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# Social Media Strategies Summit

hello@helpfuldigital.com

# Who we are

**Leah Tedesco**
**Senior Consultant**

**Ayla Miller**
**Digital Account Executive**

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# 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**

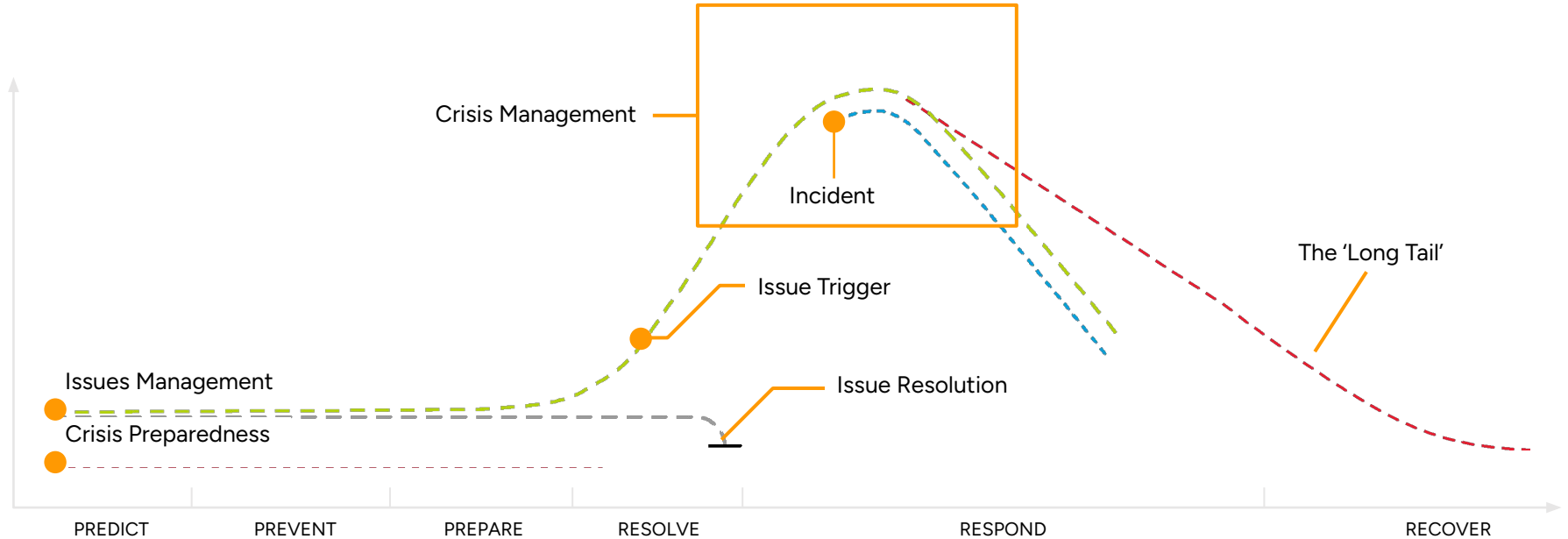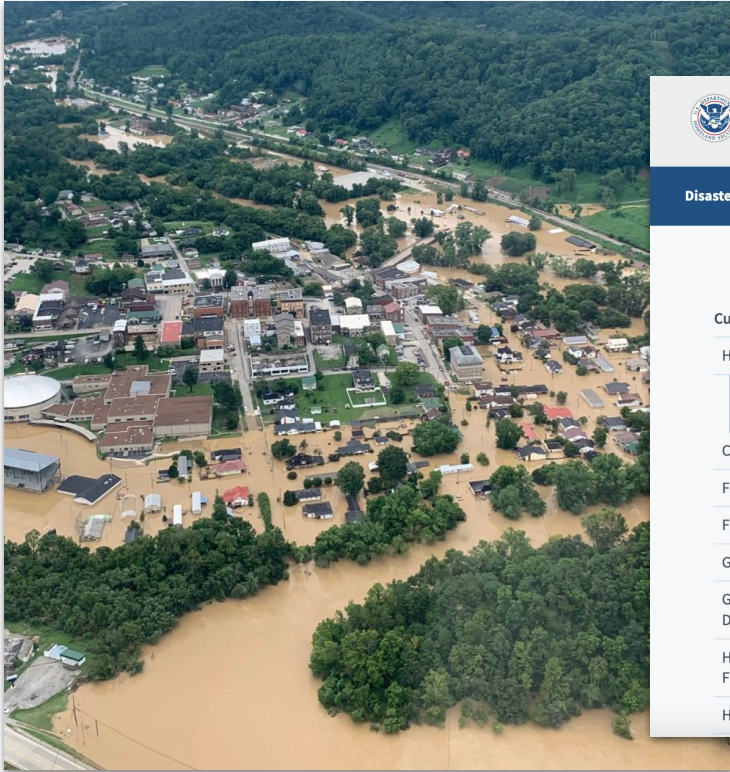**Stakeholder management**

**Reputation management**

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Click to add title

Why are we here?

