

Navigating a Crisis: How to Build Your Social Crisis Communications Plan

By Nicole Carlone Losi & Kelly Bennett





Kelly Bennett, Social Media Manager
Miami University

Nicole Carlone Losi, Director of Digital Content
Kent State University



Topics Covered

- *Crisis strategy*
 - Developing an organizational command structure/who to have on your social “team”
 - What protocols to have in place
 - Collaborating with other teams: web, media, administration, creative, etc.
- *Real-world campus crisis examples: national, smaller-scale and the unthinkable*
 - How to navigate your way through these
- *How to develop a listening strategy*
 - Developing a listening strategy
 - The value of listening tools
 - How to determine the best listening tool (paid and free)

Agenda

- How to manage a crisis on social media (Nicole)
- #HigherEd Social Crisis Communication (Kelly)
- Break!
- Interactive session

HOW TO MANAGE A CRISIS ON SOCIAL MEDIA

By: Nicole Carlone Losi

ncarlone@kent.edu
@nicolecarlone



AGENDA



Crisis strategy

Organizational command structure

Social media assets

Listening plan and tactics

Response strategy



Real-world examples



Recap



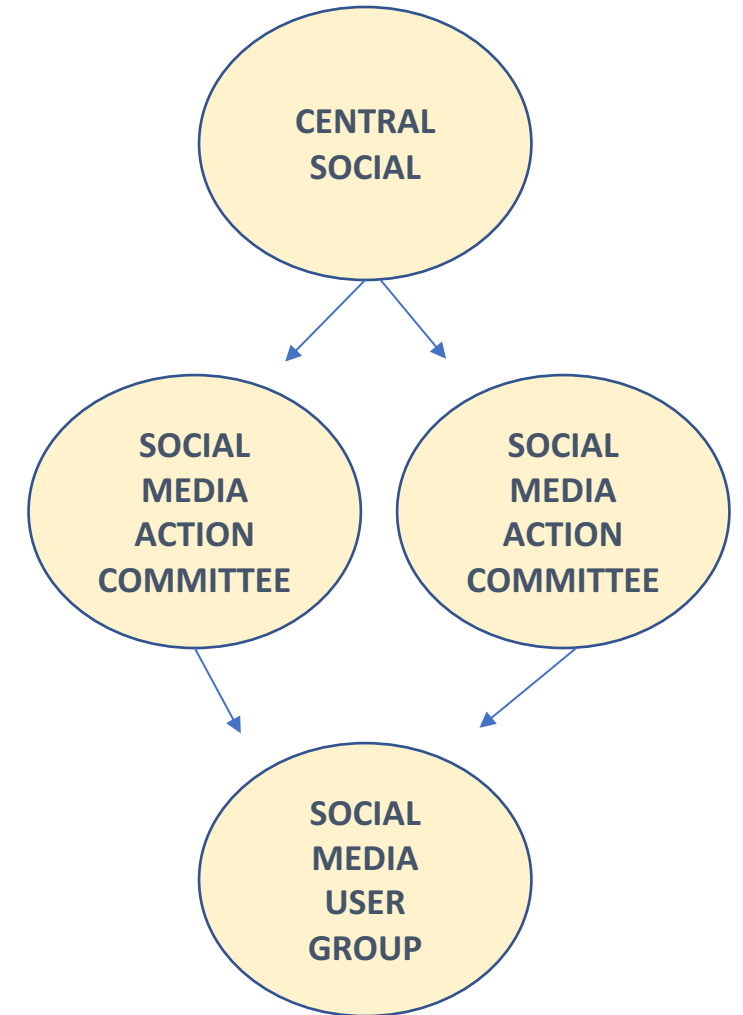
Interactive session













STRATEGY

ORGANIZATIONAL COMMAND STRUCTURE

- Determine your chain of command
 - Who is approving content?
- Consider creating a social media command center
 - Social lead
 - Content/community manager
 - Monitoring lead
 - Data analyst
- Utilize your internal community to disseminate consistent messaging across all brand accounts
 - Provide training on their role in a crisis
 - How can they best support your efforts?
- Determine how to best structure your team
 - Who will cover for you when you're on vacation?
 - Regularly review and update your social media crisis protocol



ORGANIZATIONAL COMMAND STRUCTURE: templates

Name ↑	Owner	Last modified
 Active Shooter	Eric Mansfield	Jan 3, 2018 Eric Man...
 Airport / Plane Crash	Eric Mansfield	Jan 3, 2018 Eric Man...
 Building Fire	Eric Mansfield	Jan 3, 2018 Eric Man...
 Campus Event (Gas Leak, Water Main)	Eric Mansfield	Jan 17, 2018 Eric Ma...
 Controversial Speaker	Eric Mansfield	Jan 5, 2018 Eric Man...
 Health Crisis	Eric Mansfield	Jan 3, 2018 Eric Man...
 Hotline Setup Instructions	Eric Mansfield	Jan 10, 2018 Eric Ma...
 Kent State Crisis Communications Experts Resources and Co...	April McClellan-Cop...	Jan 29, 2019 Eric Ma...
 Sexual Assault	Eric Mansfield	Jan 3, 2018 Eric Man...
 Tornado	Eric Mansfield	Jan 3, 2018 Eric Man...

ORGANIZATIONAL COMMAND STRUCTURE: social crisis deliverables

Crisis Communication - Social Media Deliverables

**NOTE: Revised: 5/18/16 - replaced AIM with Slack and/or iMessage, removed Google + as a platform to post to, added a new example to slug section, added a new sample tweet that was cut down.*

**NOTE: 6/6/17: The www.kent.edu/advisory link wasn't updated and it was included on social, which is standard protocol. So, in the future, verify that web team has successfully updated the /advisory link before including on social (even if they included it in the emergency text).*

**NOTE: 1/10/17: Minor revisions/updates based on changes to Twitter, etc.*

If you're using Hootsuite:	If you don't have access to Hootsuite:
<p>STEP 1: When text alert is received, determine if PD or UCM sent the alert. If sent by PD, call Eric to confirm.</p> <p><i>*NOTE: You can usually tell if the PD sent the text by how it looks. They tend to make a few mistakes with the slug and university style. If it looks more polished, it was most likely sent by UCM.</i></p>	<p>STEP 1: When text alert is received, determine if PD or UCM sent the alert. If sent by PD, call Eric to confirm.</p> <p><i>*NOTE: You can usually tell if the PD sent the text by how it looks. They tend to make a few mistakes with the slug and university style. If it looks more polished, it was most likely sent by UCM.</i></p>
<p>STEP 2: Log in to Hootsuite (credentials saved in passwords grid that Nicole sent via email).</p>	<p>STEP 2: Post exact copy (if sent by PD, make sure it's follows university style and slug is correct) to @KentState Twitter account. Copy may need to be shortened to fit 140 character limit. Always include at least "www.kent.edu/advisory." If you have space, include "Updates: www.kent.edu/advisory"</p>
<p>STEP 3: Log on to Slack and/or iMessage to communicate with media relations and/or crisis communication lead from Web team.</p>	<p>STEP 3: Log on to Slack and/or iMessage to communicate with media relations and/or crisis communication lead from Web team.</p>
<p>STEP 4: Post exact copy from the text alert (if sent by PD, make sure it's follows university style and slug is correct) to the @KentState Twitter account. Copy may need to be shortened to fit 240 character limit. Always include "www.kent.edu/advisory."</p> <p><i>*NOTE: If the message is short enough (240 characters or less), you can select BOTH accounts (starred accounts) at once.</i></p>	<p>STEP 4: Post exact copy (if sent by PD, make sure it's university style and slug is correct) to Facebook.</p>
<p>STEP 5: Retweet the @KentState tweet from @ksunews -- click the "@ksunews" tab in Hootsuite, find the latest tweet from @KentState (search "@KentState" in the search box [top right corner] or find at the top of the news feed to the left [it should always be the most recent tweet at the top of the news feed]), mouse over the tweet</p>	<p>STEP 5: Retweet the @KentState Tweet from the @ksunews Twitter account.</p> <p><i>*NOTE: Make sure separate browsers are open or you're using Hootsuite to avoid confusion between accounts.</i></p>

and click the RETWEET button (icon with two arrows).	
STEP 7: Continue conversation with media relations and/or crisis communication lead from Web team via iMessage and/or Slack. If additional updates are being delivered via text, repeat steps 1-6.	STEP 7: Continue conversation with media relations and/or crisis communication lead from Web team via iMessage and/or Slack. If additional updates are being delivered via text, repeat steps 1-6.

