from your home.

Check out the video below for additional tips

Gas powered generators release carbon monoxide (CO) an invisible, odorless, silent and deadly gas.

0:29

3 replies · 51 retweets · 62 likes · 42K views



# Why use photo and video?



Quickly explain topics

Spreads further

Echo written messages

Easy to share on

Humanize the response

Grabs attention

# How to use graphics


Show a map of an affected area

Provide clear instructions

Share a statement

List contact information

Highlight alert levels

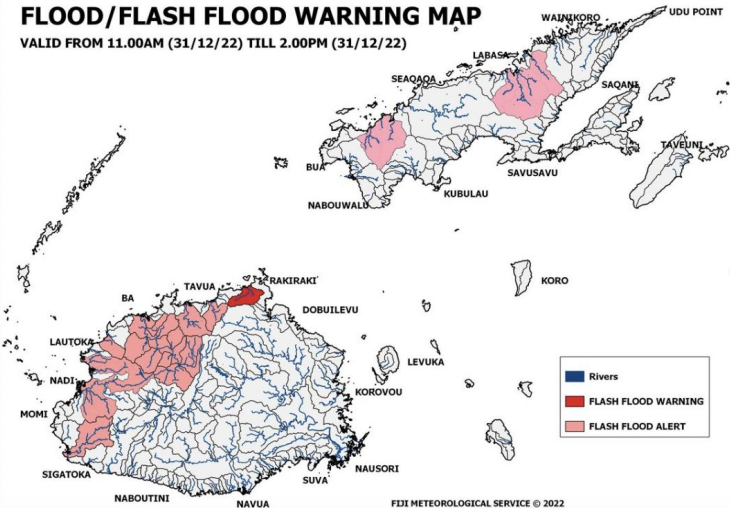
 **Fiji Meteorological Service**  
@FJMETSservice

⚠️ A FLASH FLOOD WARNING REMAINS IN FORCE FOR THE LOW LYING AREAS & FLOOD PRONE AREAS WITHIN PENANG & NAKAUVADRA RIVER.

🚨 A FLASH FLOOD ALERT REMAINS IN FORCE FOR THE LOW LYING & FLOOD PRONE AREAS OF SIGATOKA TO RAKIRAKI & NORTHERN PARTS OF VANUALEVU.

[bit.ly/3CeWKcZ](https://bit.ly/3CeWKcZ)

**FLOOD/FLASH FLOOD WARNING MAP**  
VALID FROM 11.00AM (31/12/22) TILL 2.00PM (31/12/22)



Legend:  
Rivers  
FLASH FLOOD WARNING  
FLASH FLOOD ALERT

FJI METEOROLOGICAL SERVICE © 2022



# Design top tips

- Consistency and simplicity is key
- Prepare templates ahead of time





# Why use ads in a crisis?

- Boosts visibility
- Target audiences by location
- Rebut disinformation

**City of Plant City Government**  
Sponsored · Paid for by City of Plant City  
Library ID: 924485936160316

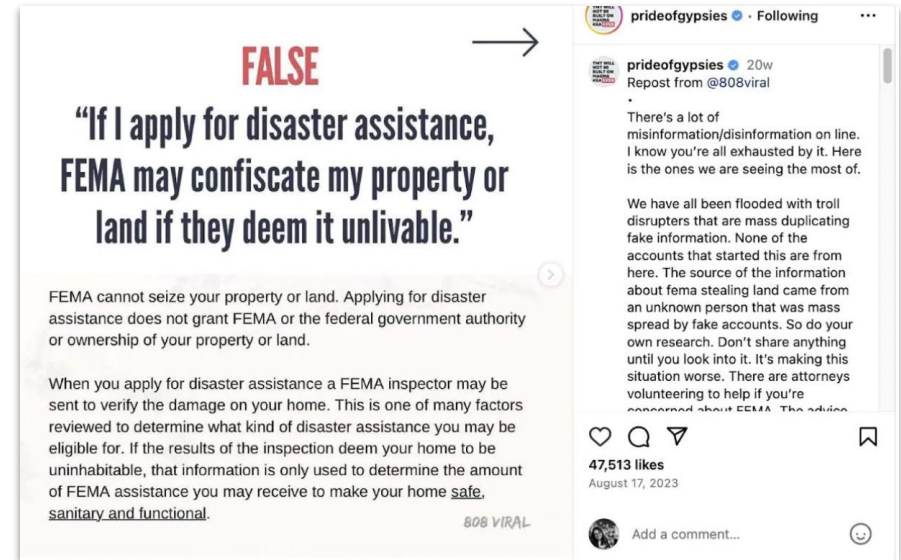
Resources for recovery from #HurricaneMilton will be available at the TECO Expo Hall at the Florida Strawberry Festival from 9:00 a.m. to 5:00 p.m. seven days a week for approximately three weeks.