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# Social media has changed crises

Crises escalate and spread quicker

Anyone 'on the ground' is a journalist

Mis- and disinformation now gains more credibility

Responders can reach wider and more specific audiences

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# The crisis lifecycle



Crisis Management

Incident

The 'Long Tail'

Issue Trigger

Issues Management

Issue Resolution

Crisis Preparedness

PREDICT     PREVENT     PREPARE     RESOLVE     RESPOND     RECOVER

# Growing risks

# 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 | Social media monitor | Field PIO |
|---|---|---|
| ■ Draft updates that cover key actions and information<br>■ Adapting messaging to appropriate platforms<br>■ Triaging/responding to comments and questions | ■ Monitor traditional and social media using keywords and search term<br><br>■ Consistently compile and share out monitoring reports | ■ Identify staging areas<br><br>■ 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**:
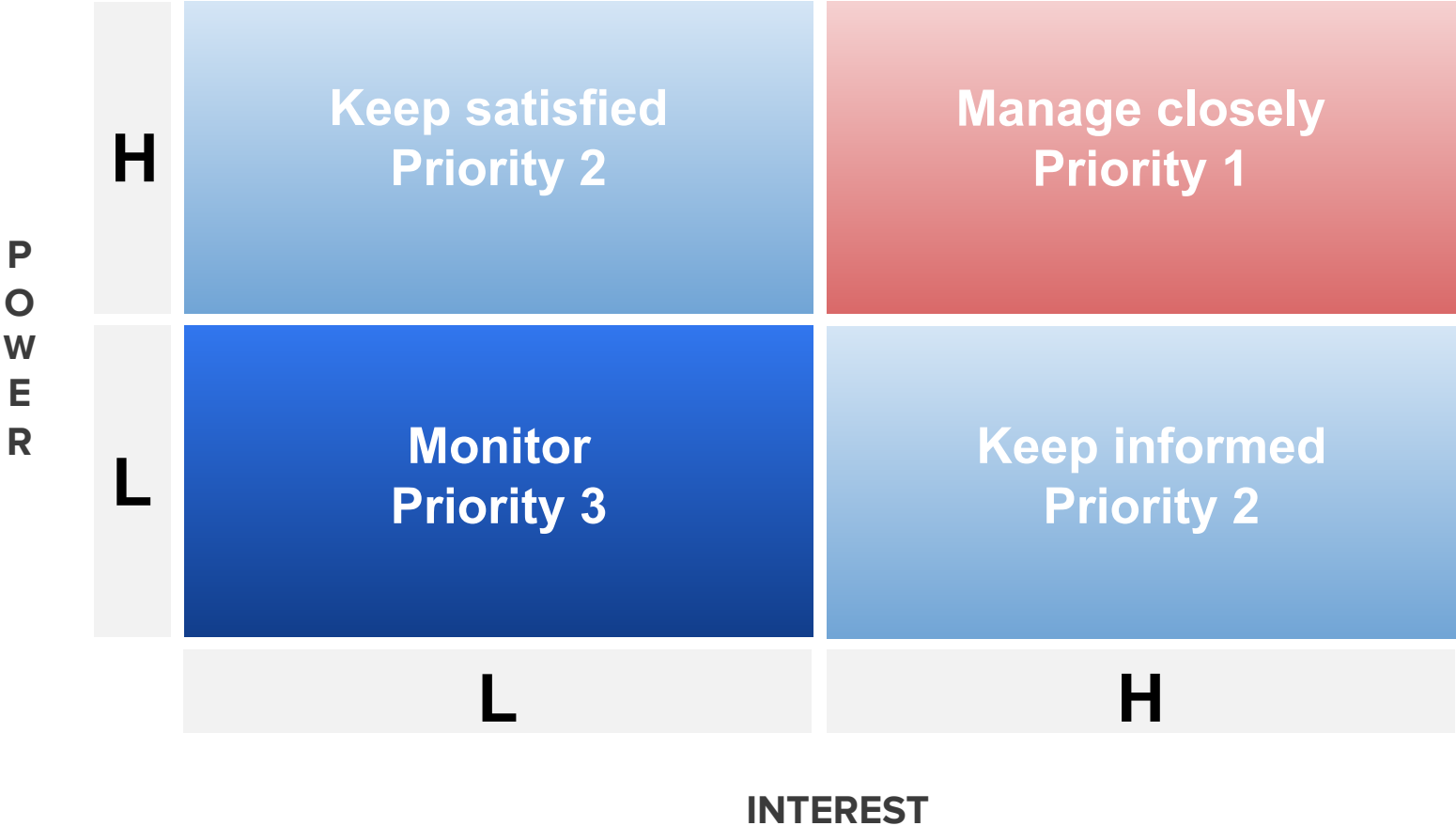
| Residents | Responders | Staff | Public |

