Housekeeping

- Access to the presentation

- Q&A

- Evaluations

- Certificate of Attendance

- Social Media

@CampusSafetyMag

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@JulieParkerComm

#CSOS

About Me

- Former DC TV Reporter

- Transparency-focused

- Social media-obsessed

- Former PD Media Director (twice)

- Reporter through & through

- Wired for stress & adrenaline rushes

- Law enforcement comms specialist

About this Session

Session Takeaways

- Social Media During Critical Incident Best Practices: Learn essential functions for managing social media during times of chaos and calm

- Use Social Media to Tell Your Story – Don't Let Others Do It For You

- Why Twitter Rules During a Crisis

Pick a Platform…

…and other social media basics

- Which social media platform is right for us?

- Consider: Resources, experience, ability to maintain use

- Ensure (trusted) redundancies for your platform Username / PWs

- Twitter is designed for communicating during a crisis

Use Twitter During a Crisis

- Designed for quick bits of info

- Designed for frequent updates

- Journalists go directly to Twitter

- Your stakeholders (employees, community members, elected officials, etc.) also use Twitter to get news

- Post on your other platforms to follow updates on your Twitter feed
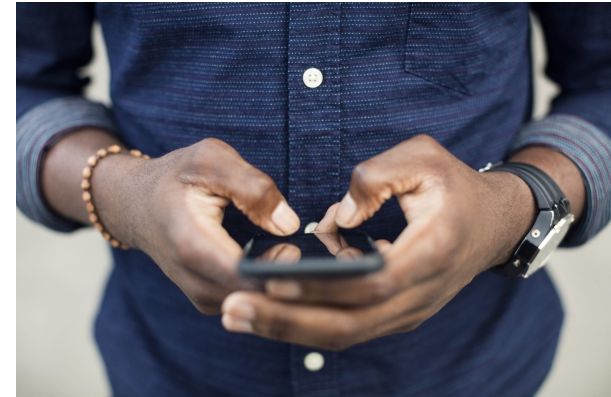
social media
explained with coffee

i am drinking
#coffee

i like coffee!

here is a vintage
photograph of
my coffee

browse my
collection of
coffee recipes

my coffee-drinking
skills have been
endorsed

here is recorded
video of me
drinking coffee

here is live
streaming video of me
drinking coffee

this coffee will
self-destruct in
10 seconds

Get good news out early.
Get bad news out earlier.

Social Media in a Crisis: Run it Like a Newsroom

Key concepts:

- Be first, be right.

- Be the digital reporter for your agency.

- Own your news. It's your news, you break it. Or others will.

- Be proactive, not reactive – it gives you the upper hand

- Create the right social media team in advance or call an audible in a crisis if necessary and bring in digital back-up.

- Social media done right is relentless. Critical incidents don't follow banker's hours.

Up Your Social Media Game
Pre-Critical Incident

- Coffee: Start drinking it. Often.

- Follow school systems and law enforcement agencies whose content you admire

- Where appropriate, engage with content from other school systems and LE agencies

- Monitor your platforms often

Up Your Social Media Game
During a Critical Incident

- Create clear, concise messages, NOT a wall of words

- Share what's newsworthy, not what's not

- Tweet what won't change!

- Share relevant, important info as it's confirmed & approved

Up Your Social Media Game During a Critical Incident

- Continue caffeine intake while ensuring your social media platforms are up to date with the latest on your emergency.

- Don't let the media control your narrative. You have to share to be considered a source.

Ensure Media Knows to Check Your Social Media

- Steer media to your preferred social media platform(s) in a crisis

- Worry less about their deadline, and more about beating your own

- Hard to hide from the obvious on social – photos/video rarely lie

- Set expectations: "Next news conf at 1p on Facebook Live (link)"

Write on Social Like You Speak

- The dog was of average size and brown in color, maybe a German Shepherd mix. It was about six or seven years old. It's possible it has rabies. It bit a four year old boy in the face who was transported to the hospital after he sustained severe injuries to his face. It's on the run. It's very important to find it before it bites someone else and so that it can be tested.

- A young boy is hospitalized after a dog attack and the child's family fears the dog might have rabies. The dog has since disappeared.

Write Like You Speak

- It's not a police report

- Content should be jargon-free

- Don't bury the lede

- Attention spans shrinking

- Concise & conversational

- It takes work to communicate effectively but shouldn't take work to understand the communication

Newsrooms & Social Media

- Social Media Dominates News

- Eyes on you: Journalists are immersed in social media. Become a trusted source, they'll share your news, often verbatim.

- Don't assume they will see everything you post. Let them know where you'll post in a crisis.

Inside a TV Newsroom

Morning Editorial Meeting:

- 15-30 reporters, producers, digital specialists, managers attend

- Map out the initial stories to cover; this will change

- Social media traffic now dictates what news gets covered

- Programming affects news decisions (10p show affects 11p lede)

- Managers and producers select the initial newscast rundown; this will also change

Social Media Brings Media Attention

- Be prepared, even with a single tweet, that the media will come calling

- Begin planning who your **messenger** will be, what your **message** is and what the **method** will be to share that news (social media initially, news conf. later, etc)

Social Media & Media Relations are Intertwined

- Social media must be a part of your media relations strategy

- Without it, you're vulnerable

- Media/community-managing tool

- Training, interacting with those who do it properly & successfully a must

After the Media Leaves

- Social media is YOUR way of sharing news

- Just because the media packs up, doesn't mean you do

- Share small but impactful content

- Share emotion-packed content

- Share visually appealing content

Reminders

- Access to the presentation

- Evaluations

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Contact Info

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