Notes:

HOOTSUITE ACCOUNTS:

The @KentState Twitter account and Kent State Facebook page are STARRED in the drop down box in Hootsuite (in the compose area). Those are the accounts you need to post to in a crisis (and don't forget to retweet the @KentState account from @ksunews). If the message is short enough (240 characters or less), you can select BOTH accounts at once.

PASSWORDS SAVED HERE:

Nicole sends the latest grid via email. As a backup, they're also saved on the K drive → UCM data → Crisis Communications → "Social Media Passwords Updated 2-8-17."

QUESTIONS VIA SOCIAL: If questions regarding the situation are coming in via social, consult with media team before answering.

SLUG EXAMPLES:

<https://docs.google.com/a/kent.edu/document/d/1IFGBfcDcv5hBsCUFNZx2whzclS9zqqRWouBGesQ7JlQ/edit>

1. KSU Advisory: April 2 - Kent Campus - The shelter in place advisory has been lifted for the entire Kent Campus. Updates: www.kent.edu/advisory
2. KSU Advisory: Sept. 18 - Geauga Campus (BURTON) - Morning classes cancelled until noon due to power outage. Updates: www.kent.edu/advisory
3. KSU Advisory: Aug. 6 - Tuscarawas Campus - Morning and evening classes cancelled. Employees report as usual. Updates: www.kent.edu/advisory
4. KSU Advisory: Oct. 28 - Kent Campus - KSUPD is investigating the sound of gunshots in the area of Centennials and Tri. Anyone with information should call 330-672-2212.

EXAMPLES OF CUTTING CHARACTERS FOR TWITTER:

**NOTE: Best way to cut characters, is to delete "details," "updates," or "for more information" before the www.kent.edu/advisory link. Examples below:*

- KSU Advisory: 10/28 (Kent) - KSUPD is investigating sound of gunshots in the area of Centennials & Tri. Call 330-672-2212 if you have info.

SOCIAL MEDIA ASSETS

- Develop a social media policy and/or guidelines
- Manage social media assets in a secure manner
 - Regular password updates
 - Store passwords in secure location
 - Know who your admins are on all brand accounts
- Regular crisis planning and practice
 - Review existing templates and materials
 - Add new potential crises to planning documentation
 - Debrief and store detailed after-action reports
- Define your levels of crisis and have protocols for each
- Train internal community on their role in a crisis

GUIDE TO SOCIAL MEDIA

Kent / Social Media / Guide To Social Media



Social Media Policy

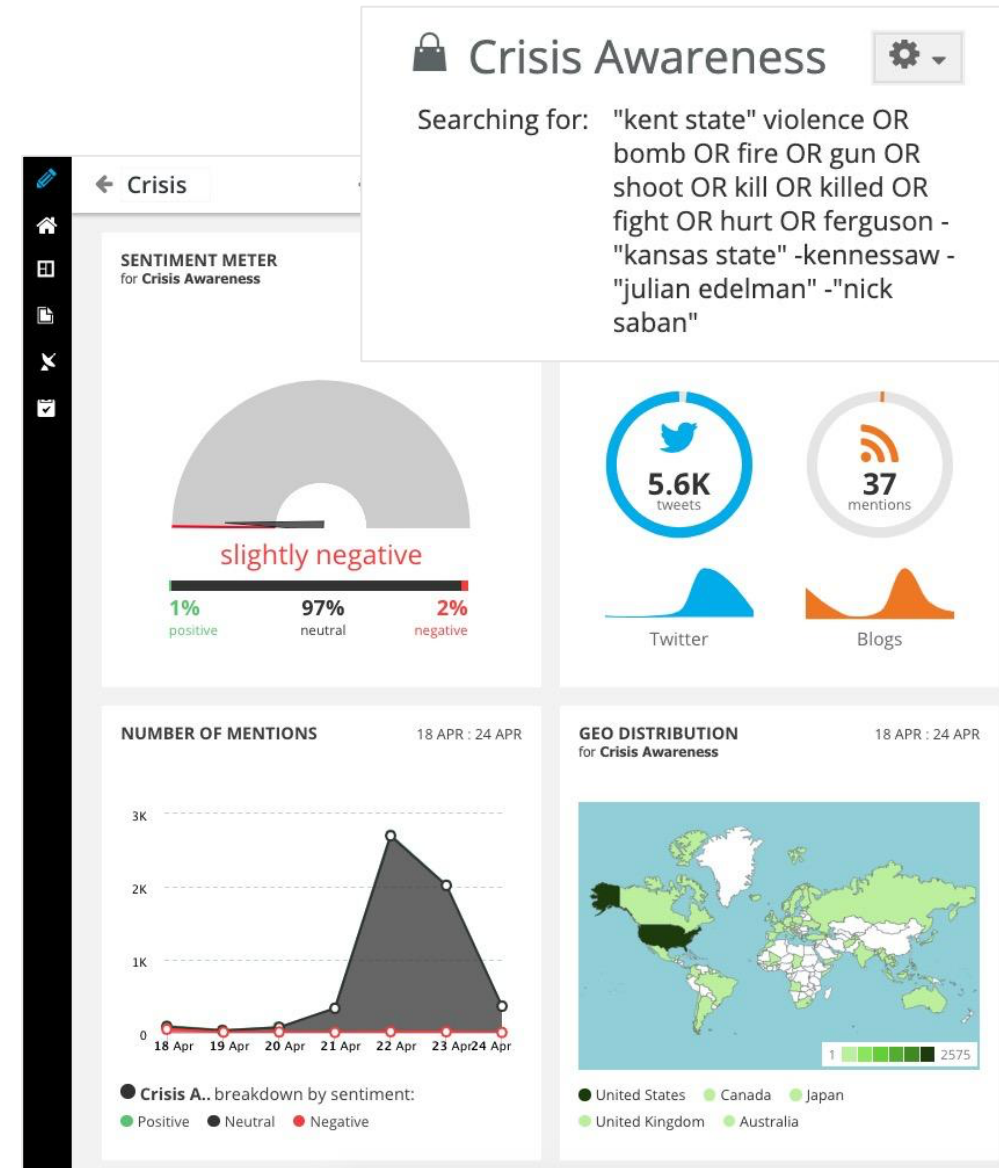
- [3342-5-10.4 Administrative policy regarding social media activity.](#)

Guide to Social Media

- [Before You Dive In](#)
- [Nine Required Elements for Your Social Media Account](#)
- [Guidelines for all - Social Media Activity](#)
- [Guidelines for Departmental Social Media Activity and Related Content](#)
- [Consequences of Noncompliance with Policy and Guide](#)
- [Cross-training](#)
- [Social Platforms & Tips](#)

LISTENING PLAN & TACTICS

- The importance of listening/monitoring
 - Navigate a crisis
 - Identify a crisis before it becomes an issue
 - Create proactive keyword searches
- Tactics to determine when you're in a crisis
 - Monitor sentiment and mentions
 - Search locations on Snapchat
 - Search brand hashtags on Instagram
- Determine the right listening tool
 - Paid vs. free
 - How listening streams are structured
 - Modify keyword searches
 - Determine what is important before choosing a tool
 - Determine access



