Managing Social Media during an Incident

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Social media is a pathway to news now, more than ever before. 83% of Journalists use Twitter.
SOCIAL MEDIA DRIVES NEWsworthiness

- 1. Timing – Keeps a situation “current” long after it is over.
- 2. Significance – Something “going viral” is a form of significance.
- 3. Proximity – Makes the incident “local” to each of our phones.
- 4. Prominence – Connects people we know to any incident.
- 6. Pictures! – Connects “photographers” with journalists.
IS IT NEWSWORTHY?

- Timing
- Significance
- Proximity
- Prominence
- Human Interest
- Picture

An unladen dry bulk vessel ran aground on soft mud last week and was re-floated an hour later.

A social media influencer finds out and starts talking about the risk the ship posed to the environment.
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RULES FOR MANAGING SOCIAL MEDIA

- Move the attention somewhere we control – establish a single source of verified information
- Focus your attention on who and what is important
- Beware volume and combat
- Anticipate the feedback loop
PRACTICAL STEPS FOR YOUR PEOPLE

- Give your staff the knowledge, skills and confidence to use social media effectively through training

- When an incident breaks out, gently remind personnel of your social media policy

- Turning your WiFi off? Pros and Cons
‘Control’ what you can on social media – but accept there’s lots you can’t
08 July: The intricacies of responding to an incident in the USA with Dustin Eno, COO & Crisis Response Manager, Navigate Response

15 July: How to communicate with employees during difficult times with Sean Fitzgerald, Managing Director, Witt O'Brien's

22 July: How to build and maintain a strong brand with Nicolle Bloomfield, Account Manager, Navigate PR

29 July: The essential components of an effective crisis communications plan with Dustin Eno and Tom Adams, Crisis Response Managers, Navigate Response