

From Chaos to Control

Managing Crises On Social Media

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The Social Shake-Up
May 22-24, 2017 | Atlanta



We live in **Chaotic** times

Time is moving faster

A digital display showing the time 24:00:00. The number 24 is in orange, and the zeros are in blue. The display is on a dark blue background.

24:00:00

Hours

A digital display showing the time 00:24:00. The number 24 is in orange, and the zeros are in blue. The display is on a dark blue background.

00:24:00

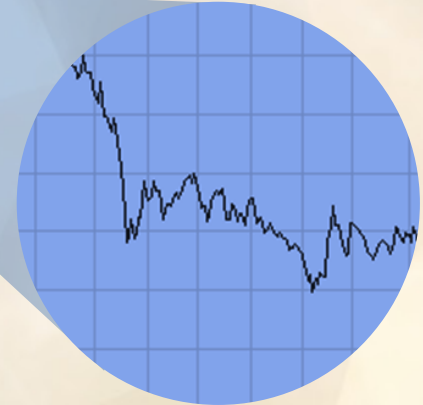
Minutes

A digital display showing the time 00:00:24. The number 24 is in orange, and the zeros are in blue. The display is on a dark blue background.

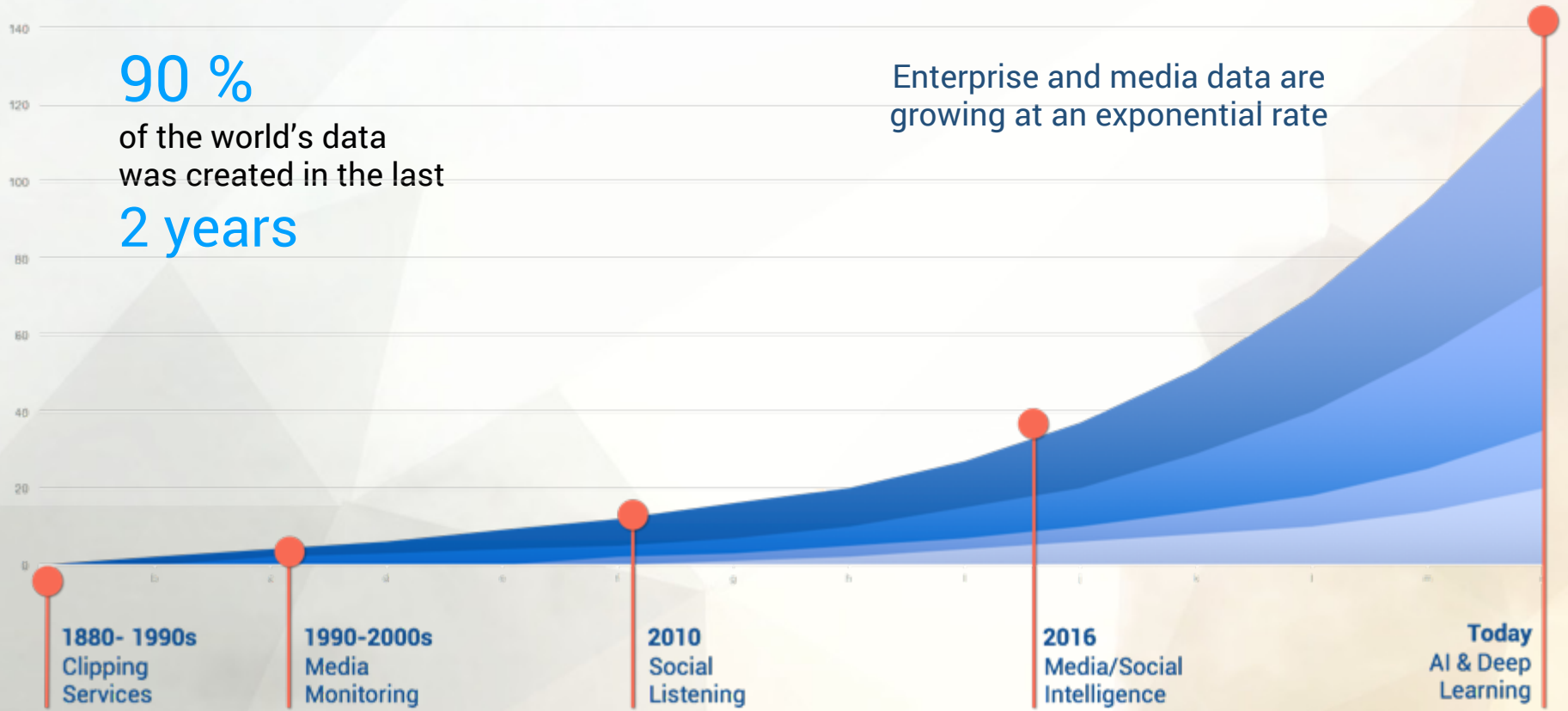
00:00:24

Seconds

Today's Crisis can Evolve Faster than Ever Before



Data is growing faster





Brands face untold risks

Signal Study: Brands Must Protect Themselves

Sharing News Without Fact Checking

86% of Americans who read news on social media admit they don't always fact check the news they read.