# Prioritization: stakeholder mapping



**POWER**

**H**

**Keep satisfied
Priority 2**

**Manage closely
Priority 1**

**L**

**Monitor
Priority 3**

**Keep informed
Priority 2**

**L**

**H**

**INTEREST**

# 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!
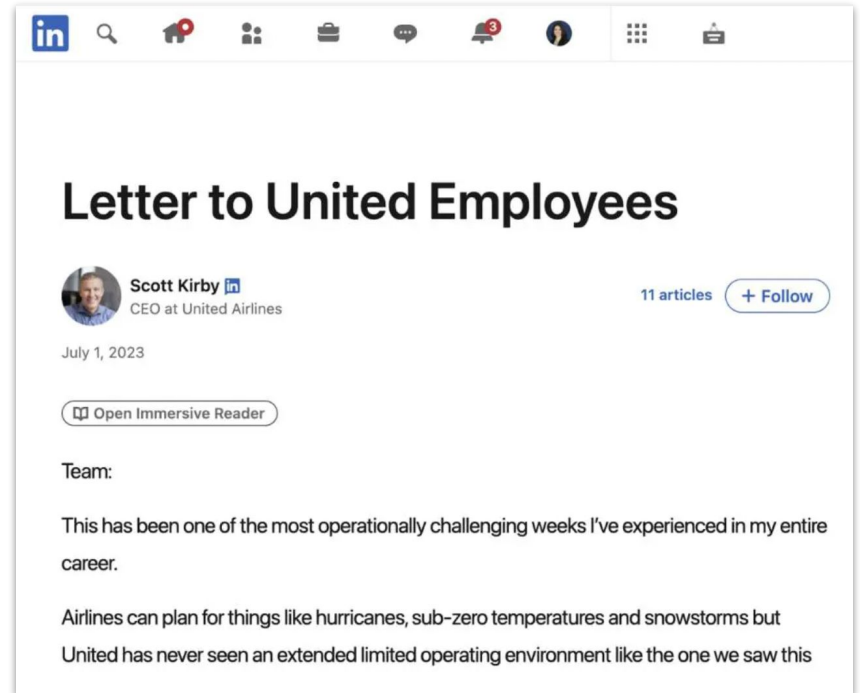
- They are likely using social media as a search engine
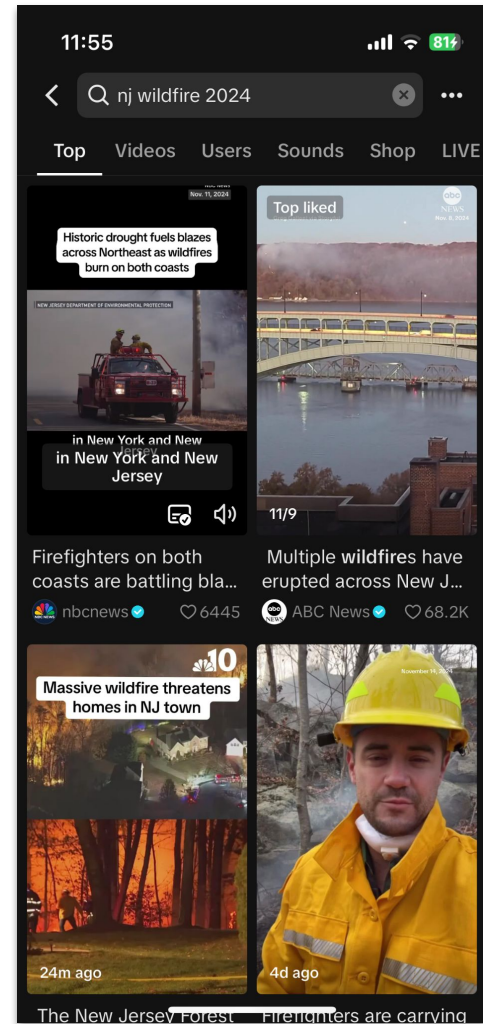
# Where are your audiences?

