



Social Media: How to Catch an Issue

Before It's a Crisis

#CrisisSocial with @infodude & @tammy



Public Affairs Council

Who is Using Social Media?

Individuals

- There are 2.3 billion active social media users
- 3.65 mobile users
- 90% of 18 to 29 year olds use social media
- Social media usage for 65+ age group more than tripled from 2010-2015

Who is Using Social Media?

Organizations


- 91% of retail brands use 2 or more social media channels
- Social media will account for 22.5% of digital marketing budgets in the next 5 years
- 61% of startups use social media marketing

Who is Using Social Media?

TL:DR



Almost everyone



Finding Influencers

What is an influencer campaign?

- **Influencer:** A person who has a large following and impact on a particular audience
- Brands use influencers for a number of objectives (i.e. brand awareness and relevance)
- 77% of people are more likely to buy a product that's recommended by someone they trust
- 70% of internet users want to learn about a product through content rather than through traditional advertising

Influencer Tips

- Research the influencer's performance, reach and rate
- Have a plan and be clear with your objectives
- Make sure the influencer's audience aligns with your audience
- Know who influences the influencer

What Can You Start Doing Now?

- Think about who you are talking to
- Use the appropriate social channels to reach them
- Segment your messages for each audience & platform. Curate/build lists and custom audiences
- Get creative & have fun



Case Studies

AARP & Tiger Woods



What Happened: In a press briefing Tiger said, “I don’t have my AARP card yet” as a response to people questioning whether he was going to retire soon



The Result: Bad PR for AARP again and the brand needed to respond

AARP & Tiger Woods

➤ The Response:



 Follow

.@TigerWoods It's better to be over 50, than it is to be over par.
#DisruptAging #TheOpen

2:10 PM - 16 Jul 2015



2,389



1,533

AARP & Tiger Woods



Key Takeaway: Know the platform, know your audience and be ready to join the conversation



Skittles & Donald Trump Jr



What Happened: Donald Trump Jr. tweeted a picture of Skittles and compared it to the Syrian refugee crisis



Skittles & Donald Trump Jr.



The Result: People were outraged at the comparison and Skittles responded



Brittany Packnett
@MsPackyetti



Follow

People aren't skittles.

And skittles aren't people that get vetted for months running for safety.

How dare you.

verified
strategy

Hi Seth,

Thanks for reaching out. Here is our response.

Skittles are candy. Refugees are people. We don't feel it's an appropriate analogy. We will respectfully refrain from further commentary as anything we say could be misinterpreted as marketing.

Denise Young
VP of Corporate Affairs, Wrigley Americas



Seth Abramovitch
@SethAbramovitch

Follow

A rep for @Skittles gives me their response to @DonaldJTrumpJr

12:41 AM - 20 Sep 2016 · Los Angeles, CA, United States



27,457 41,456

Skittles and the Election



Key Takeaway: When your brand is brought up in a controversial conversation, you need to respond and in a direct way. Which platform you use matters.



American Airlines v Virgin America

➤ **Known:** Everyone has customer service issues. When one of your influencer has an issue and takes to social, it can become more problematic.

➤ **Customer Service Response:** Didn't respond to a major travel influencer.



Best PR Burn EVER? @VirginAtlantic Sent Me Flowers + A (HILARIOUS) Surprise For My AMERICAN Airlines Incident...

godsavethepoints.com/news/2016/12/1 ...

