Social Media & Disaster Recovery

Today’s session will be recorded. Links to the archived recording will be emailed to all registrants automatically tomorrow.

For copies of the slides presented during today’s session, please visit: http://agil.me/disastercomms
Today’s Key Takeaways

I. The place for Social Media
II. Building Your Network
III. Do’s and Don’ts of Social Media
IV. Applying Your Social Media Strategy During Disaster
   A. Basics
   B. Checklist for Getting Started
   C. Takeaways
V. The Agility Story
The Place for Social Media

Caron Beesley
Marketing Communications Consultant

• Small business owner, writer and marketing communications consultant.

• Works with the SBA.gov team as a blogger and content developer to promote essential government resources that help entrepreneurs and small business owners start-up, grow and succeed.

• Acclaimed writer, authoring industry blogs and articles for government agencies and high-profile private sector clients.
Why Social Media?

- Build connections and relationships with customers and prospects
- Keep customers educated about your business
- Humanize your business – drive engagement
- Shift gears in terms of how you communicate
- Enhance customer service
- 69% of adults use social media* – but only 24% of small businesses use it strategically†

* Pew Research Center, †eMarketer
How can social media serve your business?
Where should you focus your efforts?
  - Who is your audience?
  - Where do they “hang out”? Twitter, Facebook, LinkedIn, Pinterest?
  - Start with one channel, test and nurture it
Who will you follow?
How will you promote your social media presence?
What content will you post?
How and who will you manage and monitor your presence?
Build a Following

- Find influencers in your industry
- Connect with customers, competitors, partners
- Connect social media with your email marketing efforts
- But most importantly...Engage and interact
A Following is Nothing if you Don’t Engage

What drives engagement?
- Great content
- An active, authentic voice
- Listening
- Responding
- Fostering fan-to-fan engagement

Engagement = Community
What Should You Post?

- Newsworthy company updates
  - Menu updates, new products, amended opening hours, crisis communication, charity events, etc.

- Be an information powerhouse
  - Share quality content (blogs, product reviews, white papers, training opportunities, etc.)

- Solicit feedback
  - Ask questions, poll followers

- Track who’s talking about you

- Reply to comments

- Read: 8 Ways to Develop Online Content for Your Business – Even if You Hate to Write
Use Social Media as a Customer Service Tool

- Change your paradigm – make a commitment to social media
- Align your social media activities across all levels of your business
- Set rules that define your response to customer service issues
- For more tips read: 7 Tips for Dealing With Criticism of Your Business on Social Media
Do’s and Don’ts

- Successful social media people listen
- Find out where your customers are, start small, and, as you learn, grow out from there
- There is no holy grail
- Don’t give up on other marketing outreach channels
- Don’t overly automate or be promotional
- Align social media with all levels of the organization
Prepare to Survive.

Applying Your Social Media Strategy During a Disaster
Our Focus Today:

Two Platforms
5 guidelines for content creation:

1. A Social Media presence takes time to establish
2. Best to provide only critical information
3. Always provide an action item if possible
4. Respect the gravity and sensitivity of the situation at hand
5. Understand that social media is a TWO-WAY communication tool
## Do’s and Don’ts

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<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
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<tr>
<td>Take the time to find out a little about the issue</td>
<td>Stick with standard replies</td>
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<td>Do a little research on people to see if they have any connection to your organization or are notable in some way</td>
<td>Assume that people who say negative things don’t have background or experience to back it up</td>
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<td>Lead with a mention that you are involved with your organization</td>
<td>Act like a robot or corporate shill</td>
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<td>Always use a respectful tone</td>
<td>Use overly defensive or angry language</td>
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<td>Follow up on replies to your posts</td>
<td>Assume that your posts are anything but public</td>
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<td>Remember: it is OK to say you don’t know something!</td>
<td>Embellish the truth or state any facts you are not sure of</td>
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<td>Do’s and Don’ts</td>
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<td><strong>DO</strong></td>
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<tr>
<td>Time and date-stamp critical information</td>
<td>Post without checking if the info is current</td>
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<td>Re-post or re-tweet verified information from trusted sources</td>
<td>Post anything that looks overly speculative.</td>
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<td>Include hashtags people are using for the event</td>
<td>Forget to check periodically for the most popular hash tags being used, since it changes quickly</td>
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<td>Refer to other authorities that are posting and share information with them</td>
<td>Attempt to “compete” or “one-up” other organizations trying to help in a crisis. It isn’t a competition</td>
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**DON’T**
March 2012 tornadoes

Examples:

Shayne Adamski @shayneadamski
State Emerg'y Mgmt accts: @KYEMPIO @AlabamaEMA @MSEMA @KansasEmergency @T_E_M_A #wx cc @fema
Retweeted by Wendy Harman

Wendy Harman @wharman
Thoughts w everyone going through a scary, heartbreaking, tragic night. I'll be 1 of many Red Crossers doing my best 2 help in days to come

Wendy Harman @wharman
Preparedness. RT @SmASHing_1 But we was ready for the twister tho>>> pic.twitter.com/hRT1CeT1

banafsheh ghassemi @banafsheshgh
If you are in the path of the storms @redcross has a FREE iPhone shelter locator app. Please download bit.ly/fil5Ili
Retweeted by Wendy Harman

Wendy Harman @wharman
Take cover my Atlanta friends in the northern burbs. (3.2.12 at 8:40pm)

Cory Mottice @EverythingWK
A look at all of the warnings issued so far today... twitpic.com/br750v
Retweeted by Wendy Harman

Red Cross resources

Referring other authorities

Time stamped info
Build trust and credibility with people who are engaging with you.