Get assistance from FEMA Federal Emergency Management Agency, Hillsborough County, Florida Government, Feeding Tampa Bay, Congresswoman Laurel Lee, and the Florida Department of Financial ...



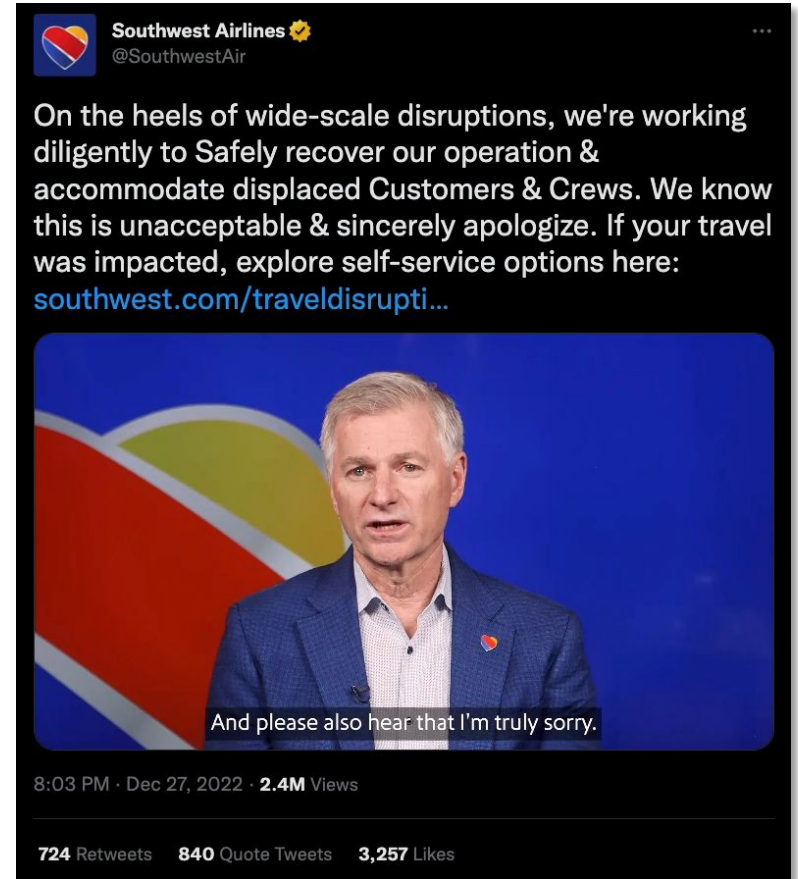
# Using targeting and paid effectively


- Different channels need different content formats
- Work with credible intermediaries
- Review the data and adapt your activity quickly



# Accessibility

- Add alt text to images
- Clear captions for videos
- Don't rely on colour to convey meaning
- Avoid flashing lights in videos, or add a warning if present



**Southwest Airlines**   
@SouthwestAir

On the heels of wide-scale disruptions, we're working diligently to Safely recover our operation & accommodate displaced Customers & Crews. We know this is unacceptable & sincerely apologize. If your travel was impacted, explore self-service options here: [southwest.com/traveldisrupti...](https://southwest.com/traveldisrupti...)

And please also hear that I'm truly sorry.

8:03 PM · Dec 27, 2022 · **2.4M** Views

724 Retweets 840 Quote Tweets 3,257 Likes

The image shows a tweet from Southwest Airlines. The tweet text is white on a black background. Below the text is a video player showing a man in a blue suit speaking. A subtitle at the bottom of the video reads "And please also hear that I'm truly sorry." The tweet includes engagement metrics: 724 Retweets, 840 Quote Tweets, and 3,257 Likes. The timestamp is 8:03 PM on Dec 27, 2022, with 2.4M views.