RESPONSE STRATEGY

- Every response will be different
 - Have a defined crisis protocol, if possible
- Determine the level of each crisis
- Prepare templated responses in advance
- Hold crisis drills / rehearse!
- Dark sites
- Tips:
 - You do not have to respond to every single tweet or inquiry; pin your tweet instead
 - When the statement is too long, post to website and direct traffic to the URL





SHOTS FIRED

**STUDENTS EXPELLED FOR
POKEMON GO**

SHREDDING APPLICATIONS

EBOLA SCARE

**300+ POLICE OFFICERS ON
CAMPUS**

ACTIVE SHOOTER: the incident

- Shots fired between buildings filled with nighttime classes
- Police arrive and find blood at the scene
- Campus is locked down as emergency texts are sent to nearly 40,000 students
- More than 100 area police officers swarm campus along with a dozen TV stations



ACTIVE SHOOTER: the incident



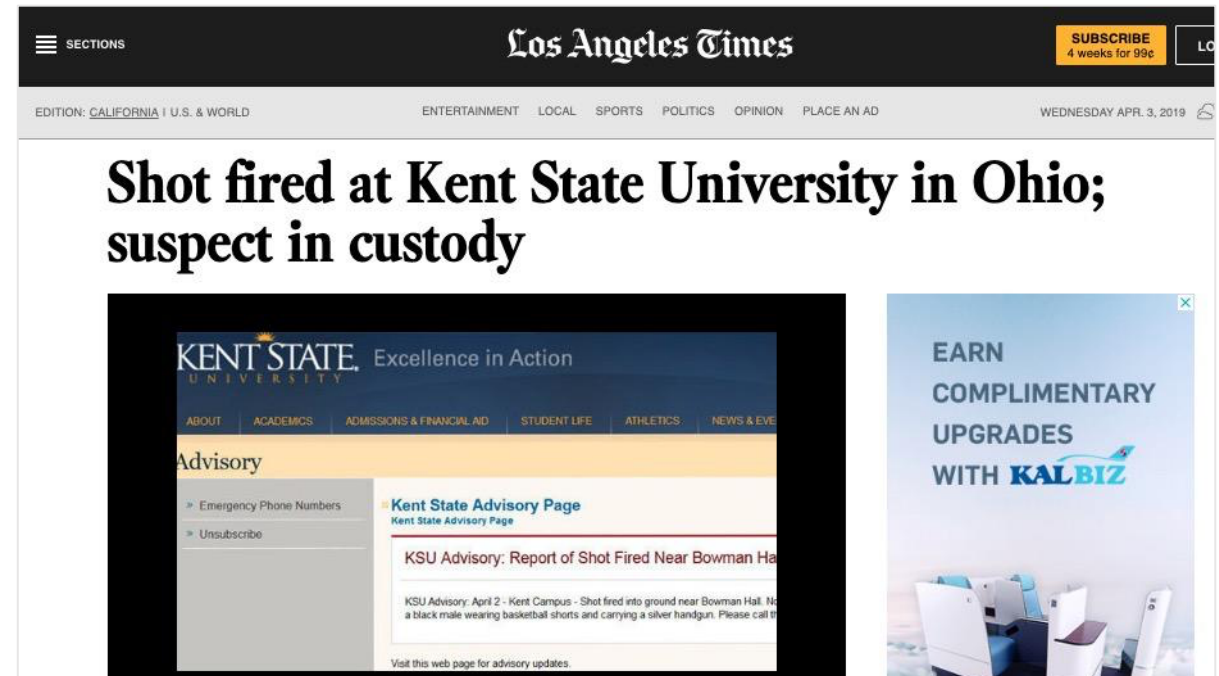
Kent State 
@KentState Following

Main Campus: Report of a shot fired near Bowman Hall. Officers in area. Stay away from area. If in area, seek shelter until further notice.

6:07 PM - 2 Apr 2014

829 Retweets 104 Likes


18 829 104



Los Angeles Times SUBSCRIBE 4 weeks for 99¢

EDITION: CALIFORNIA | U.S. & WORLD ENTERTAINMENT LOCAL SPORTS POLITICS OPINION PLACE AN AD WEDNESDAY APR. 3, 2019

Shot fired at Kent State University in Ohio; suspect in custody



KENT STATE UNIVERSITY Excellence in Action

ABOUT ACADEMICS ADMISSIONS & FINANCIAL AID STUDENT LIFE ATHLETICS NEWS & EVENTS


Advisory

- Emergency Phone Numbers
- Unsubscribe
- Kent State Advisory Page**
Kent State Advisory Page

KSU Advisory: Report of Shot Fired Near Bowman Hall

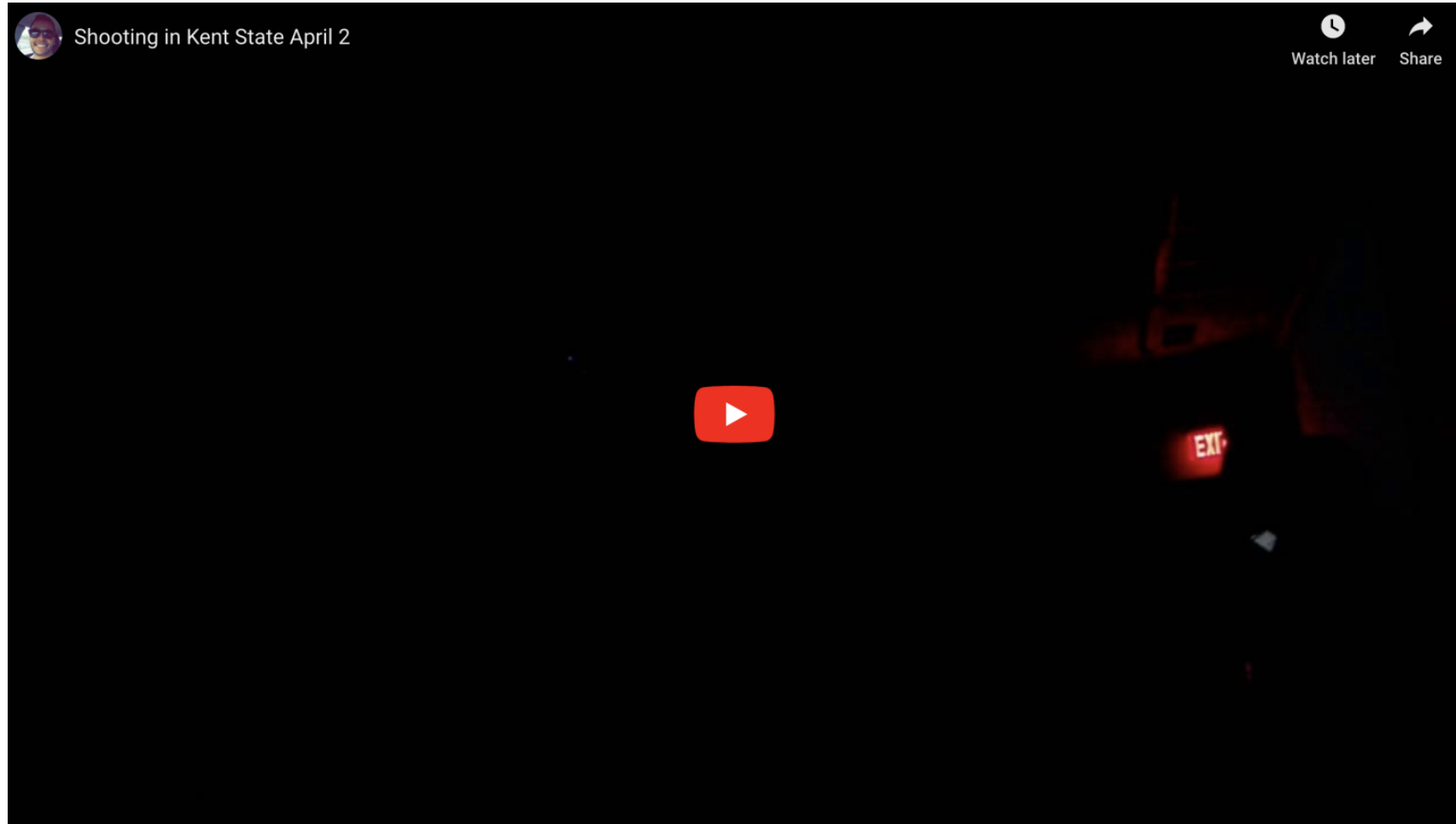
KSU Advisory: April 2 - Kent Campus - Shot fired into ground near Bowman Hall. A black male wearing basketball shorts and carrying a silver handgun. Please call the police at 419-393-3333.