Fact Checking

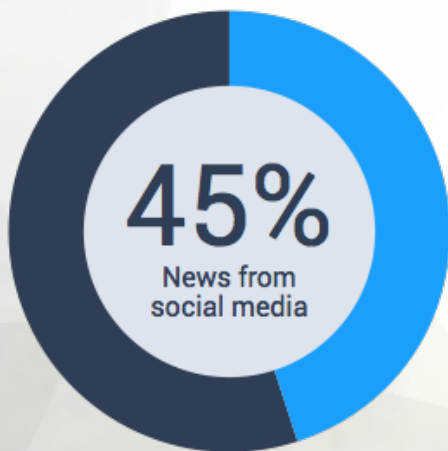
Among those who don't always fact check news articles they read on social media, 44% will either share, comment or like/upvote the stories from their friends that they have read and not fact checked.



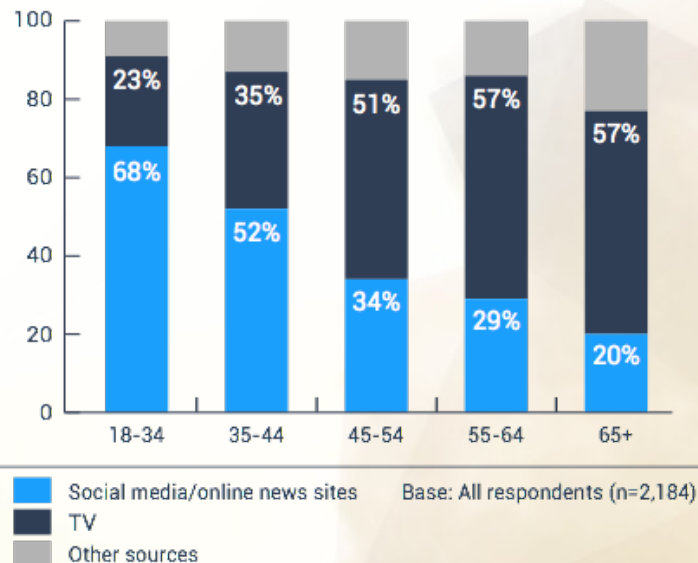
Signal Fake News Study: Brands Must Protect Themselves

