

Weathering the Storm

Combining Social Media, Technology, Media Relations & Crisis Communications

Social Media When “It” Hits the Fan

Crisis restricted to your company _____

Area-wide crisis affecting your company _____

Rethink your social media brand page _____

Vulnerability assessment _____

Pre-written templates _____

Heart of the plan _____

Media Training _____

Crisis Communications Drills _____

What priorities should my organization give to various communications tools?

Face-to-face with the media _____

Face-to-face with employees _____

Intranet _____

Internet _____

Blogs _____

YouTube _____

Twitter _____

Facebook _____

CNN iReports _____

The eyewitness factor _____

Combine all social media, crisis communications and media relations skills _____

YouTube _____

Facebook _____

Direct tweets _____

iReports (media upload) _____

Live reports _____

iPhone & iPad (Smart device) _____

Skype _____

G3 or Wi-Fi _____

Technical aspects of shooting video _____

Technical aspects of uploading the video _____

Story telling _____

CNN i Report tutorial: <http://blog.braudcommunications.com/?p=1248>

About Your Speaker

With no electricity, 7 feet of water, 4 10-foot alligators, 50 dead animals and thousands of snakes, Gerard Braud used only an iPhone and



Skype to broadcast live news reports about Hurricane Isaac to CNN & The Weather Channel, pioneering a new approach to crisis communications.

His reports lead to a nomination as CNN iReporter of the Year and consideration for an Emmy Award.

Innovations like this are the reasons leaders on five continents consider Gerard Braud (Jared Bro) as their expert and trainer in crisis communications and media interview skills.

Gerard is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

As a spokesperson, Gerard has been quoted in more than 500 media outlets around the world and has been seen on television more than 5,000 times. He can even boast of creating a one-in-a-million front page quote, by applying the principles he teaches.

Gerard Braud (Jared Bro)

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