

Social Media Crisis

The Art of Asking the Right Questions

June 14, 2018

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Mars, Incorporated

@MarsGlobal

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Skittles are candy; refugees are people. It's an inappropriate analogy. We respectfully refrain from further comment, as that could be misinterpreted as marketing

1:13 AM - 20 Sep 2016

5,050 Retweets 7,609 Likes



426 5.1K 7.6K



Elon Musk

@elonmusk

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Am departing presidential councils. Climate change is real. Leaving Paris is not good for America or the world.

3:02 PM - 1 Jun 2017

226,054 Retweets 534,326 Likes



28K 226K 534K



Sanofi US

@SanofiUS

Follow

People of all races, religions and nationalities work at Sanofi every day to improve the lives of people around the world. While all pharmaceutical treatments have side effects, racism is not a known side effect of any Sanofi medication.

9:57 AM - 30 May 2018

6,231 Retweets 13,157 Likes



646 6.2K 13K



Tim Cook

@tim_cook

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#Dreamers contribute to our companies and our communities just as much as you and I. Apple will fight for them to be treated as equals.

1:33 PM - 5 Sep 2017

12,973 Retweets 38,615 Likes



1.1K 13K 39K



Ford Motor Company

@Ford

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

In the past 5 years alone, Ford has...

created nearly

28,000

U.S. JOBS...



and invested

\$12B

IN U.S. PLANTS

8:12 PM - 26 Sep 2016

2,542 Retweets 2,866 Likes



Public Affairs Council

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





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