Generational Shift in News Sources

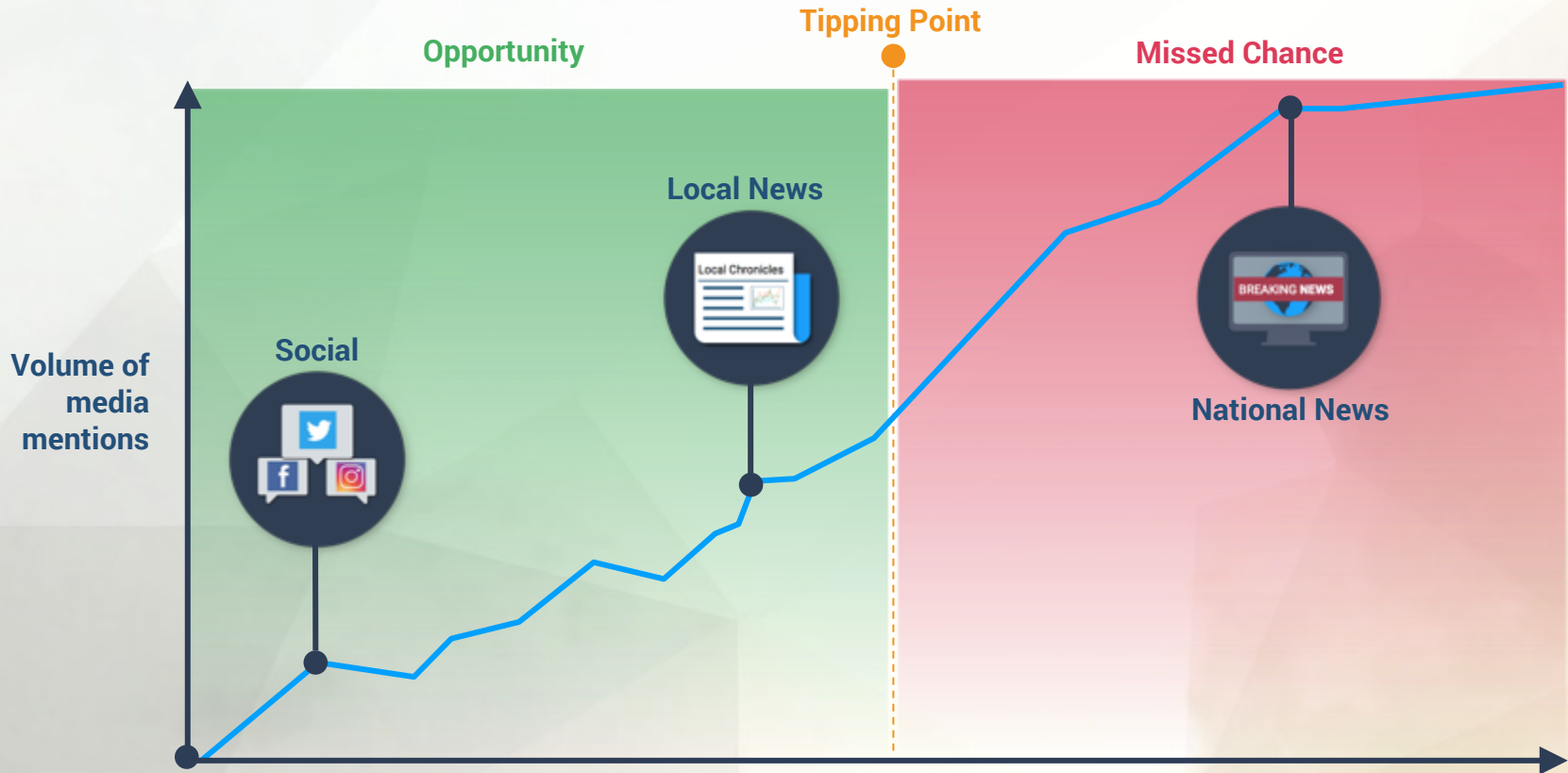
45% of millennials get the majority of their news from social media.



There are major generational shifts occurring in how news is consumed.



Today's News Cycle



This is What Chaos looks like

Event



Donald J. Trump @realDonaldTrump · 21h

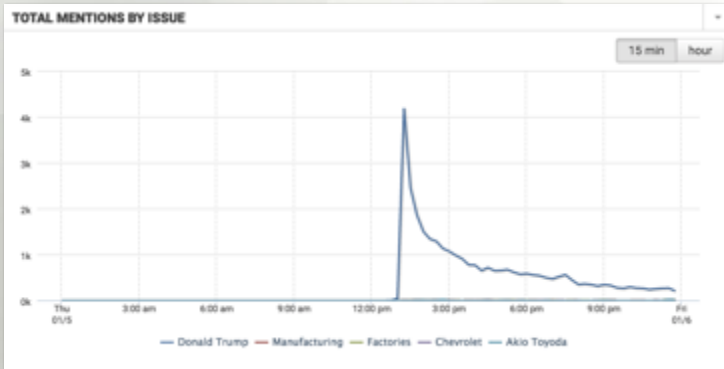
Toyota Motor said will build a new plant in Baja, Mexico, to build Corolla cars for U.S. NO WAY! Build plant in U.S. or pay big border tax.

17K 29K 93K ***



Toyota's market cap dropped over \$1.2 billion within five minutes of Trump's Tweet