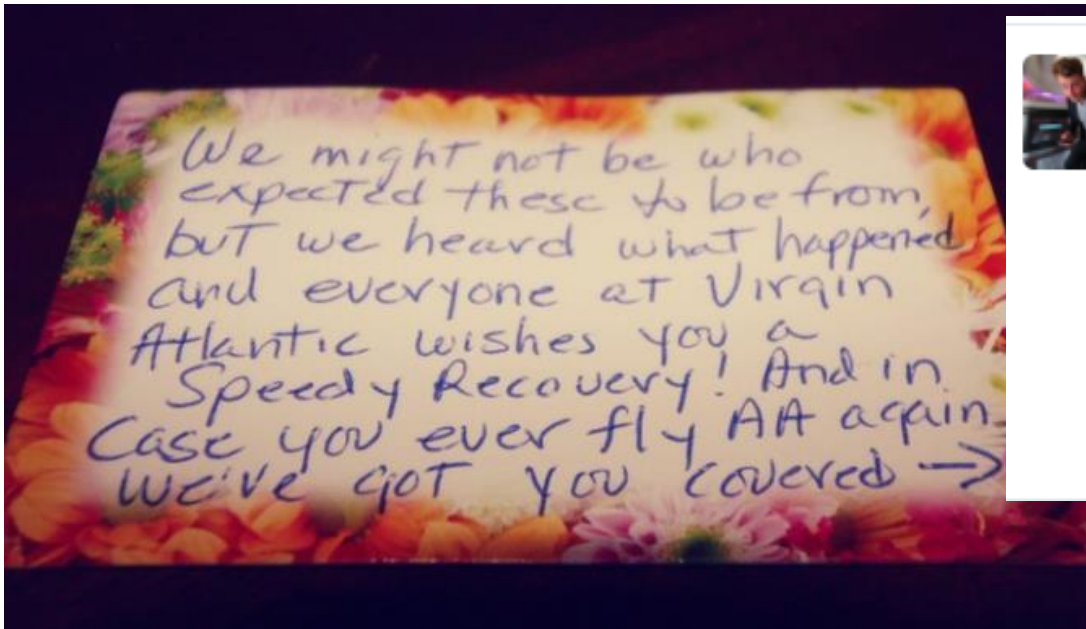


American Airlines v Virgin America



Virgin America responded. American Airlines did not.

AMERICAN WAS ASLEEP AT THE WHEEL. VIRGIN ATLANTIC MADE ME LAUGH...



52 God Save The Points @godsavethepoint · 6h

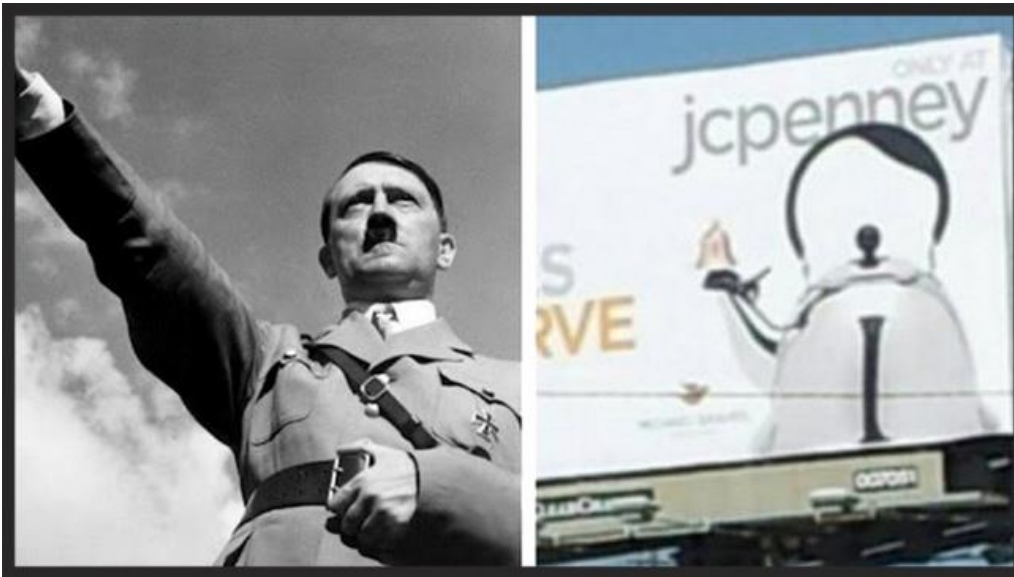
Hey @AmericanAir since you told @FoxNews viewers that you refunded my ticket, I'd love for that to actually come true. #stillwaiting



JC Penney and 'Hitler Kettle'



What Happened: One of their billboards was criticized on Twitter for resembling Adolf Hitler



JC Penney and 'Hitler Kettle'

➤ **The Result:** People were blasting JC Penney on Twitter and the brand needed to respond

➤ **The Response:** JC Penney tweeted:



@BenariLee Certainly unintended. If we'd designed the kettle to look like something, we would've gone w/a snowman :)
pic.twitter.com/A64mk133VP

10:50 AM - 28 May 2013



PEOTUS v Boeing



What Happened: Donald Trump, the President-Elect, tweeted that the US should cancel the order for Air Force One.



"Boeing is building a brand new 747 Air Force One for future presidents, but costs are out of control, more than \$4 billion. Cancel order!"

— Donald Trump on Tuesday, December 6th, 2016 in a tweet



Fact-checking Donald Trump's tweet on Air Force One, Boeing

PEOTUS v Boeing

➤ **The Result:** Boeing stock takes a nose dive.