Visit this web page for advisory updates.



EARN COMPLIMENTARY UPGRADES WITH **KALBIZ**

ACTIVE SHOOTER: social media explodes



ACTIVE SHOOTER: social media response

Messaging: replicated official notifications

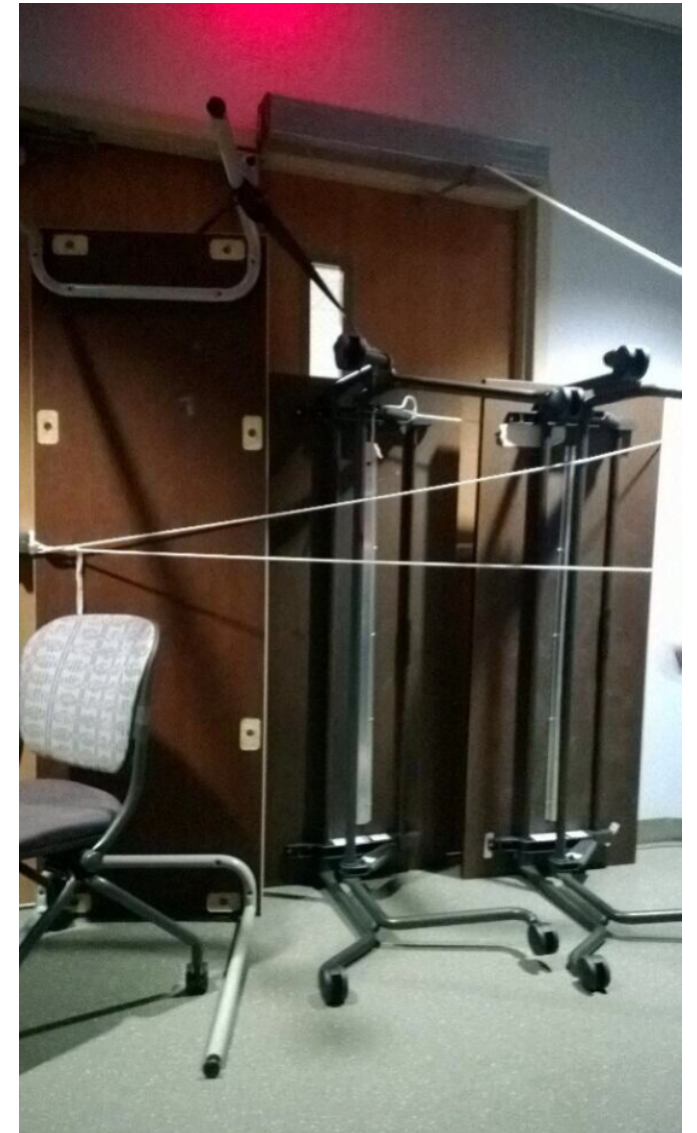
- Seven official texts sent over four hours of lockdown
- Coordinated with web team and media relations to ensure message clarity and consistency across all channels

Monitoring: listened across channels for real-time information

- Corrected misinformation and addressed rumors
- Collected useful information to help the efforts

Managing: maintained contact with key leaders for information updates

- Prepared for contingencies
- Drafted potential posts and messages



What would you do?



Start responding



Nothing / wait for guidance from media relations team



Monitor



Let the text alerts and emails be the primary form of communication

EBOLA SCARE: the event

- Dallas nurse (Amber Vinson) who cared for Ebola patient showed symptoms upon returning home from a visit to Ohio
- Three Kent State employees came in contact with Vinson during her visit to Ohio
- Vinson's mother works in Kent State administration
- Homecoming scheduled for upcoming weekend

Ebola patient Amber Vinson's mother works in Kent State administration

Updated Oct 17, 2014; Posted Oct 17, 2014

Comment



0 shares

By [Adam Ferrise, cleveland.com](#)


Kent State University


Kent State University officials will address precautions they took after a former student was diagnosed with Ebola.



(Adam Ferrise, Northeast Ohio Media Group)


KENT, Ohio — Ebola patient Amber Joy Vinson's mother came into contact with Kent State University President Beverly Warren on Tuesday before being alerted that her daughter was diagnosed with the disease, officials said.


EBOLA SCARE: social media explodes





 **Kevin Otubu** @Kevin_Otubu21 · Oct 15, 2014
There are 3 people that are **Kent State** students that are connected to this **Ebola** victim

6 8 9  **w**

 **Paul Orlousky**  @PaulOrlousky · Oct 15, 2014
Second **Ebola** victim came to Ohio on Oct. 8th and left on the 13th. She landed at Hopkins Airport and went to Akron and **Kent State** Campus.

3 18 2  **w**

 **HighYellow14** @SKINNYndYELLOW · Oct 15, 2014
2 People From **Kent State** Got **Ebola**. This Shit Crazy

EBOLA SCARE: social media response

Messaging: replicated official notifications

- Various social media messages pushed via university channels, president's Twitter account, media relations, etc.
- Coordinated with web team, media relations, CDC and Portage County Health Department

Monitoring: listened across channels for real-time information

- Corrected misinformation and addressed rumors
- Collected useful information to help the efforts
- Collected and grouped into topics/themes due to volume of information/inquiries

Managing: maintained contact with key leaders for information updates

- Drafted potential posts and messages
- Provided internal social community with social media talking points and statement



WKYC Channel 3 News @wkyc · Oct 15, 2014
Officials say reports of **#Ebola** quarantine at **Kent State** are false. DETAILS: on.wkyc.com/1w7MPM0. **#FactsNotFears**



1 55 10 W

Katherine Schaeffer @katschaeffer · Oct 15, 2014
Ebola patient did not come to **Kent State** campus during the time she was in northeast Ohio [@kentwired](https://twitter.com/kentwired) **#FactsNotFear**

5 2 W

Beverly Warren @PresBWarren · Oct 15, 2014
We're aware of the latest **Ebola** case & connection w/ [@KentState](https://twitter.com/KentState). We're following protocols per public health officials.

47 461 136 W

Eric Mansfield @ericmansfield · Oct 15, 2014
Contrary to media reports, no one from **Kent State** has been quarantined nor did the latest **Ebola** patient visit **Kent State** this weekend.

13 211 48 W

EBOLA SCARE: social media response

Kent State University responds to fears about Ebola connections

By Marilyn Miller
Beacon Journal staff writer



Published: October 15, 2014 - 01:45 PM | Updated: October 16, 2014 - 02:02 PM



OHIO.COM VIDEOS

AdChoices Ad 2 of 2 Sta



KENT STATE TAKES PRECAUTIONS AS A RESULT OF THE LATEST EBOLA CASE IN DALLAS

Kent State University has informed its university community that the second confirmed Ebola patient, a nurse who helped care for Thomas Eric Duncan, is related to three Kent State employees. The patient was not showing any symptoms of the disease when she traveled to Cleveland, Ohio, on Friday, Oct. 10, and returned to Dallas, Texas, on Monday, Oct. 13. In Dallas, the patient detected a low-grade fever on Tuesday, Oct. 14, and entered a Dallas hospital for isolation and treatment. The patient was tested for Ebola, and results on Wednesday, Oct. 15, confirmed the diagnosis.