# Crisis90 Phase 2

# Phase 2: Feedback

## Monitoring

Make sure to include priority stakeholders and information to be communicated with the broader operational response

## Messaging

**Warn:** closed roads, downed power lines, etc.

**Inform:** how to contact emergency services, where to evacuate to, where to monitor for more information

## Paid strategy

Utilize geographic targeting on social and google ads



# Live engagement



# Prompt engagement is key



## Own the situation

- Show awareness and capability
- Establish your channel as an information source



## Shut down misinformation

- Fill the information gap
- Rise above the noise



# Prepare, listen and adapt

**Prepare** messaging ahead of time

**Listen** to responses and adapt messages

**Adapt** content for different channels

**Zack Fradella** @ZackFradellaWx

Here is how things will progress tonight into Tue morning. Expect the threat for a few severe storms to pick up over western LA soon. The threat transitions overnight. Everything slows down early Tue morning over New Orleans/coastal MS which is where flooding is possible. #lawx

**S EVENING** Mon 20:

**BROKEN LINE OF S1 TO SEVERE STOR MOVES INTO WEST LA**

**Robin Davis** @rockinrobin152 · 20h  
@ZackFradellaWx how many inches can we expect in Metairie?

**Zack Fradella** @ZackFradellaWx · 20h  
4-6"

**Robin Davis** @rockinrobin152 · 20h  
Thanks

4:00 PM · Nov 18, 2024 · 3,205 Views

# Dealing with negative comments



Don't ignore negative comments



Manage misinformation



Own up to any mistakes



Don't make false promises

# Tips for responding

- Verify users and content before replying
- Acknowledge quickly
- Be sure about what you're saying before pressing send

Ask yourself:

'Will this reply **add value**, **help someone**, **prevent spread of misinformation?**'

# How should you reply?

Those directly affected by the issue



Directly back to any questions asked  
(if capacity allows)

Journalists



Privately via email/DM  
(with public acknowledgment)

Politicians, organizations and other  
official stakeholders



Privately via email/call

Unaffected commentators and  
influencers



Privately and only if it brings value and  
not media attention

# Fill the information void

\_\_\_\_\_

Educational resources

\_\_\_\_\_



How to spot misinformation

\_\_\_\_\_


Promote alert channels

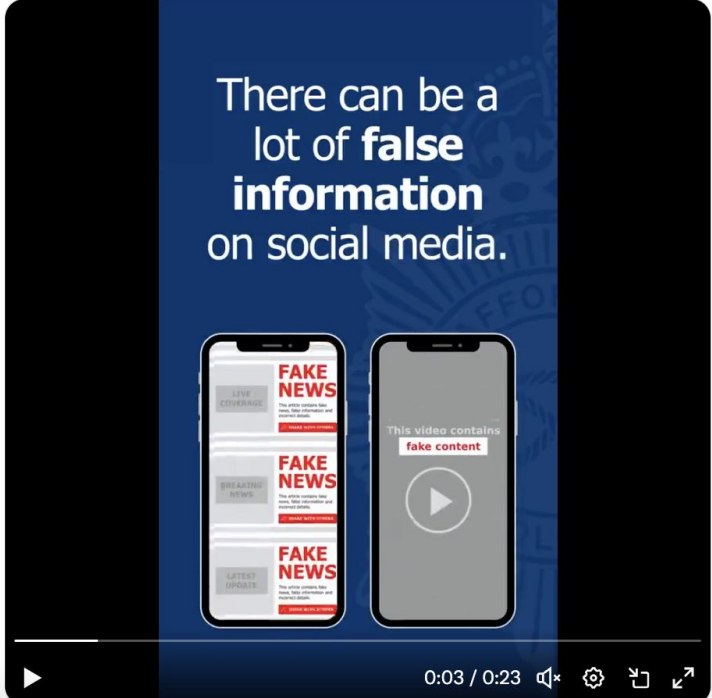
\_\_\_\_\_

What happens in an emergency

 **Staffordshire Police**   
@StaffsPolice

Misinformation and fake news can often be shared on social media, so it's important you don't believe everything that you read or see online !!

To find out what's happening in your area, visit our website [orlo.uk/98Afr](https://orlo.uk/98Afr) or follow us on our official social media pages 



The video player shows a blue background with the text: "There can be a lot of **false information** on social media." Below the text are two smartphone screens. The left screen displays a news feed with three items, each labeled "FAKE NEWS" in red. The right screen shows a play button and the text "This video contains fake content". At the bottom of the video player, there is a progress bar showing 0:03 / 0:23, a volume icon, a settings icon, a share icon, and a full screen icon.