➤ **The Response:** Boeing CEO calls Trump directly. Issue ongoing...



Lockheed Martin stock
down, Trump tweets F-
35 costs 'out of control'



Donald Trump wipes
\$3.5bn off Lockheed
Martin stock value with
single tweet



Building Social Monitoring Queries

Types of Monitors

Industry

This is the hardest and most expensive type of monitoring.

Company & Brand

Keywords to monitor everyday, steady-state.

- Company/product names
- Executive teams names
- Industry keywords

Issues-Based

Issues-specific keywords, hot buttons.

- Utilize vulnerabilities to build out keywords.
- Rely on other teams and departments to help.

One-Time

Events, key product launches, new programs.

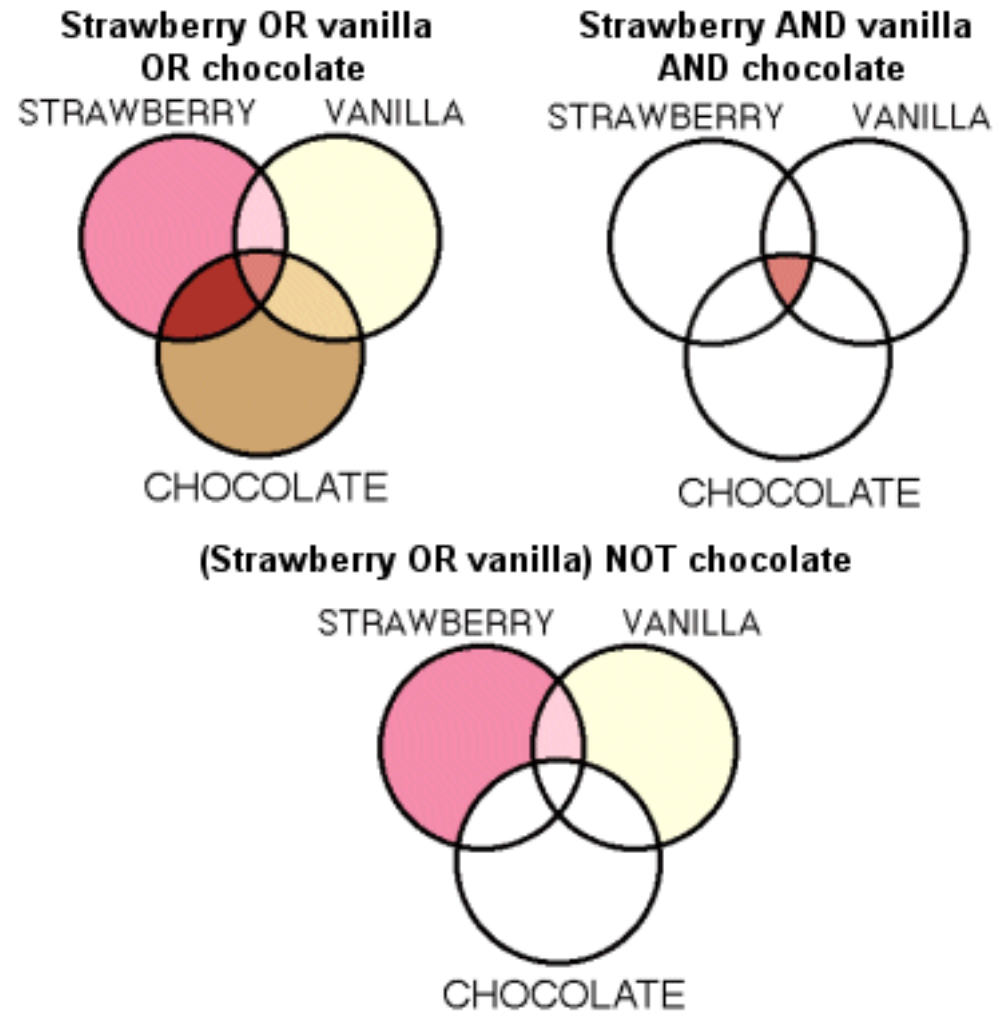
- Event name & hashtags
- Key product launch/press conference