"It's important to note that the patient was not on the Kent State campus," said Kent State President Beverly Warren. "She stayed with her family at their home in Summit County and did not step foot on our campus. We want to assure our university community that we are taking this information seriously, taking steps to communicate what we know."

"We're coordinating with local public health authorities to ensure all precautions are taken," said Dr. Angela DeJulius, director of University Health Services at Kent State. "Under the guidance of the Centers for Disease Control and Prevention, patients infected with the Ebola virus are not considered contagious until they show symptoms, such as fever, muscle aches and headaches.

"Out of an abundance of caution, we're asking the patient's family members to remain off campus for the next 21 days and self-monitor per CDC protocol," DeJulius continued.

What would you do?



Set up monitoring streams



Hustle to the war room



Activate media call center



All of the above



Office of Student Conduct

[PROCESS](#) - [CONDUCT](#) - [RESOURCES](#) - [MEDIATION](#) - [COMMUNITY WORK SERVICE](#) -

CODE OF STUDENT CONDUCT

[DIVISION OF STUDENT AFFAIRS](#) / [OFFICE OF STUDENT CONDUCT](#) / [CONDUCT](#) / [CODE OF STUDENT CONDUCT](#)

EFFECTIVE AUGUST 18, 2016

Pokemon Go will be banned campus wide. All students found violating this policy will be expelled effective immediately, voiding their housing contract. The remaining tuition for the semester must be paid to the Bursar's Office 30 days prior to the end of the academic year. This policy will be enforced by all campus faculty.

[Download a printable PDF version of the Code of Student Conduct](#) ▶

JUMP TO CONTENT:


[INTRODUCTION](#)[SECTION 1: Jurisdiction and Authority](#)[SECTION 2: Definitions](#)[SECTION 3: Student Rights and Responsibilities](#)

POKEMON GO GONE WRONG: the issue


- Kent State released Snapchat story around Pokemon Go to join the conversation
- Student photoshopped Kent State's office of student conduct web page and tweeted it
- Photoshopped web page indicated that students who play Pokemon Go on campus will be expelled
- Web page/tweet went viral



POKEMON GO GONE WRONG: social media explodes

 **Eric**
@Collier1505

I was gonna be the best there ever was...
[@KentState](#)



CODE OF STUDENT CONDUCT
DIVISION OF STUDENT AFFAIRS / OFFICE OF STUDENT CONDUCT / CONDUCT / CODE OF STUDENT CONDUCT

EFFECTIVE AUGUST 18, 2016
Pokemon Go will be banned campus wide. All students found violating this policy will be expelled effective immediately, voiding their housing contract. The remaining tuition for the semester must be paid to the Bursar's Office 30 days prior to the end of the academic year. This policy will be enforced by all campus faculty.

Download a printable PDF version of the Code of Student Conduct


JUMP TO CONTENT:
INTRODUCTION
SECTION 1: Jurisdiction and Authority
SECTION 2: Definitions
SECTION 3: Student and Student Organization Rights

LIKES
2

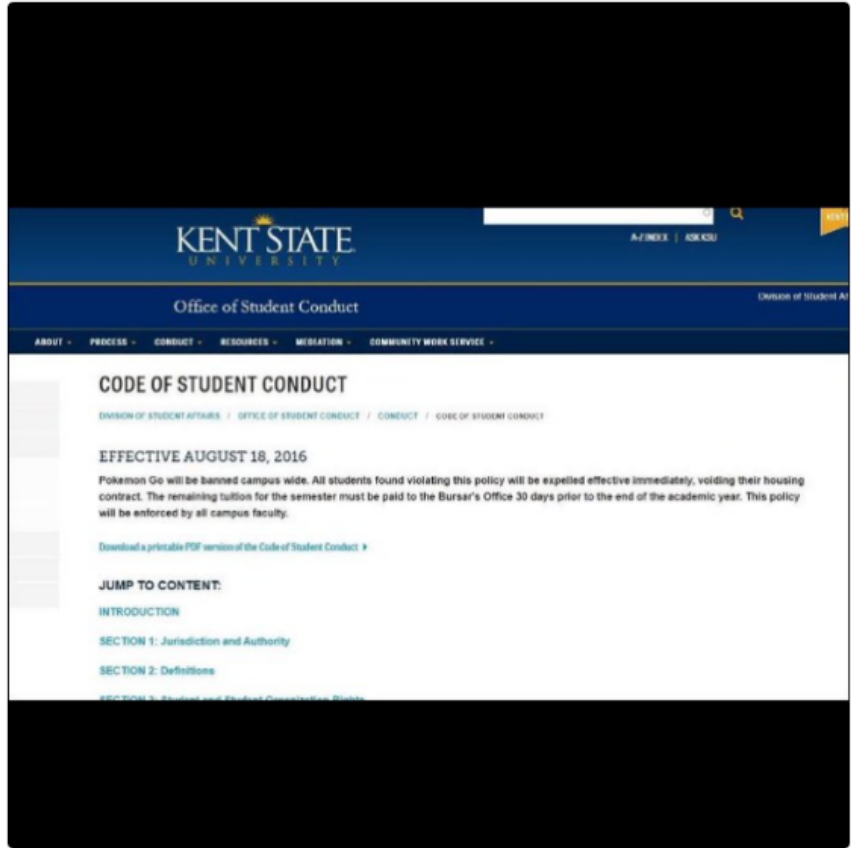
11:00 AM - 12 Jul 2016

Reply to @Collier1505

July 26 @nstoyka300 · 12m
[@Collier1505](#) [@KentState](#) that literally sucks man

 **Dom Palini**
@DPissini

[@PresBWarren](#) this can't be serious??



CODE OF STUDENT CONDUCT
DIVISION OF STUDENT AFFAIRS / OFFICE OF STUDENT CONDUCT / CONDUCT / CODE OF STUDENT CONDUCT

EFFECTIVE AUGUST 18, 2016
Pokemon Go will be banned campus wide. All students found violating this policy will be expelled effective immediately, voiding their housing contract. The remaining tuition for the semester must be paid to the Bursar's Office 30 days prior to the end of the academic year. This policy will be enforced by all campus faculty.

Download a printable PDF version of the Code of Student Conduct

JUMP TO CONTENT:
INTRODUCTION
SECTION 1: Jurisdiction and Authority
SECTION 2: Definitions
SECTION 3: Student and Student Organization Rights

11:01 AM - 12 Jul 2016

What would you do?



Check in with Student Affairs



Start responding about this being untrue



Don't respond; let this fizzle out on its own



Laugh and call it a day

POKEMON GO GONE WRONG: social media response

Messaging: responded quickly

- Responded via university channels
- Coordinated with Student Affairs and media relations

Monitoring: listened across channels

- Corrected the misinformation and addressed the rumor

Managing:

- Provided internal social community with information to release via their channels if they received inquiries



POKEMON GO GONE WRONG: social media response

The image shows a screenshot of social media posts. On the left, four tweets from Kent State (@KentState) dated July 12, 2016, are displayed. Each tweet is a reply to a different user and contains the same message: 'This is a fake web page, Erin. The real web page can be viewed here: kent.edu/studentconduct...'. The tweets have varying engagement: 1 reply, 5 retweets, 17 likes; 9 retweets, 23 likes; 1 reply, 1 retweet, 4 likes; and 2 retweets, 4 likes. On the right, five replies from Byron (@TheSimbaPikachu) are shown, all dated 2 hours ago. The replies are: 'In reply to Cobra Bubbles: @justquag I know tweeted the website picture too. No ones retweeting that one haha'; 'In reply to @ecoll619: Y'all got the kent official page tweeting me now. I hate yall'; 'In reply to caitlinncorgs: @caitlinncorgs @ericssnowfanclub it's fake lol'; 'In reply to KC: @_kaseymoore it's fake so you don't have to worry lol'; and 'In reply to Emily Kent: @KentEEmily @KentState I keep trying to tell ppl this. I tweeted a pic of the website too. Couldn't find it lol'. Each reply shows engagement metrics like replies, retweets, and likes.

