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## Social Media at the Crossroads

- Explore the uniqueness of your organization and how that should affect your social media strategy.
- Consider the juxtaposition of social media for marketing versus crisis communication.
- Examine your social media with a cynic's eye to be at your strategic best.
- Identify sunny day strategies for managing negative social media.

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## Social media has all of the attributes and faults of a teenager.

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**The person posting  
photos and videos about  
your crisis becomes your  
de facto spokesperson if  
you fail to provide a  
spokesperson.**

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**If your senior leadership is  
not on social media, they  
will never understand the  
nuances of social media and  
will make flawed decisions  
about social media.**

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**Game  
Changers**

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**If social media is  
about engagement,  
you must be  
engaging.**

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**Some brands and  
companies are  
simply a bad fit for  
social media.**

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**Using social media for  
only sales and marketing,  
and not for strategic  
communications, is a  
fool's bet.**

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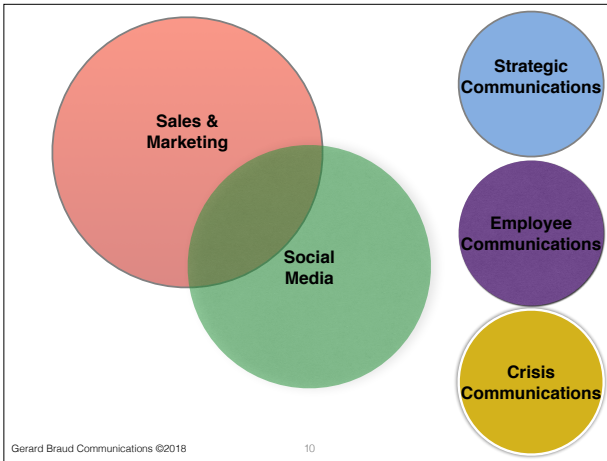
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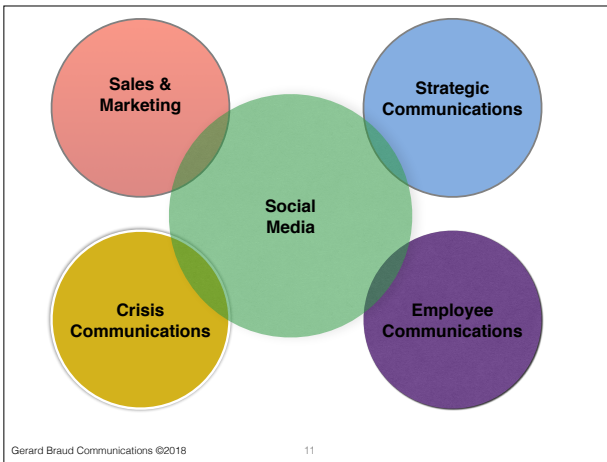
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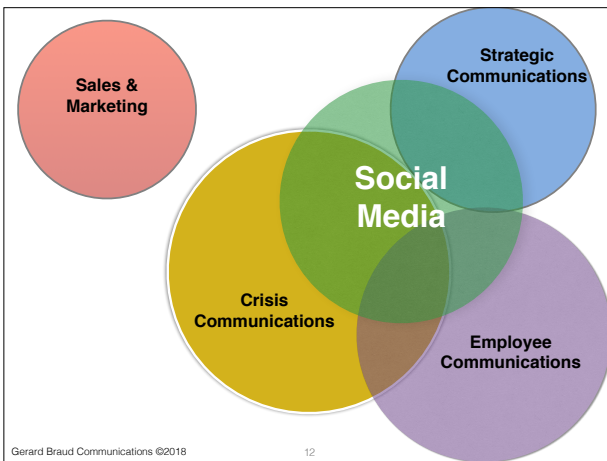
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**While people were focusing on social media as a selling tool, they failed to recognize it as their primary Un-Selling tool.**

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**Sometimes social media amplifies the crisis. Sometimes social media is the crisis.**

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**Reputation  
&  
Revenue**

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# Brand Judgment Day

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**Posting details on social media and replying to each comment during a crisis does not mean you are transparent.**

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# Crisis Silence

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# Good Intentions Gone Bad

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# Crisis Confusion

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When “It” Hits the Fan...

## Sunny Day Planning

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When “*It*” Hits the Fan...

*Quarterly*

# Vulnerability Assessment

What is your “It?”

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When “*It*” Hits the Fan...

*Living Plan...*

# Crisis Communications Plan

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When “*It*” Hits the Fan...

# Pre-written News Release Templates

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## When “It” Hits the Fan...

### First Critical Statement

- Let audiences know that you know a situation is unfolding
- Use a basic pre-written template
- A little information is better than none

(Ask for a free copy)

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## When “It” Hits the Fan...

### Pre-Written Statements

- 95% on clear sunny day
- Eliminates word-smithing
- Pre-approved
- Saves lives

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## When “It” Hits the Fan...

*Yearly*  
**Media  
Training**

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When “*It*” Hits the Fan...

*Yearly*

# Crisis Drill

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You can tweet your way into a crisis, but you can't tweet your way out of a crisis.

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# DON'T TALK TO THE MEDIA *Until...*

- First Critical Statement
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