

DEVELOPING A PUBLIC RELATIONS PROGRAM AND MANAGING SOCIAL MEDIA

December 12th, 2017



ERIC SIVERTSEN

CEO / Partner

Eric is the agency's coach, compass and leader. He can also be described as a serial entrepreneur. He heads up the effort to provide strategic vision for the team with his intensely smart business mind. Under his leadership, the agency has twice been named to the *Inc. 5000* list, as well as one of *Prairie Business* magazine's 50 Best Places To Work. In his down time, Eric loves mountain hiking and nature in general. But not as much as he loves being a husband and dad. Eric has a degree from the University of South Dakota.



ACHIEVEMENTS



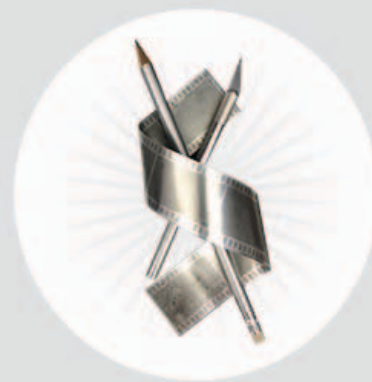
WE'RE GROWING

Companies on the Inc. 5000 list are thought to be the superheroes of the U.S. economy. For the second consecutive year, we've donned our capes and made the list. Mic drop.



WE'RE AWESOME

We were recently named by Prairie Business as one of the 50 Best Places To Work. What's cool is that this designation is based on feedback from our very own people.



WE IMPACT

Our very own Creative Director Scott Ostman has left his own mark on the creative world as the 2017 recipient of the SDAF Creative Legacy Award for contributions to his field. We definitely claim this guy.



23
STATES

5
COUNTRIES



PHILIPPINES



ISRAEL



NORWAY



ITALY



NETHERLANDS

Agenda

PREPARATION

1. Identify potential crises and trigger points
2. Establish a crisis communication team
3. Determine the appropriate positing/messaging for each scenario
4. Designate a spokesperson(s)
5. Development of assets
6. Train and inform your staff

Agenda

ACTION

1. Communication to employees and customers
2. Determine the media communication method
3. Facilitate a media-training refresher
4. Track media coverage
5. Evaluate your crisis communication plan

As a marketer, I typically want as many people to see what we do with our clients

**In the case of PR Crisis Planning,
we hope no one every sees it!**

Luckily, we focus a lot more on
creating positive PR for our clients
than executing these plans

**Do you have a PR Crisis Plan or
engage in Annual Training?**

Deloitte.

**Study with 300 board members
worldwide**

**76% of board members feel they
would respond effectively to a
crisis**

But:

**Only 49% engage in monitoring
and internal communications to
detect trouble ahead**

But:

**49% say they have a playbook for
likely crisis scenarios**

But:
**32% say engage in crisis
simulation or training**

And:

30% of board members who had
been through a crisis said their
reputation was recovered in a
year

And:
16% said it took four or more
years

So, planning is a big deal and the costs can be substantial!

PREPARATION

**Identify potential crises and
trigger points**

Think of possible crisis your
organization could face both big
and small

**You cannot plan for every
particular situation, but think of
where you would be most
vulnerable**

Product Issues and/or Recall?



Branding/Marketing



Human Resources



Employee Incidents



Data Breach



Natural Disaster





EPICOSITY®

**Gather as much information on
each potential disaster, such as all
of those it could impact**

Does the situation risk having a
negative impact on your:
Reputation?
Bottom line?
View of stakeholders?

Could the situation trigger:

Liability claim?

Class action lawsuit?

Loss of staff?

Loss of life?

What is the nature of the situation
in terms of:

Increased negative chatter
online?

Online attacks on the brand?
Is it highly sharable or parallel
with other current issues?

Issue?
OR
Crisis?