- Express **Empathy** and **Caring**
- Demonstrate **Competence** and **Expertise**
- Display **Honesty** and **Openness**
- Show **Commitment** and **Dedication**

Adapted from CDC Crisis Emergency and Risk Communication 2008
Basics for Interacting During Emergencies

- Give accurate and clear information; clarify rumors or misinformation
- Don’t Over-Promise / Under-Deliver
- Validate (normalize, reframe) their emotions by acknowledging fear and uncertainty
- Express wishes (“I wish I had more answers.”)
- Tell people when you will provide more updates
- Explain where or how to get more information
- When appropriate, refer to links or local resources

Adapted from CDC Crisis Emergency and Risk Communication 2008
April 2012 Tornadoes

Clarifying misinformation

Action steps, empathy and caring
Colorado Wildfires and Heat Wave 2012

Empathy and caring

Providing relevant info

Examples

**Saorise** @saoirseeco
I have never been so terrified in my entire life. This is SO bad... so very bad. #WaldoCanyonFire
Expant

27 Jun

**Eliza Suppal** @elizasuppal
@saoirseeco take some deep breaths, we are thinking about you here at @redcross HQs. stay safe and let us know if you need any info

27 Jun

**Hayley Wielgus** @HayleyWielgus
Power outage at my condo. #debbie
Expand

26 Jun

**Eliza Suppal** @elizasuppal
@HayleyWielgus Oh TS Debby! This must be frustrating. Here is some info on shelters just in case you might need a place
redcross.org/133
Hide conversation Reply Retweet Favorite
4:52 PM - 26 Jun 12 via Radial8 - Details
• It’s not just about social media
• People want to participate, not just be spoken to
• Move at the speed of your audience (social media) or run risk of being irrelevant ...
Checklist for SM During a Crisis

- Have a plan for how you want to integrate social media into your crisis communications plan
- Assemble a team of those who are already well-versed in the use of social media in their personal lives
- Learn the rules and norms for each platform
- Establish connections with people, groups, local and national organizations to share information and help spread your communications
- Monitor keywords, hashtags and outside entities that are most meaningful to your organization
Collect intelligence. Don’t be afraid to borrow information, link to other organizations’ pages, and don’t be upset when you are borrowed FROM

Stay on message, keeping them brief, pertinent, and timely. (Information overload degrades validity)

Practice using social media before you need it in a crisis.

Regularly monitor any and all accessible information sources for news or updates about your organization

Watch the “Speed” of your timeline and frequency of posts
Like ALL aspects of a Disaster Recovery Plan or Continuity of Operations Plan, you must establish it well ahead of time, and test/exercise your plan, before a crisis occurs.

- Consider all your different audiences:
  - Employees
  - Stakeholders
  - Clients
  - Community
  - Media
  - Competitors

- Once adopted, **promote** your use of the chosen platform(s) early and often

- **VERIFY, VERIFY, VERIFY**

- Include **who, what, when, where, how, and why**
Prepare to Survive.

QUESTIONS?

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The Agility Story
Bob Boyd, President & CEO, Agility Recovery
Started by General Electric 24 years ago.
Saw a need to recover at or near the organization’s normal location.
We provide 4 key Elements of Disaster Recovery

1. **Office Space**: Everything needed for your employees & staff to work
2. **Power** for the office
3. **Communications**: Telephone and Internet access
4. **Computer System**: Computers, servers, printers, fax
Culture of Success

General Electric built an infrastructure to ensure success

- 23 years
- Rescued 1000’s of members
- Never failed
The industry focused on the needs of the Fortune 500. This model is too expensive for most organizations.

In 2004, Agility defined a new vision. **Agility will bring disaster recovery solutions to ALL organizations.**
Agility created a solution that all organizations could afford.

For a small monthly fee, normally $495/month, you can protect your hospital.
When You Become a Member

A continuity planner will contact you and gather the info we need to recover your operations if you have a disaster. e.g.

- How many employees need to be up and running?
- What are the power requirements of the facility?
- Where do you store your data?
- How do you want your phone calls handled during a disaster?

Ben Pritchard Member Services
When You Become a Member

All information is placed in a password protected site called myAgility. myAgility is the foundation of your recovery plan.
When You Have A Disaster

• Agility’s operations team works with you to determine your needs.

• You only pay for Agility’s out-of-pocket expenses:
  ➢ If we fly a technician to your office to set-up computers, we charge you for the airfare, but not the time.
  ➢ If you need a generator, we'll deliver it and bill you our exact costs.
  ➢ If you need a server, we take one from our stock and ship it to you. You pay for the shipping.
When You Have A Disaster

- Regardless if you have Agility or not, you would still have the same recovery needs.

- But Agility will get it done faster, cheaper and more effectively.

- Most importantly, we get it done every time.

ReadySuite Mobile Office
Disasters Happen

Sometimes they’re small like a phone outage.
Disasters Happen

Sometimes they’re big like a tornado.

Photo taken by Agility Recovery team
Disasters Happen

If you don’t have a plan your organization will be forever altered.

Photo taken by Agility Recovery team
Disasters Happen

• During a disaster there are more important things to focus on instead of trying to rebuild your infrastructure.

• When you’re most vulnerable to being overcharged and underserved, you will have a partner you can trust:
  ➢ 24 years
  ➢ 1000’s of recoveries
  ➢ Never failed

• Agility doesn’t profit from your disaster.
Ask Yourself...

- Do you believe a disaster could happen?
- Do you believe that without a plan, your operations will suffer?
- Do you believe Agility, after 24 years and 1000’s of recoveries, will be there?
Ask Yourself – Do You Believe?

If you answered, “Yes,” then Agility is a fairly easy decision. We welcome you as a member.
QUESTIONS?

Paul Sullivan
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