# 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.**
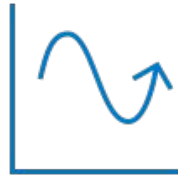


Letter to United Employees

Scott Kirby in
CEO at United Airlines

11 articles   + Follow

July 1, 2023

Open Immersive Reader

Team:

This has been one of the most operationally challenging weeks I've experienced in my entire career.

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

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# Accessing the platform

## smss2024.crisis90.com

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

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

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

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

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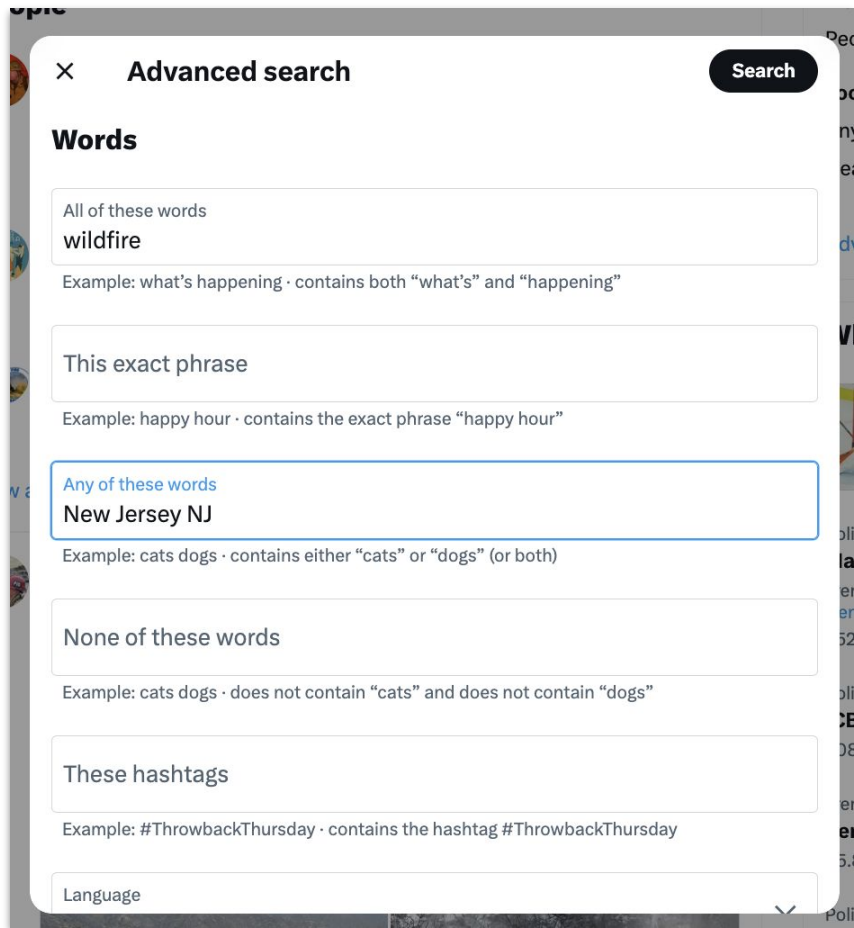
Emails/traditional, X, Citizen/nextdoor, local notification apps

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# Crisis Communication Response

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# Monitoring

- Utilize keywords

- Consider a variety of posting channels and monitoring channels

- Agree a cadence for sharing updates

# Other channels to consider


Facebook Groups


WHATSAPP Communities


TikTok


reddit


Discord


nextdoor


glassdoor





09:41 CITIZEN.COM

Chat

tpain215 🙏

sfassd3659 Prayers for all here 🙏🙏

mila1057559 Prayers for all

JadeMoon1971 Anyone hurt?

Icymoon215 School bus at this time?

ourmail1 Lord Cover everyone on that Bus

Icymoon215 School bus at this time?

mila1057559 Could be coming Bach from a game

CitizenUser127877007 What the name of the bus

JackieBlue777 I read on social media that there were 2 kids & the driver on the bus and they're ok. Hopefully that's true

Add comment

Zak20 Okay where are the civilians?

philadelphiauser125103203 Driver is in there

# 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

# 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



URGENT: FLASH FLOOD EMERGENCY FOR THE LAKE LURE DAM! DAM FAILURE IMMINENT! RSIDENTS 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

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

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**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 have
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)**

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

**A**CTION
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.

**P**ERSPECTIVE
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.



Verizon News ✓ 🅥
@VerizonNews · Follow

We are aware of an issue impacting service for some customers. Our engineers are engaged and we are working quickly to identify and solve the issue.