# Responding to misinformation

Explain falsehoods or inaccuracies

Reply to superspreaders

Avoid debates

Link to evidence or other sources

Be clear and succinct

Encourage sharing



# Leveraging third parties

# The benefits of working together

- High levels of trust
- Additional people 'on the ground'
- Leveraging their audience's reach
- Can provide you with more content

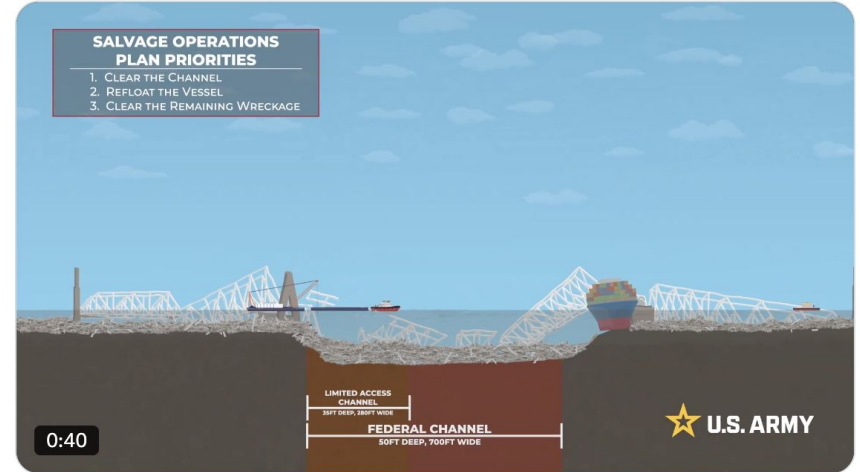


U.S. Army  
@USArmy

Since the Francis Scott Key Bridge collapsed in Baltimore, the @USACEHQ has led the effort to reopen one of the nation's busiest ports.

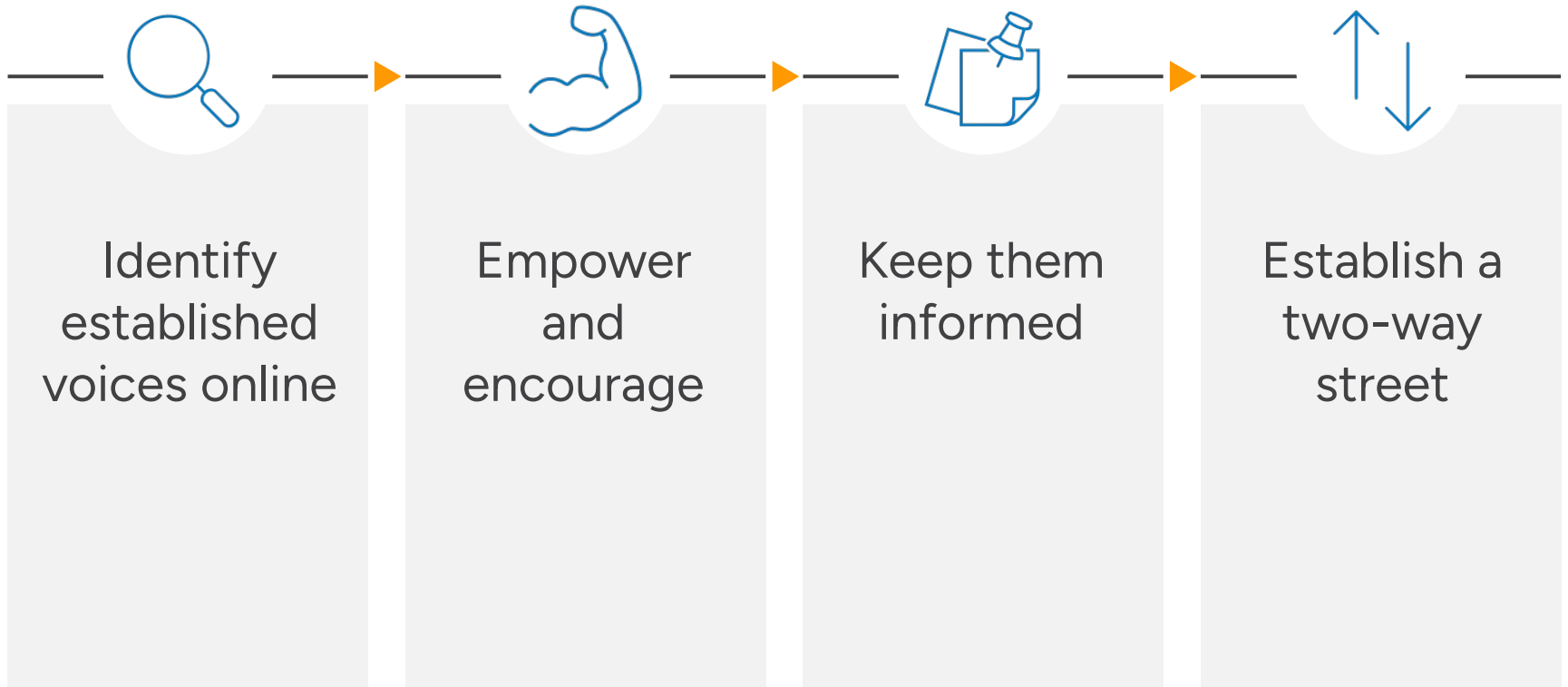
📺 Watch here how it plans to do it.