Kent State @KentState · 12 Jul 2016
Replying to @HalpinErin
This is a fake web page, Erin. The real web page can be viewed here: kent.edu/studentconduct...

Kent State @KentState · 12 Jul 2016
Replying to @ecoll619
This is fake. See the real web page here: kent.edu/studentconduct... Enjoy the day and catch 'em all!

Kent State @KentState · 12 Jul 2016
Replying to @TheSimbaPikachu @KentEEmily
Don't believe the rumors; it's a fake image. Here's the real web page: kent.edu/studentconduct...

Kent State @KentState · 12 Jul 2016
Replying to @Arew
That information is inaccurate. The image shows a fake web page.

Byron @TheSimbaPikachu · 2h
In reply to Cobra Bubbles
@justquag I know tweeted the website picture too. No ones retweeting that one haha

Byron @TheSimbaPikachu · 2h
Y'all got the kent official page tweeting me now. I hate yall

Byron @TheSimbaPikachu · 2h
In reply to caitlinncorgs
@caitlinncorgs @ericssnowfanclub it's fake lol

Byron @TheSimbaPikachu · 2h
In reply to KC
@_kaseymoore it's fake so you don't have to worry lol

Byron @TheSimbaPikachu · 2h
In reply to Emily Kent
@KentEEmily @KentState I keep trying to tell ppl this. I tweeted a pic of the website too. Couldn't find it lol



Kent state admissions office

@lindzeta_

Follow



I love working in the admissions office at Kent State University in Kent, Ohio and putting every conservative students college application through the shredder

3:05 PM - 11 Apr 2018

106 Retweets **473** Likes



199



106



473



SHREDDING APPLICATIONS: the issue

- Someone not affiliated with Kent State tweeted about shredding applications of conservatives
- Tweeter changed Twitter name to “Kent State Admissions Office”
- Tweeter told people she was recently promoted and had a long day ahead of her
- People believed her and her tweet began to go viral



What would you do?



Call in sick



Report the Twitter account




Alert leadership and craft a response



B & C




SHREDDING APPLICATIONS: social media explodes

 **laura**
@tbh1b00 Follow


could you imagine working your ass off for 4+ years, and applying to your dream school only to be denied because some idiot doesn't like your political beliefs.

lindsey @lindzeta_
I love working in the admissions office at Kent State University in Kent, Ohio and putting every conservative students college application through the shredder

8:30 AM - 12 Apr 2018

1 Like 

4/26/18, 2:31 PM

 **Charlie Kirk** ✓
@charliekirk11

How tolerant of you. Also, this is probably illegal

lindsey @lindzeta_
I love working in the admissions office at Kent State University in Kent, Ohio and putting every conservative students college application through the shredder

4/27/18, 8:55 AM

Tweets about shredding applications from conservatives are not true. This Twitter account does not belong to a Kent State employee. We've reported this to Twitter.

SHREDDING APPLICATIONS: social media response

Messaging: responded quickly

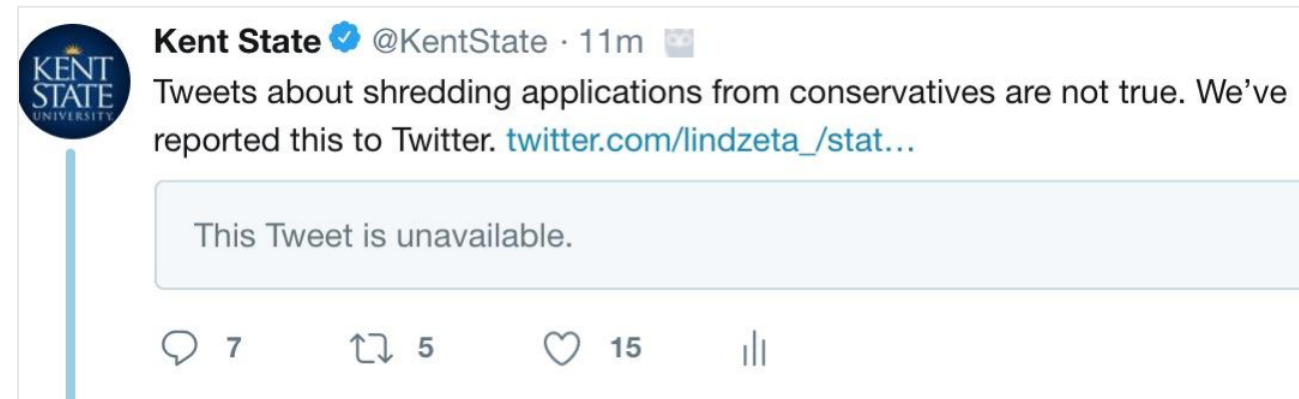
- Quote retweeted
- Coordinated with media relations and leadership
 - Reported account

Monitoring: listened across channels (for over a month)

- Corrected the misinformation and addressed the rumor

Managing:

- Provided internal social community with information to release via their accounts



300+ POLICE OFFICERS ON CAMPUS: the issue

- Heavy police presence on campus keeping the peace as recent graduate organized an “open carry walk”
- Opposing groups planned to attend
- Social media chatter increased
- Inquiries from students, parents, etc. regarding safety


KENTWIRED.com
THE INDEPENDENT NEWS WEBSITE OF THE KENT STATER & TV2

40°
Fair

News - Sports - Opinion - Entertainment - Projects - TV2 Shows - TV2 Live - Stater E-edition - Clas

Chaos on campus: Pushing, shoving mark confrontation between open-carry marchers and counterprotestors

Brandon Bounds, Laina Yost and Henry Palattella Oct 1, 2018 0



An Ohio police officer leads police in riot gear toward the Schwartz Center parking lot on Saturday, Sept. 29, 2018 after an open-carry walk stalled in front of Bowman Hall.

John Conley

Alumni testim

T

Serving 50+1 Y

300+ POLICE OFFICERS ON CAMPUS: social media response

Messaging:

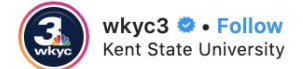
- Coordinated with media relations, web team and leadership

Monitoring:

- Listened across channels
 - Including Facebook Live videos, Facebook events, Snapchat locations
- Collected useful information to help the efforts

Managing:

- Provided internal social community with information
- Live-streamed press conference to Facebook



wkyc3 Hundreds of gun rights advocates and counter protestors have descended on Kent State University during an "open carry" walk/rally this afternoon.

rfishly What's the point of doing this protest on a college campus.. these ppl are idiots

adamsedlock Why does someone have a lgbt rights sign there. Makes zero sense.

majorcyco @rfishly duh because it is a "gun free zone" and gun free zones do not allow folks to protect themselves get a grip gun free zones invite crime not detour it [#defendthe2ndprotectthe1st](#)

bobbie3639 @trena_shep

kathy67hav What would have happened if a car back fired?



80 likes

SEPTEMBER 29, 2018

[Log in](#) to like or comment.

What would you do?