11:48 AM · Sep 30, 2024

♥ 4.5K    💬 Reply    🔗 Copy link

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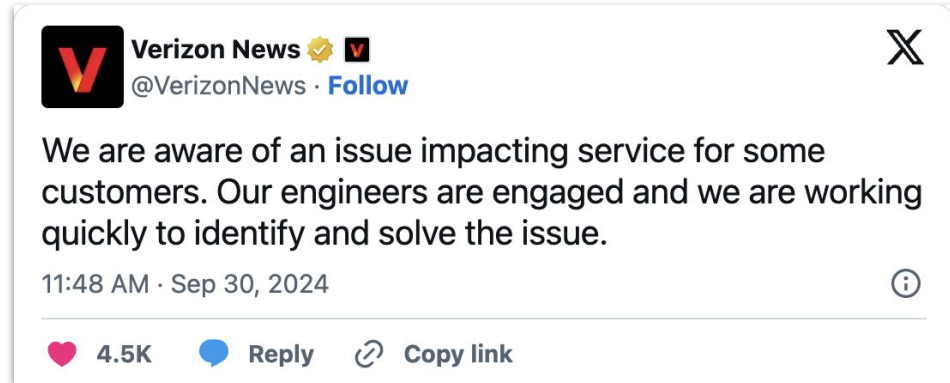
# 2. Be informative

Provide any known facts and figures

# 3. Check scheduled activity

Pause all scheduled posts.

# 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?
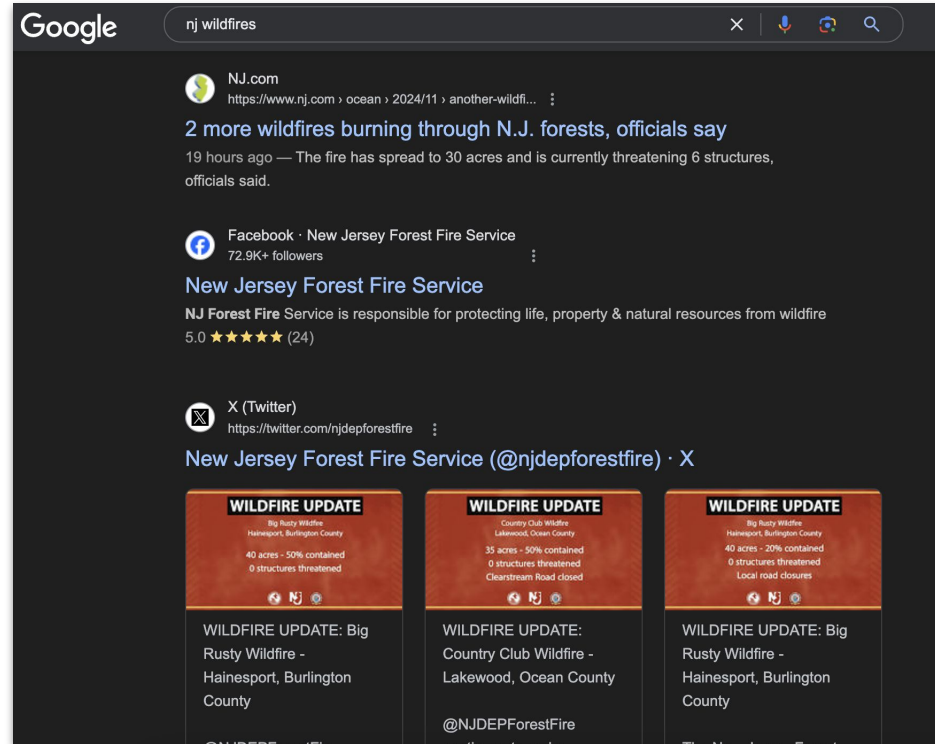
# 5. Have a smooth sign-off process

- 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!