📌 For the latest on the #USArmy's support, bookmark [nab.usace.army.mil/KeyBridgeRespo...](https://nab.usace.army.mil/KeyBridgeRespo...)





# Use trusted voices



# Consistency is key

- Manage your internal support
- Plan for inter-agency coordination
- Share your knowledge



After a disaster, scammers often attempt to take advantage of survivors.

We encourage those who have been impacted by [#Hurricanelan](#) to watch for & report any suspicious activity.

▼ Here are 3 easy ways to report fraud:

**BEWARE OF FRAUD AND SCAMS**


**WAYS TO REPORT FRAUD:**

- EMAIL: StopFEMAFraud@fema.dhs.gov
- PHONE: 1-866-223-0814, 1-866-966-7226 (Price gouging)
- FAX: 202-212-4926

FEMA.gov/Disaster-Fraud



# Leverage third party accounts

 Whitney Fox for Congress (FL-13) @whitfox


With two little ones, our family made the difficult decision to evacuate ahead of Hurricane Milton.

Please take this storm seriously. If you can leave early, DO IT NOW. Traffic is already building.

Staying? Secure your home and check on neighbors – especially the elderly and vulnerable.


We will continue to share information and return once safe to assist with recovery.

More info at [disaster.pinellas.gov](https://disaster.pinellas.gov)




3:38 PM · Oct 7, 2024 · 445.5K Views

## DONATE




HAWAII COMMUNITY FOUNDATION  
HAWAII COMMUNITY FOUNDATION  
MAUI STRONG FUND



The Maui Strong Fund was created to provide community resilience with resources for disaster preparedness, response, and recovery. The fund is currently being used to support communities affected by the wildfires on Maui.

[hawaiicommunityfoundation.org/maui-strong](https://hawaiicommunityfoundation.org/maui-strong)

## FOLLOW



@kuproject

11:05

29 DAYS LEFT


### MAUI FIRES FUNDRAISER

Ilmanator and 1 other for Na Wahine Too Foundation

\$11,981.50 raised of \$20,000

Donations from hawaiiandiaspora and 258 others


Donate




kakoo\_haleakala

1,228 Posts 30.3K Followers 586 Following

Kāko'o Haleakalā



prideofgypsies • Follow



prideofgypsies We are devastated and heartbroken for our friends and 'ohana on Maui who been impacted by the recent wildfires. ! Link in our bio to organizations that are helping !

#repost @ainamomona

On Tuesday, August 8, 2023, a terrible combination of drought conditions and hurricane weather led to widespread wildfires across the Island of Maui. Families were forced to evacuate on short notice, many escaping with only the clothes on their backs. Information on injuries and fatalities is still coming in. Lahaina town is gone. Many other places on Maui were also affected.

Liked by [iansomerhalder](#) and others

August 9, 2023

Add a comment...

**Who are your go-to  
third parties?**

# Crisis90 Phase 3

# Phase 3: Feedback

## Concern

Show empathy for those caught up in the situation

## Action

Tell people exactly what you are doing, not vague messages  
**i.e. we're doing everything we can to help**

## Perspective

Put the issue into context  
**i.e. weather and technology changes, safety records, etc.**

# This is the time to:

- 1 Decide on your crisis plan and escalation process
- 2 Know your audiences and the channels they use
- 3 Check your monitoring keywords and channels
- 4 Practice with new content creation tools
- 5 Share skills and knowledge across your team

# Certificate



# Thank you

**Leah Tedesco**

Senior Consultant

---



[www.socialsimulator.com](http://www.socialsimulator.com)



[leah@socialsimulator.com](mailto:leah@socialsimulator.com)



Leah Tedesco—LinkedIn