

# Blogger 9 | 1

Crisis communications and social media

*Rob Cottingham, SocialSignal.com*



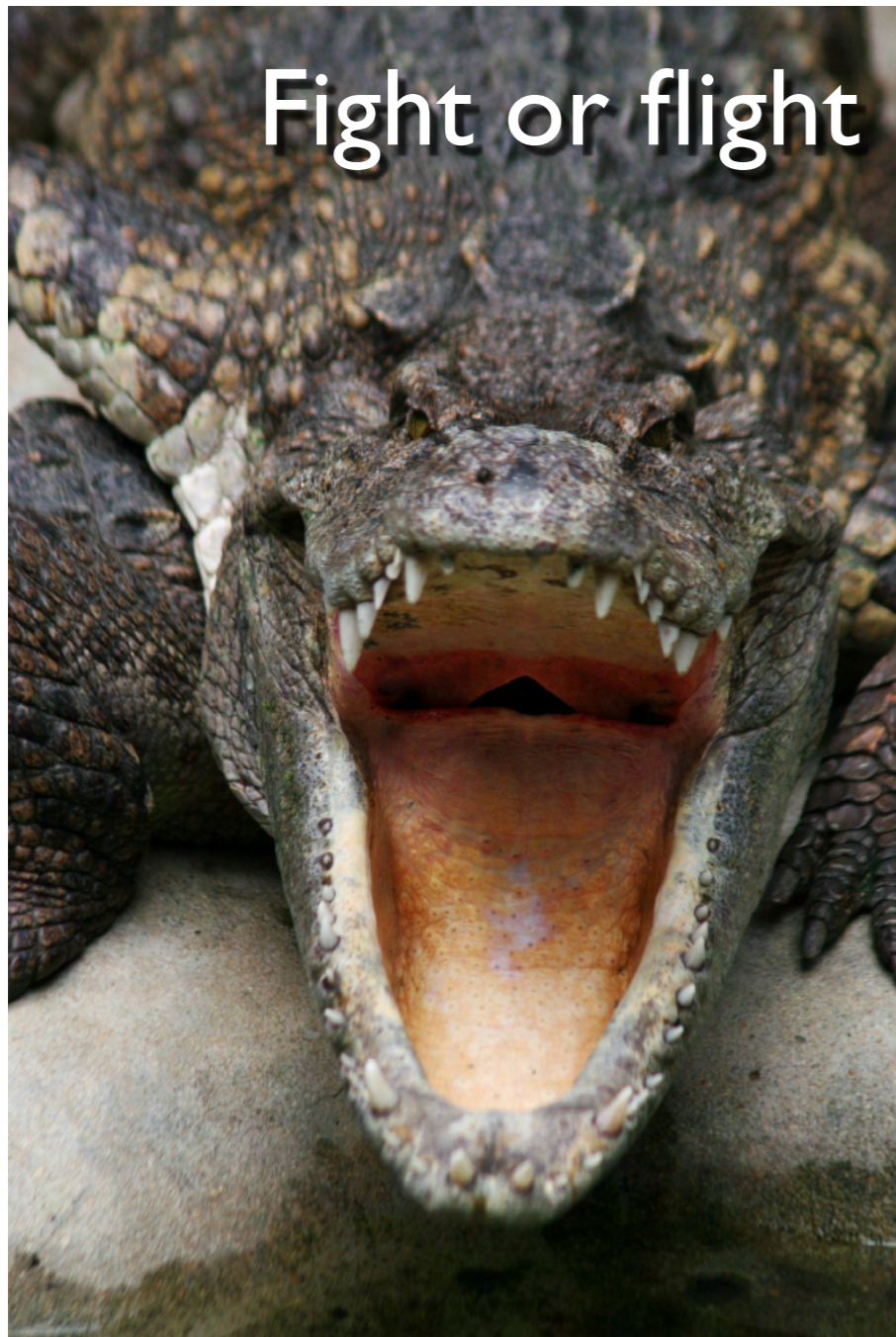
**what's a crisis?**

# A crisis is...

- event-driven
- important
- urgent



# Challenges



# Before

- Monitor the media
- Make friends now
- Write down a plan
- Publish policies
- Know your vehicles
- Train communicators
- Assess vulnerabilities
- Address vulnerabilities

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# At onset

- Distinguish: crisis vs. panic
- Get facts
- Prepare message
- Pare down
- Got legal?
- ID and equip messengers, channels
- Recognize opportunity

# Delivery

- Go early
- Decide where
- Stay focused
- Be honest
- Ask for help
- Don't expect control
- Know when it's over
- Learn

# Are you wrong?

- Apologize  
(individually  
first)
- Be sincere
- Explain
- Recognize
- Repair
- Prevent



# Tools

Originating vehicle

Twitter-like

Mobile

Blog

Social network

Video

Email

RSS

Off-the-rack

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Would it kill you to update your Twitter status if you're going to stay out so late?



# RedCross

Follow

Posting Red Cross service center locations in TN: <http://tinyurl.com/2p79a6>

12 days ago from web

With Others Previous

Alabama: Walker county info: <http://tinyurl.com/33mzo5> 05:01 PM February 08, 2008 from web

Alabama: Walker county info: <http://tinyurl.com/33mzo5> 05:00 PM February 08, 2008 from web

Alabama: Walker county info: <http://tinyurl.com/33mzo5> 05:00 PM February 08, 2008 from web

Alabama: Walker county info: <http://tinyurl.com/33mzo5> 04:59 PM February 08, 2008 from web

Photos from Jackson, TN available: <http://tinyurl.com/3yptyg> 04:56 PM February 08, 2008 from web

Photos from Jackson, TN available: <http://tinyurl.com/3yptyg> 04:55 PM February 08, 2008 from web

What to do after a tornado: <http://tinyurl.com/37t23v> 01:20 PM February 08, 2008 from web

Fundraising PSA: <http://redcrosstn.wordpress...> 01:20 PM February 08, 2008 from web



Broadcast Yourself™

Hi, [RobCo](#)

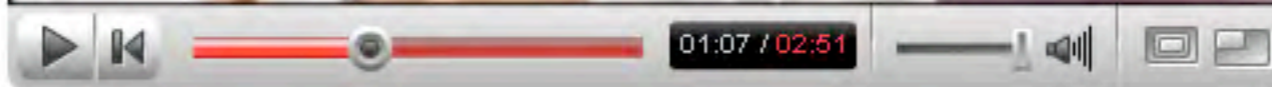
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### Our promise to you



**“Stop trains. Munition  
ship on fire. Making for  
Pier 6. Goodbye.”**

Vince Coleman, Dec. 6, 1917