# What messaging could be pre-approved?

Click to add title

# Creating impactful content

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# 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    🔁    ♡ 4    ıl 3.2K    🔖 ⬆️

**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    🔁 1    ♡ 1    ıl 2.2K    🔖 ⬆️

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... 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    ♡ 2    ıl 2.2K    🔖 ⬆️

## 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...

CBS NEWS SPECIAL REPORT LIVE
BRANDON M. SCOTT
(D) BALTIMORE MAYOR
0:08

💬 1.4K    🔁 3K    ♡ 6.9K    ıl 18M    🔖 ⬆️

## 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.

Power
0:29

💬 3    🔁 51    ♡ 62    ıl 42K    🔖 ⬆️

# Why use photo and video?



Quickly explain topics

Spreads further

Echo written messages

Easy to share on

Humanize the response

Grabs attention

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# How to use graphics

Show a map of an affected area

---

Provide clear instructions

---

Share a statement

---

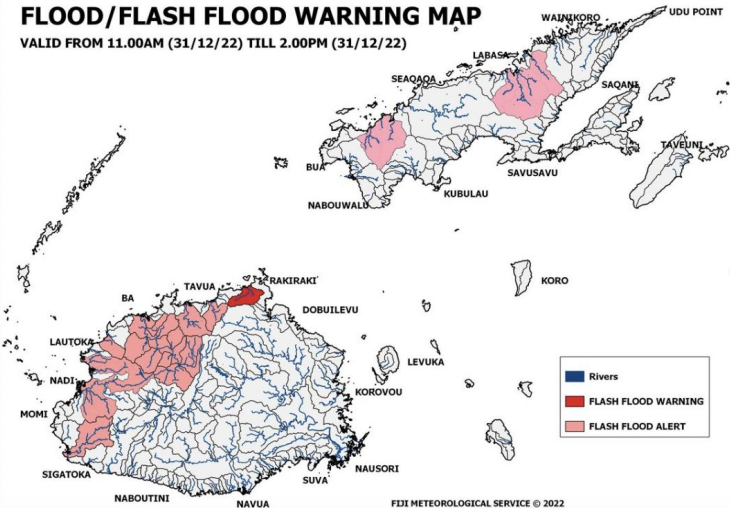List contact information

---

Highlight alert levels

# Design top tips

- Consistency and simplicity is key

- Prepare templates ahead of time

# Why use ads in a crisis?
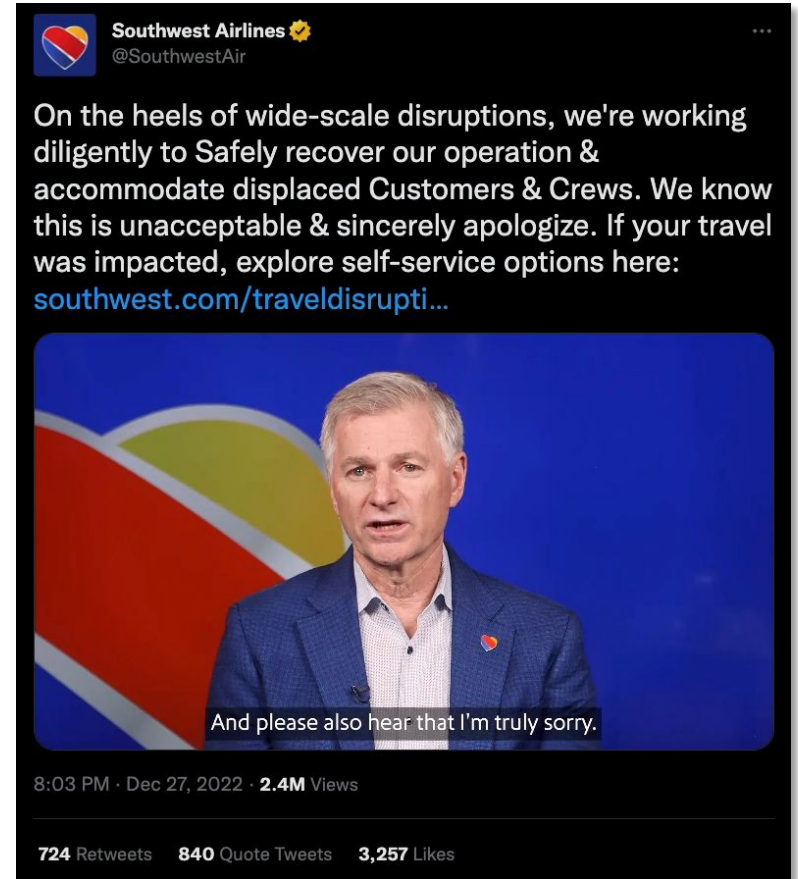
- Boosts visibility

- Target audiences by location

- Rebut disinformation

# Using targeting and paid effectively

- Different channels need different content formats

- Work with credible intermediaries

- Review the data and adapt your activity quickly



**FALSE**

"If I apply for disaster assistance, FEMA may confiscate my property or land if they deem it unlivable."