Say nothing



Choose sides on the issue



Coordinate with leadership



Tell everyone to stay away

RECAP



KEY TAKEAWAYS

1. Practice!
2. Be responsive
3. Develop an organizational structure
4. Develop a listening strategy
5. Develop a crisis procedure
6. Utilize your internal community
7. Remain consistent
8. Manage your assets



QUESTIONS?

ncarlone@kent.edu
@nicolecarlone

BREAK

#HigherEdSocial Crisis Communication FAQ's

Compiled by: Kelly Bennett

Kelly.Bennett@miamioh.edu
@KellyABennett



MIAMI UNIVERSITY



#HigherEdSocial



Kelly

Home

Create



#HigherEdSocial

🔒 Closed group

About

Discussion

Mentorship

Announcements

Members

Events

Videos

Photos

Files

Recommendations



HIGHEREDSOCIAL

ON FACEBOOK | SLACK | LINKEDIN | YOUTUBE

#HESM

Joined ▾

✓ Notifications

➦ Share

⋮ More



Katie Hallway

Conversation Starter · August 5

Venting here since my fellow HESM peeps will understand...

A sampling of my life in higher ed social media over the last 12 years:

- Student stands on American flag in protest, goes viral
- Failure to host first 2016 Presidential Debate--huge lawsuits, headlines accuse us of "buffoonery"
- Budget crisis, staff layoffs
- H-1B visa scandal
- President's abrupt resignation
- Noxious chemical spill in our underground tunnel system

And from just the last 7 months:

- More budget crisis, more staff layoffs--my office alone is down 40% in personnel, many are worse than that
- Three-week faculty strike after nearly 2 years of failed negotiations with AAUP -- Union supporters created hashtags and harassed my personal accounts 24/7 to try to get me fired for doing my job and posting what the administration told me to post. Yay.
- 15 tornadoes hit all around our two campuses
- Mass shooting at the local bar scene in Dayton, OH (a couple miles from campus), killing one current student and several others with ties to campus
- Projected 14%(!!!) enrollment decline for fall
- Endless lawsuits and negative press

Doesn't everyone want to work with me? Lol



62

33 Comments



Sarah Elizabeth



Like · Reply · 8w



Does anyone have good examples of Social crisis comms plans?

👍 5

35 Comments



~~Kevin Agee~~ Here's mine.



~~Francette Maquie~~



Like · Reply · 2y

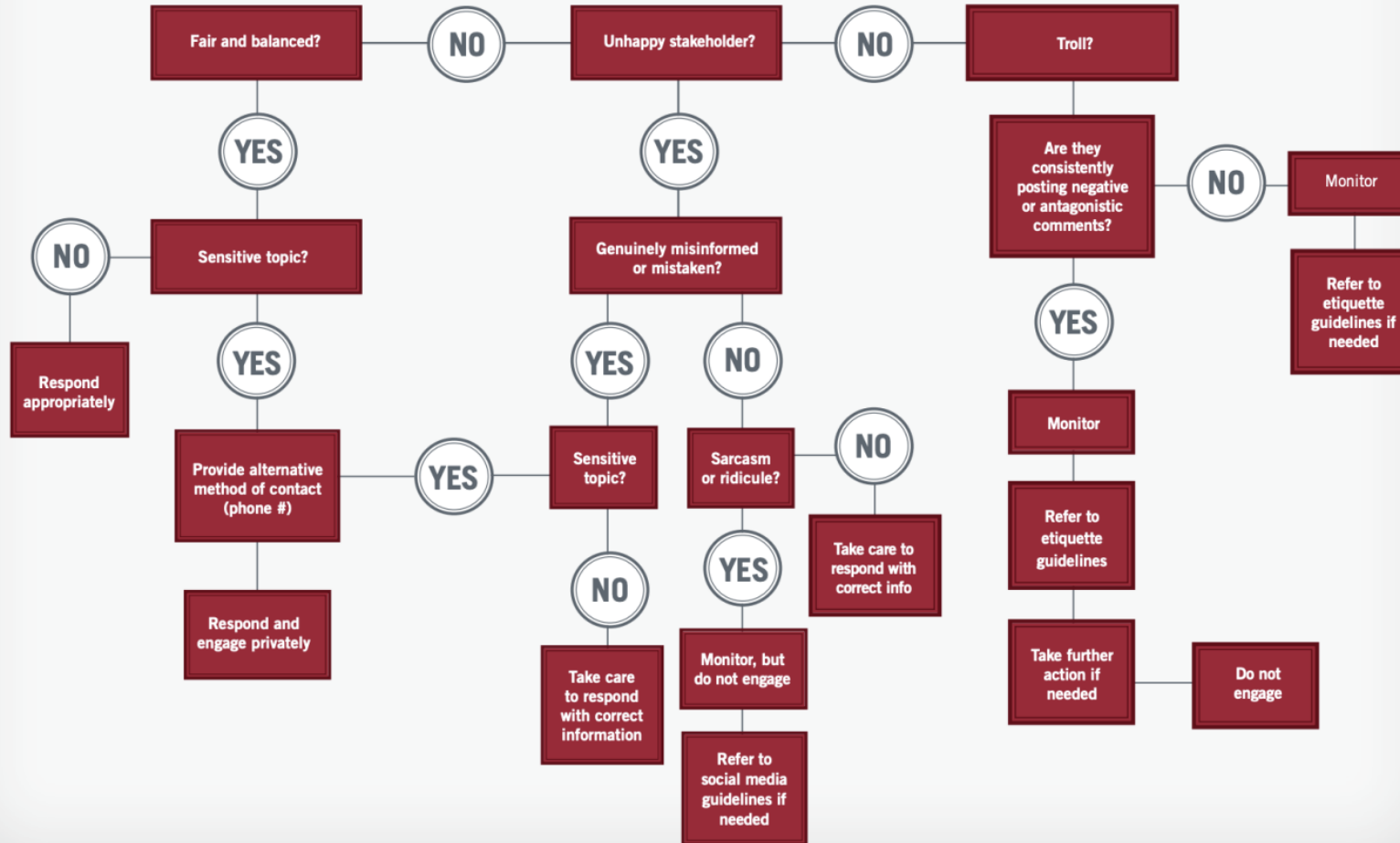
👍 😂 5

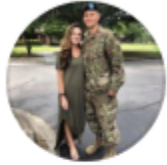
THE UNIVERSITY OF ALABAMA[®]

SOCIAL MEDIA DECISION TREE

Listen, Assess, Respond

The Division of Strategic Communications recommends that you refrain from deleting comments or posts unless they contain hate speech, profanity, spam/links, advertisements or political endorsements.





Kharas Denson

November 26, 2018



Hello! Our communications team is currently working on updating the graphics we use alongside crisis updates on social media (weather alerts, notices, campus alerts). Does your team use images when posting information about inclement weather updates or similar situations? I'd love to see what other institutions are using or have used in the past. Thanks in advance!