Competition

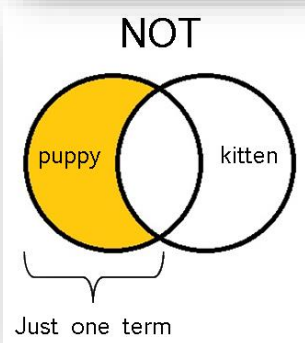
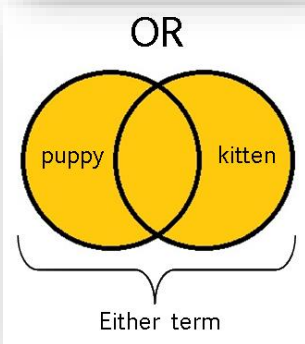
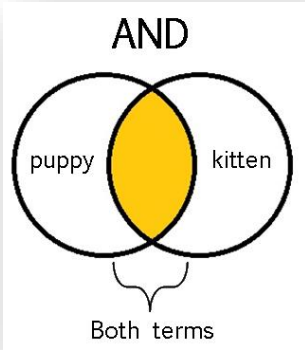
Advanced level monitoring.

- Get your basics down first before you begin to monitor the competition.

Query Building



Crafting Your Queries



- Start with your brand
 - (Starbucks OR "Howard Shultz" OR \$SBUX)
- Move on to keywords associated with your brand
 - (Starbucks OR "Howard Shultz" OR \$SBUX) AND (coffee OR tea OR PSL OR "Eggnog Latte" OR #RedCup)
- Last, but not least, exclusions
 - (Starbucks OR "Howard Shultz" OR \$SBUX) AND (coffee OR tea OR PSL OR "Eggnog Latte" OR #RedCup) NOT (@StarbucksJelena OR @StarbucksQu33n OR "win a")
- Exclusions, in many ways, are the hardest and longest part of your query.

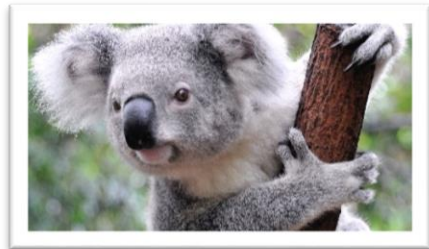
Exclusions

Bears

NOT

Panda

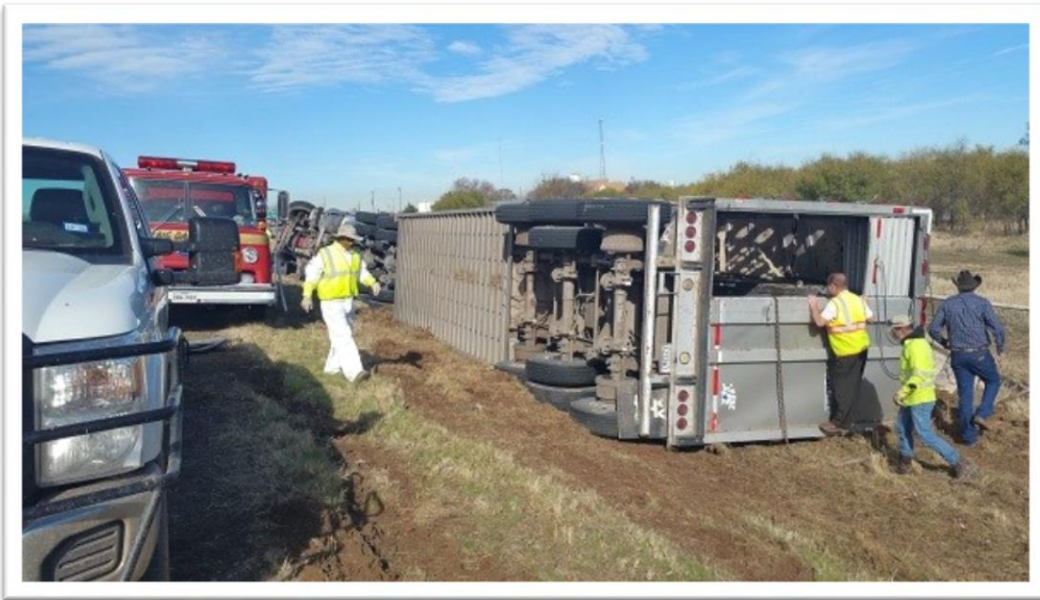
Results



Monitoring In Action



Overtaken Cattle Trailer



(No Animals were harmed in this example.)



Anticipated Reuters Story



Data Overload



There comes a point where you need to cut off the data, focus on what you must know.



Build issues-based, short term queries for the “nice to have” data. Turn them off when you’re done.