FEMA cannot seize your property or land. Applying for disaster assistance does not grant FEMA or the federal government authority or ownership of your property or land.

When you apply for disaster assistance a FEMA inspector may be sent to verify the damage on your home. This is one of many factors reviewed to determine what kind of disaster assistance you may be eligible for. If the results of the inspection deem your home to be uninhabitable, that information is only used to determine the amount of FEMA assistance you may receive to make your home <u>safe, sanitary and functional</u>.

808 VIRAL

prideofgypsies • Following

prideofgypsies 20w
Repost from @808viral
.
There's a lot of misinformation/disinformation on line. I know you're all exhausted by it. Here is the ones we are seeing the most of.

We have all been flooded with troll disrupters that are mass duplicating fake information. None of the accounts that started this are from here. The source of the information about fema stealing land came from an unknown person that was mass spread by fake accounts. So do your own research. Don't share anything until you look into it. It's making this situation worse. There are attorneys volunteering to help if you're concerned about FEMA. The advice

47,513 likes
August 17, 2023

Add a comment...

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# 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...

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

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# 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

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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

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# Prepare, listen and adapt

**Prepare** messaging ahead of time

**Listen** to responses and adapt messages

**Adapt** content for different channels

# 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
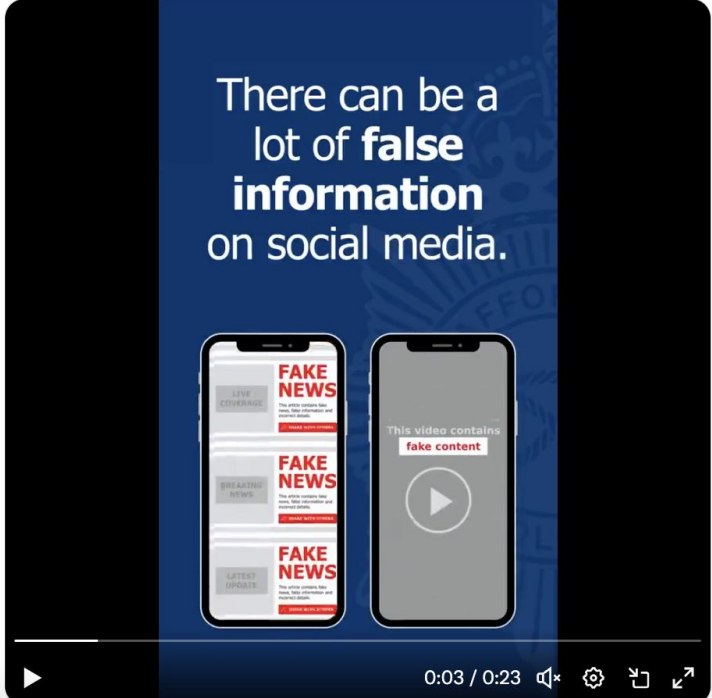
What happens in an emergency

# Responding to misinformation

Explain falsehoods or inaccuracies

Reply to superspreaders

Avoid debates

Link to evidence or other sources

Be clear and succinct

Encourage sharing

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# Leveraging third parties

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# 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...