Establish a Crisis Communication Team

Designate individuals within your organization who will be involved in the crisis communication process

**Need to make sure that the team
is ready to properly communicate
with each type of media**

**Are they good at writing?
Will they be comfortable in front
of a camera or at a press
conference?**

**Create a hierarchy for the crisis
communication team and
establish roles and responsibilities**

Discuss with your team on how to handle different situations and play through scenarios so the team stays calm during a crisis

**Determine the Approach,
Positioning and Messaging to
Address Each Scenario**

Now that you have a team in place that is knowledgeable of different scenarios, determine the best route for your organization to take

Would you provide a public
apology?

Would you offer help to those
affected?

Would you offer a transparent
explanation of the situation?

Having potential reactions pre-determined with allow you to modify based on the real situation, thereby speeding up the process and allowing the team to stay calm and in control

Designate Spokesperson(s)

**Designate one or in certain cases
several people to handle all
communication**

**It also allows you flexibility to
choose the right spokesperson
given the actual situation**

Consider different audiences:

Employees

Customers

Shareholders

Media

Victims

Even effective leaders like CEO's
don't always make the best
spokesperson





**April 9th: United fight 3411,
David Dao is forcibly removed
and it is caught on tape**

April 10th: Outrage explodes on social media and Oscar Munoz issues the following

This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines



United 
@united



United CEO response to United Express Flight 3411.

10:27 AM - Apr 10, 2017 · Houston, TX



61,521



20,724



7,579

April 10th: Munoz issues a letter internally to employees taking their side and calling Dao “disruptive and belligerent”

**April 10th: The media slams
United for the situation and for
being tone deaf**

April 11th: United starts off the day on Wall Street loosing \$1 Billion from its market value

April 11th: Another correspondence from Munoz

The truly horrific event that occurred on this flight has elicited many responses from all of us: outrage, anger, disappointment. I share all of those sentiments, and one above all: my deepest apologies for what happened. Like you, I continue to be disturbed by what happened on this flight and I deeply apologize to the customer forcibly removed and to all the customers aboard. No one should ever be mistreated this way.

I want you to know that we take full responsibility and we will work to make it right.

It's never too late to do the right thing. I have committed to our customers and our employees that we are going to fix what's broken so this never happens again. This will include a thorough review of crew movement, our policies for incentivizing volunteers in these situations, how we handle oversold situations and an examination of how we partner with airport authorities and local law enforcement. We'll communicate the results of our review by April 30th.

I promise you we will do better.

Sincerely,

Oscar



United

@united



United CEO Oscar Munoz: I'm sorry. We will fix this.

uaa.com/XuR1Bs

1:10 PM - Apr 11, 2017 · Houston, TX



16,968



3,038



4,798

April 12th:
Munoz appears
on Good
Morning
America with an
apology



**April 12th: Calls for boycotts
mount in China which derive \$2
Billion in revenue for United**

April 13th: A major Chicago attorney that won class action lawsuit against the NFL and NHL for players starts weighing in on the situation

**April 13th: United reiterates in
apology**

**April 13th: United Master
Executive Council union
expresses its outrage**

**April 16th: United confirms it
changed its overbooking policy**

**April 19th: Munoz meets with
Chinese consulate over “possible
the impact to bookings” as social
media in US, China and Vietnam
call for boycotts**

**April 21th: Munoz is denied his
planned promotion to chairman**

Development of Assets

Dark site?

A dark site web site or series of web pages that have been pre-prepared and ready to publish to the internet quickly in the event of a crisis

Basic elements of a dark site:

Press release(s)

Contact information

Real-time updates

Social feeds

Video/Letter from CEO

FAQ's

bp





[Making it right](#)

[Response timelines](#)

[Response in pictures](#)

[Response in video](#)

[Response maps](#)

[Claims](#)

[Supporting materials](#)

[Contacts](#)

[BP internal investigator](#)

Follow us on:



Gulf of Mexico response

Gulf of Mexico response

The completion of the relief well operation in the Gulf of Mexico is an important milestone in our continued efforts to restore the Gulf Coast. However our work is not finished. BP remains committed to remedying the harm that the spill caused to the Gulf of Mexico, the Gulf Coast environment, and to the livelihoods of the people across the region.

Latest updates:

[Mike Utler, G&A on Facebook](#)
Mike Utler, Chief Operating Officer of BP's Gulf Coast Restoration Organization, answers question about BP's long-term Gulf of Mexico response on Facebook.