1981



1985



1987



1990



1991



1996



2002



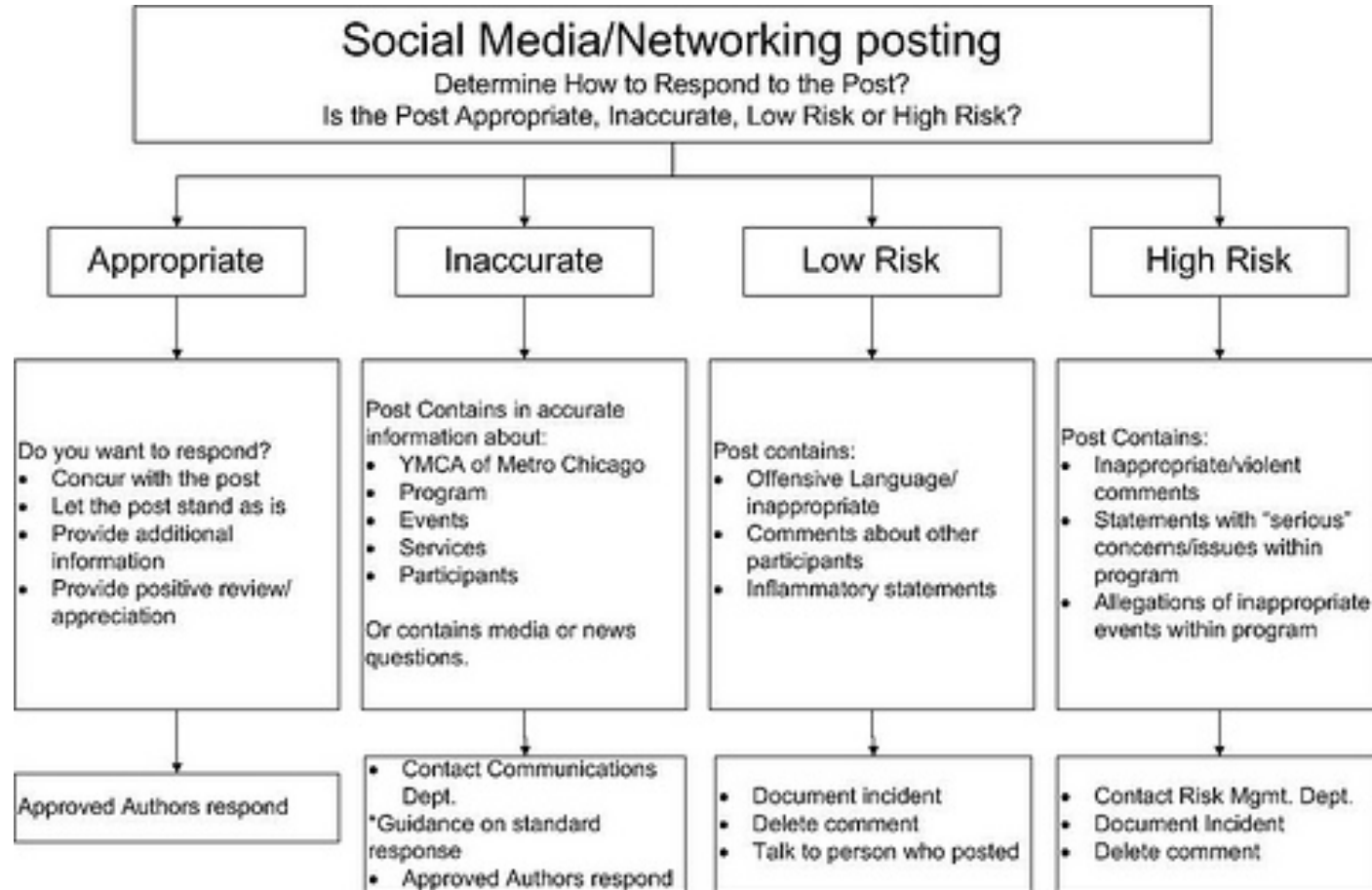


Tips

Tips

- Know your audience and what platform resonates with them
- Be prompt in your strategic response
- Respond in an authentic way
- Join the online conversation and interact with consumers

Build a Social Media Work Flow



What can you start doing now?

- Set up news alerts on similar topics.
- Define your audience and goals.
- Follow influencers. Listen. Engage. Build lists.
- Build and publish editorial and marketing.

A grayscale background image showing a meeting table. On the table, there is a leather bag, a cup of coffee on a saucer, a glass of water, a smartphone, and a tablet. Two people's hands are visible; one is writing in a notebook. The background is a brick wall.

Questions?

Thank you!



We are a full service communications agency.