Response



Results

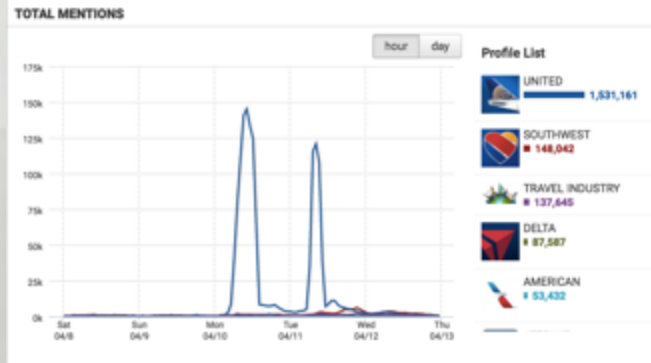


United Airlines

Event



Response



Results

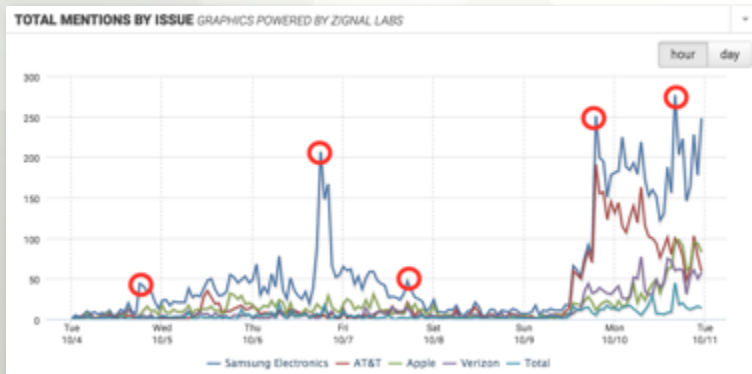


Samsung Galaxy

Event



Response



Results



The Four Phases of a Modern Crisis



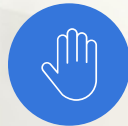
Assess your entire enterprise environment and identify key risks. Establish baseline thresholds and monitor accordingly, Build clear crisis management plans, roles, reporting and escalation procedures. Most of your time should be spent on this phase



Establish situational awareness and calibrate the severity of the crisis. Take action based upon crisis planning. Generate and syndicate reports for the crisis response / executive teams. Conduct preliminary assessments to determine peak state.



Resumption of normal business. Continue follow-up communications. Monitor public reaction and sentiment to the crisis response.

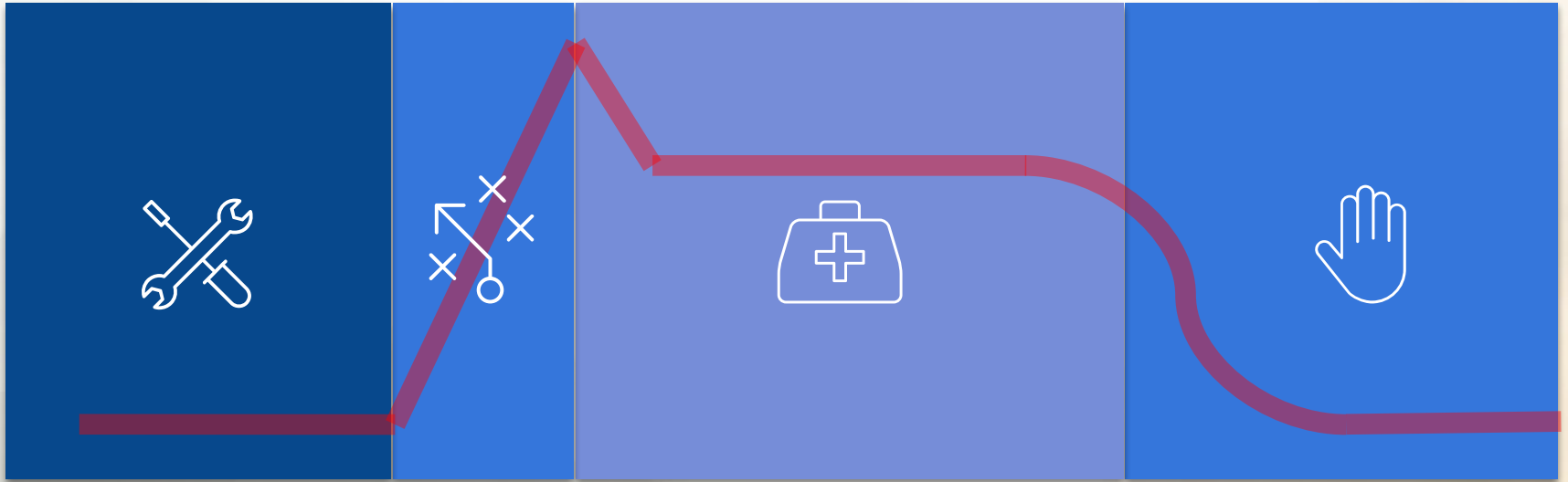


Analyze the crisis management effort for lessons and integrate those lessons in to the organization's crisis management system.

The Four Phases of a Modern Crisis



AMPLITUDE



Prepare

Respond

Recover

Mitigate & Prevent



The background features a dark space filled with vibrant, multi-colored dust or particle clouds in shades of orange, red, purple, and blue. In the bottom right corner, there is a faint, glowing network diagram consisting of several white circular nodes connected by thin white lines, suggesting a data or communication network.

Control

Data. Speed. Context. Confidence.

Want to Learn More?



signal LABS

10 WAYS

BIG DATA

Will Modernize
Your Crisis Communications Plan



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Is your social media team
ready for the next crisis?

*New eBook will modernize your crisis
communications plan with Big Data.*

www.zignallabs.com/crisis



Thank You
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