[Read the Online Q&A session](#)

Latest updates:

[Support for seafood industry](#)
[Louisiana Governor Bobby Jindal](#), and [BP America President](#)

Sealing the well



[See how we're tackling the leak at its source](#)

Cleanup

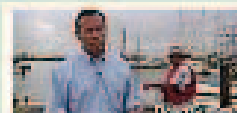


[See how we're capturing oil from the ocean surface](#)

Beaches



[See how we're cleaning Gulf beaches 24/7](#)



Response in video

Watch videos documenting our efforts to stop the leak, protect the shore and support the local community.

[Video listings](#)

State response websites

[Alabama](#)

[Florida](#)

[Louisiana](#)

[Mississippi](#)

Featured
content
carousel

Media-room
style updates

Latest video
updates

Technical
briefing videos

Response Microsite

Response
contacts

Do you have
ideas to help us?

External
web links

Social Media
Stuff

Live video stream from
ocean floor

On the ground reporting

Detailed response

The image shows a screenshot of the "Gulf of Mexico response" microsite. The site has a green header with the BP logo and navigation links. The main heading is "Gulf of Mexico response". Below this is a large photo of a control room. To the right of the photo is a "Gulf response - contacts" section with a list of phone numbers. Below the photo is a "Latest news" section with a list of news items. To the right of the news is a "Response quick links" section with a list of links. Below the news is a "Recent updates" section with a list of updates. To the right of the updates is a "Keep up to date" section with social media links. Below the updates is a "Latest video updates from BP" section with a list of videos. To the right of the videos is a "BP coverage - live streams" section with a video player. Below the videos is a "Technical briefing videos" section with three video thumbnails. To the right of the videos is a "Social Media Stuff" section with a list of social media links. Below the videos is a "Useful links" section with a list of links. To the right of the links is a "Download and tools" section with a list of downloads. Below the links is a "Press releases" section with a list of releases. At the bottom right is a "BLOGGING ME BLOGGING YOU" logo.

Response Microsite

Response contacts

Do you have ideas to help us?

External web links

Social Media Stuff

Live video stream from ocean floor

On the ground reporting

Detailed response

Featured content carousel

Media-room style updates

Latest video updates

Technical briefing videos

Gulf of Mexico response

Gulf response - contacts

Latest news

Recent updates

Keep up to date

BP coverage - live streams

Technical briefing videos

Useful links

Download and tools

Press releases

BLOGGING ME
BLOGGING YOU

STEM education



Veteran programs

Community outreach

BP Foundation

Gulf Commitment



Gulf environmental
restoration

Gulf economic
restoration

Deepwater Horizon
accident and response

Gulf commitment



BP is committed to supporting economic and environmental efforts in the Gulf of Mexico.

Following the Deepwater Horizon accident, BP committed to help restore the Gulf region's environment and economy and to keep the public informed about our progress. In the six years following the accident, we worked with the people of the Gulf to minimize the effects of the spill and deliver on these commitments.



Contact us



Doing
business
with BP
Supplier
Diversity



Investors

i MH370 Flight Incident**Saturday, March 08, 07:30 AM MYT +0800 Media Statement - MH370 Incident released at 7.24am**

Sepang, 8 March 2014: Malaysia Airlines confirms that flight MH370 has lost contact with Subang Air Traffic Control at 2.40am, today (8 March 2014).

Flight MH370, operated on the B777-200 aircraft, departed Kuala Lumpur at 12.41am on 8 March 2014. MH370 was expected to land in Beijing at 6.30am the same day. The flight was carrying a total number of 227 passengers (including 2 infants), 12 crew members.

Malaysia Airlines is currently working with the authorities who have activated their Search and Rescue team to locate the aircraft.

The airline will provide regular updates on the situation. Meanwhile, the families may contact +603 7884 1234 for further info.