SALVAGE OPERATIONS PLAN PRIORITIES
1. CLEAR THE CHANNEL
2. REFLOAT THE VESSEL
3. CLEAR THE REMAINING WRECKAGE

LIMITED ACCESS CHANNEL
35FT DEEP, 280FT WIDE
FEDERAL CHANNEL
50FT DEEP, 700FT WIDE

⭐ U.S. ARMY

0:40

# Use trusted voices



Identify established voices online

Empower and encourage

Keep them informed

Establish a two-way street
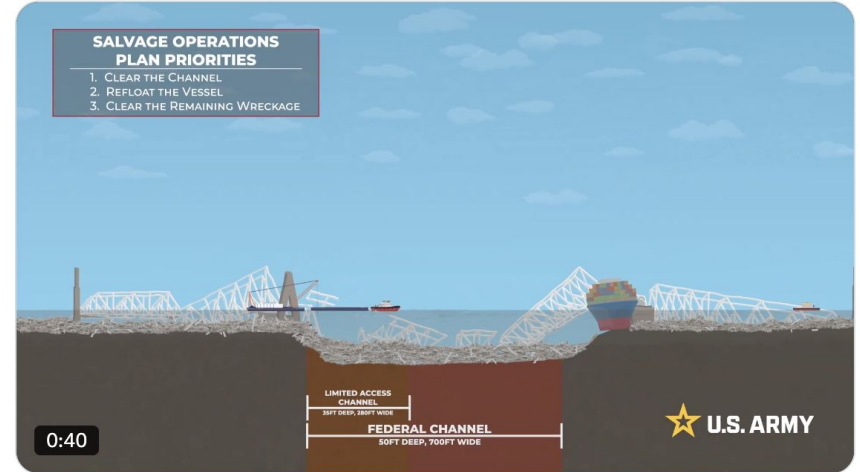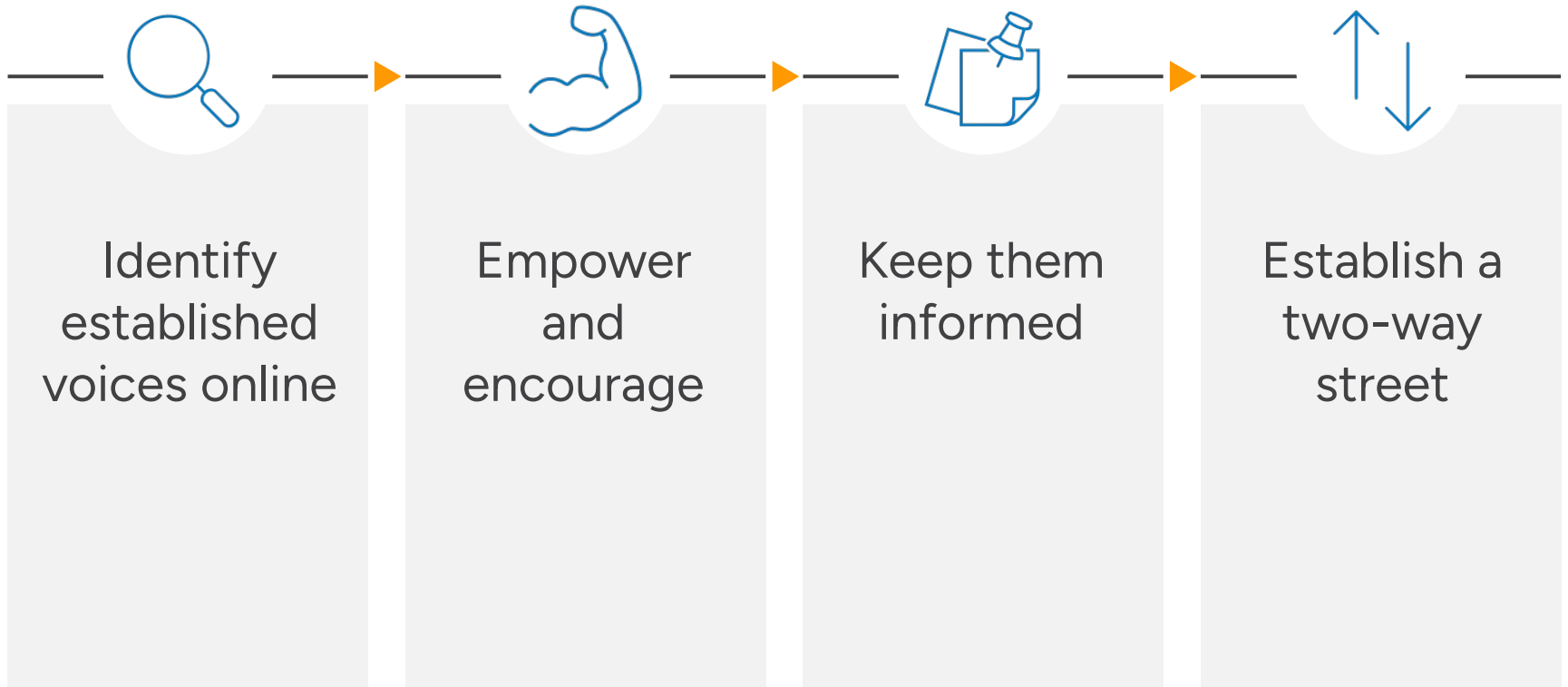
# Consistency is key

- Manage your internal support

- Plan for inter-agency coordination

- Share your knowledge

# Leverage third party accounts

# Who are your go-to third parties?

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# Crisis90 Phase 3

# Phase 3: Feedback

| Concern | Action | Perspective |
|---|---|---|

**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.**

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# 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

✉ leah@socialsimulator.com

📱 Leah Tedesco–LinkedIn

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