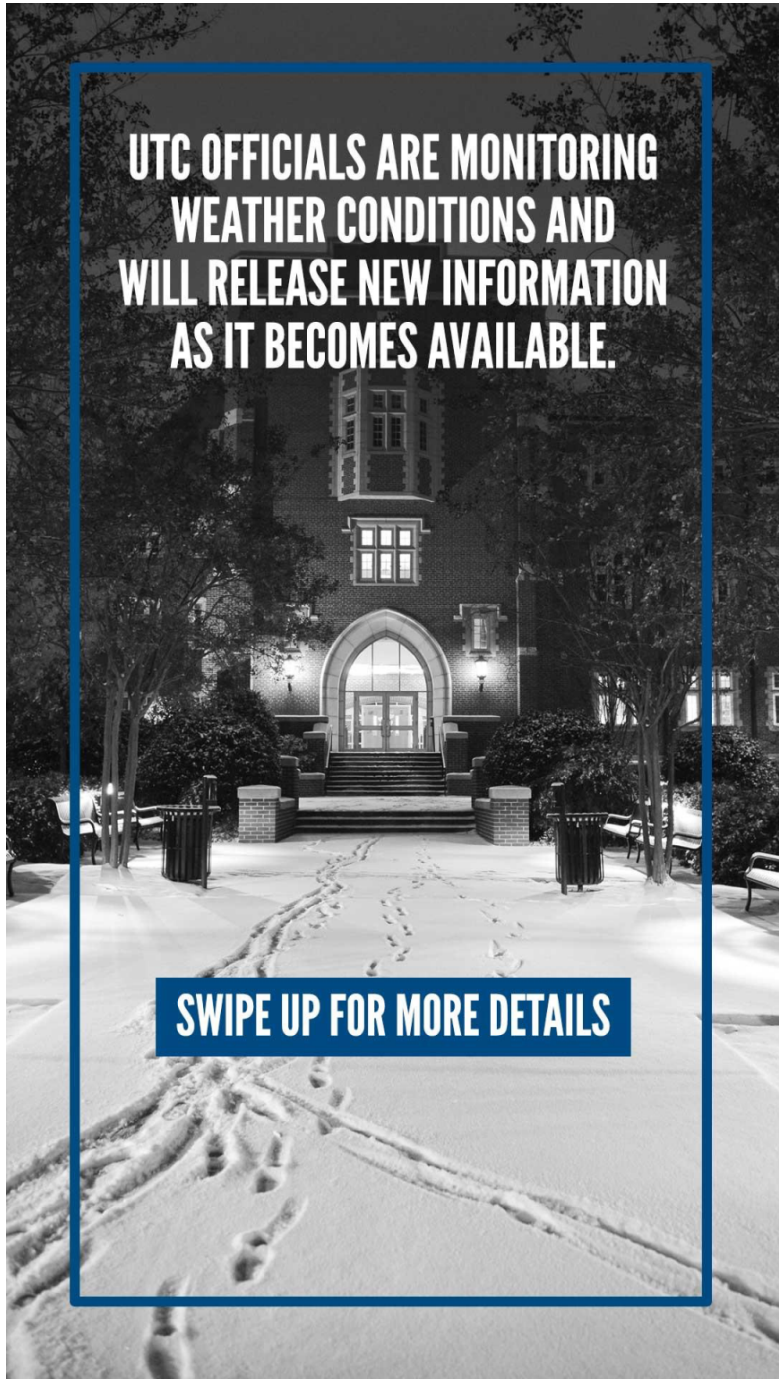
View 6 more replies



Charlie P... Like many of you, I try to leverage the guaranteed increased engagement (many, many RTs to bless a timeline) to remind people that our campus is pretty sharp-looking. The design and typography will be updated for this year's Massachusetts weather, but the image theme will be similar. I also do not reuse snow image to always give a fresh look.



Like · Reply · 44w

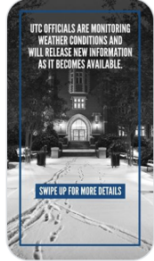


UTC OFFICIALS ARE MONITORING
WEATHER CONDITIONS AND
WILL RELEASE NEW INFORMATION
AS IT BECOMES AVAILABLE.

SWIPE UP FOR MORE DETAILS



Hi! We try to leverage awesome images of campus as well for the weather alerts. Our alerts here center around snow for the most part. Here is an example of one for our Instagram stories. I get a designer to create several options in advance that are saved to my phone and ready to go at any time! Hope this is helpful!



Like · Reply · 44w



~~Callie Goodwin~~ ☕ Do any of you change them to match the latest info? We were changing the color overlay on ours so that people knew what was the latest info.

Like · Reply · 45w



~~Sarah Wells~~ 🗨️ Facebook: On thing I've seen is that people just update the original post and add the new information to the top.

Like · Reply · 45w



2



~~Ian Patrick Harris~~

☕ Conversation Starter · May 29



What is something higher ed social related that you wish you had known earlier in your career?

  16

57 Comments



~~Erik Jørgen Fredendall~~ 1. Crises are inevitable. Make the most of your quiet days, because all it takes is stupid tweet from a student to create a PR nightmare that will completely derail your schedule.

2. Don't take it personally. In the wise words of a colleague, when your brand receives intense negativity online, imagine yourself as a contractor providing a service to a client you aren't emotionally attached to.

3. Leadership will not always provide direction on social media strategy, and if you just "go with the flow," you'll eventually fall behind. Make time for strategy, audits and planning, and convince others of it's importance if needed.

Like · Reply · 18w

  16



Tim Watkins

August 13

I had to give some advice to a colleague at another institution over the weekend but I'm really interested to see how you all would have handled it differently - hopefully this might be a good learning experience?

They had some tshirts printed as giveaways at a recruitment event (church camp for a religious university) and found out via social media after the event that the name of the institution printed on the shirts had a typo. Unbelievably embarrassing.

The design they sent the printer and the digital proof they got back had no error, so it's been introduced at the printer's end somehow. They probably should have physically checked the box of tshirts but it was a tight turnaround between getting them delivered and shipping them out, and you don't often think to check the spelling of your own name when the proof was correct.

Lots of people posting photos of the misspelled name and tagging the institution and each other. It's been given to the marketing/social team to deal with which is probably good because otherwise the leadership of the institution would want to fax a press release to the local newspaper (ie be useless).

How do you respond, hot shots? What would you do?



2

14 Comments



Rachel Loan Stanley Take a photo of yourself wearing the shirt walking in to volunteer at a youth center, helping at soup kitchen, etc. post it with [#EverybodyMessesUpGodForgives](#)

Like · Reply · 7w · Edited



24



~~Doris Taylor Shadouh~~



☕ Conversation Starter · 13 hrs

Anyone in the mood for fried shorts this morning? 🔥 🩳 #funnytypos 😂



Sat 10/5/2019 8:39 PM

NSU Alerts <noreply@everbridge.net>

Shorts fried off campus

To Shadouh, Doris D.

The following is a message from the NSU Alert System



8 Comments

Miami University's Crisis Comm Plan

- Inform key leadership
 - VP of Marketing and Communications
 - Director of News
 - Dean of Students/Student Life
- Identify action steps
 - Monitor activity on social media (screenshot mentions and put into a google doc)
 - Direct media inquiries
 - Craft a statement if needed (general counsel is often involved)
- Respond when needed
 - Gauge if a response is necessary or if a statement suffices
 - Try to take extreme responses offline (send us a DM, or “contact our Dean of Student Life...”)
- Live and Learn
 - Adapt the plan as needed moving forward.

Group Activity

30 minutes

Learning from each other

- Break into groups of 5ish
- Share examples of crisis communication at your university/brand
- What were the learnings?

Learning from each other

- Choose one example to share with the room.

Recap

- Have a plan
- Know who needs to be involved
- Each scenario is unique
- We're in this together -- reach out for help in the #HigherEdSocial Facebook group

Questions?

Break!

Interactive Session

SOCIAL MEDIA CRISIS CHECKLIST

1. Where is this issue occurring? What channels?
2. Is it a safety threat?
3. How many inquiries have you received?
4. Have the media inquired yet? If so, who spoke with them and what were they told?
5. Are the police (and/or other authorities) involved?
6. Do you need to activate your social media response team?
7. How will you disseminate the social media strategy / response to stakeholders?
8. Think ahead: what challenges do you foresee?
9. Will social media be the primary channel used to respond? Other channels?
10. What will your social messaging look like?

SCENARIO 1

A major newspaper has an article in this morning's edition saying that a report is naming your client as having purposely violated state and federal laws. The headline clearly names your client and puts you in a bad light. The Associated Press has amplified the story and sent it out to all of its affiliates. In reality, it was your top competitor who is accused in the report, but the local newspaper mistakenly named your company. Social media is already slamming your company by the time you walk in the door.

WHAT DO YOU DO?

SCENARIO 2

A student who works in dining services is showing symptoms of the measles. This student lives in one of the residence halls on campus. She goes to the health center and has a confirmed case of the measles. Four other students are now reportedly showing symptoms of the measles.

WHAT DO YOU DO?

SCENARIO 3

A high-profile student-athlete on your campus has been accused of sexual assault. This person is denying the allegations, is taking to Twitter and speaking poorly of the university.

WHAT DO YOU DO?

Questions?