(2014年3月8日雪邦讯) 马来西亚航空公司证实MH370航班于2014年3月8日凌晨2点40分与苏邦空中交通管制台失去联系。

MH370航班由波音777-200机型执飞。于2014年3月8日凌晨0点41分由吉隆坡起飞，预计今晨6点30份抵达北京。该航班运载227名旅客（包括2名婴儿）及12名机组人员。

马来西亚航空公司目前正在搜寻与救援机构通力合作以确定飞机位置。

航空公司将会根据事件进展及时提供最新资讯。公众可以联络+603 7884 1234了解更多信息。

Contact Information

You may contact this number for query :

Malaysia: +603 7884 1234
Beijing: +8610 6437 6249

Press/Media Contact

Malaysia:
+603 8787 1276
+603 8777 5698

For the passenger manifest of MH370, [click here](#).

Dark sites are not a universal solution since they take resources to establish, must be maintained and there are other channels that can be utilized

Determining if dark sites are the right solution during your planning stages is critical

**Also, consider developing or
using:**

Media lists

Press event agendas

Media kits and pitch decks

Social media use





FEMA

FEMA Federal
Emergency
Management
Agency

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About

Photos

Videos

Posts

Notes

Community

Create a Page



Like Follow Share ...

Photos



Government Organization

Community

See All

Invite your friends to like this Page

383,745 people like this

379,201 people follow this

Shelly Medema Bedford and 1 other like this

About

See All



FEMA

Tweets
13.7KFollowing
641Followers
702KLikes
2,683Lists
19Moments
5

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Our story of supporting citizens & first responders before, during, and after emergencies. For emergencies, call your local fire/EMS/police or 9-1-1.

United States

fema.gov

Joined October 2008

Tweet to FEMA

Tweets

Tweets & replies

Media



FEMA Retweeted



Brock Long @FEMA_Brock · 19h

Pleased to announce Mr. Mike O'Hare has been appointed the new Regional Administrator for @FEMARegion10. Welcome aboard!



Who to follow · Refresh · View all



Homeland Security

Follow



American Red Cross

Follow



NOAA @NOAA

Follow

Find people you know

8 Tips for social use

**Know the platforms and how to
use**

Cater the content to the platform

**Study how others have used
social platforms in the past a learn
from successes and mistakes**

**Post statements rebutting false
statement and provide accurate
information**

**If possible, have a team dedicated
to social media 24/7 to respond
to media and the public**

Provide a road map of action for the public with all steps your organization plans to take to address the issue both in short-term and long-term

Try to get ahead of the story
before things escalate

Respond but don't argue

Training Your Crisis Communication Team

Once you have your planning
completed and assets built,
training and informing your team
is critical

**Run through the different
scenarios you outlined in your
planning and envision the steps in
action**

**Document the process which will
be helpful to reference during a
real crisis**

ACTION

Develop Communications to Target Audiences

Based on the audiences you identified, use the materials and plans created to get ahead of the story

For example, with employees or customers, you want to lead the story so rumors or online chatter does not get ahead of you

Determine the Media Communication Method

Proactive
vs.
Reactive

Issue vs. Crisis

**Proactive is always best, but make
sure that you are ready once you
take action**

Think through reactions and make
sure your team is ready to answer
difficult questions

Even if you have planned well,
you might have to take some time
to fully understand or investigate
the situation before offering a lot
of feedback

**Make sure your information is
accurate because retracing or
correcting can chip away at
credibility**

It is helpful to highlight a past track record in an area like quality products that have little issues

Facilitate a Media-Training Refresher

**Participate in a refresher with
spokesperson(s) to make sure
they are comfortable and well
informed of the actual crisis**

**What do they do if they don't
know the answer to a question?**

Track Media Coverage

**Keeping track of coverage and
online sentiment is critical during
a crisis**

Utilize software as a guide

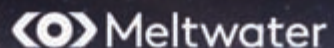
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A solution for every department

See what we can do as a partner.







Coverage, both positive and negative, can provide insight into how the organization is being viewed

Do you need to:
Clarify?
Expand upon?
Redirect information?

Evaluate Your Crisis Communication Plan

**After a crisis, evaluate your
performance, plan next steps and
make changes as needed**

THANK YOU!

Contact:



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[/ericsivertsen](https://www.linkedin.com/company/epicosity)



[@EpicosityAgency](https://twitter.com/EpicosityAgency)



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