Social Media Crisis The Art of Asking the Right Questions

June 14, 2018

Amy O'Connor

Vice President, Digital Business Roundtable

Tara DiJulio

Director, Global Public Affairs GE

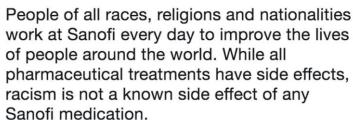








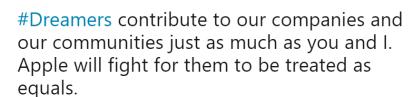
226,054 Retweets **534,326** Likes



Sanofi US 📀

Tim Cook 📀





Follow





Ford has more hourly employees and produces more vehicles in the U.S. than any other automaker.



8:12 PM - 26 Sep 2016













Is This A Real Crisis?



IS THIS BAD OR DOES IT JUST FEEL BAD?

1. Generate active intelligence



2. Determine your threshold

Reputation? Key Customers? Stock Price? Political Engagement?

Media Interest? Pre-Identified Risk Area? Early Warning?

3. Know your targeted audience, customers, and influencers AND ask the right questions

Is the conversation growing? Is the conversation contained within a small group / circle?

Who is leading the conversation? Are they credible?



How Do You Prepare? What can you do in advance?



PREPARATION

- 1. Get the facts
- 2. Know your weaknesses
- 3. Build a digital response plan
- 4. Run a crisis simulation



How to Engage Strategy and Tactics



FIRST, DO NO HARM FIGHT THE URGE TO OVERREACT

- 1. Understand FEELINGS and DATA
- 2. Know who the best messenger is

The Company / Organization?

A person in the organization?

A third party?

- 3. Know your audience
- 4. Arm your stakeholders, amplify your message
- 5. Mind your language
- 6. Create a feedback loop



Questions and Discussion





Amy O'Connor

Vice President, Digital Business Roundtable aoconnor@brt.org

Tara DiJulio

Director, Global Public Affairs

GE

tara.dijulio@ge.com

Twitter: @TaraDiJulio

