



TELL ME NOW!!!

*How Organizations Can Leverage Social Media for Disasters
and Disaster Programs*

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Existing Pre-Disaster Communications

- Product Promotions
- “Pat on the Back”
- One Way
- Infrequent (*little to no interaction*)





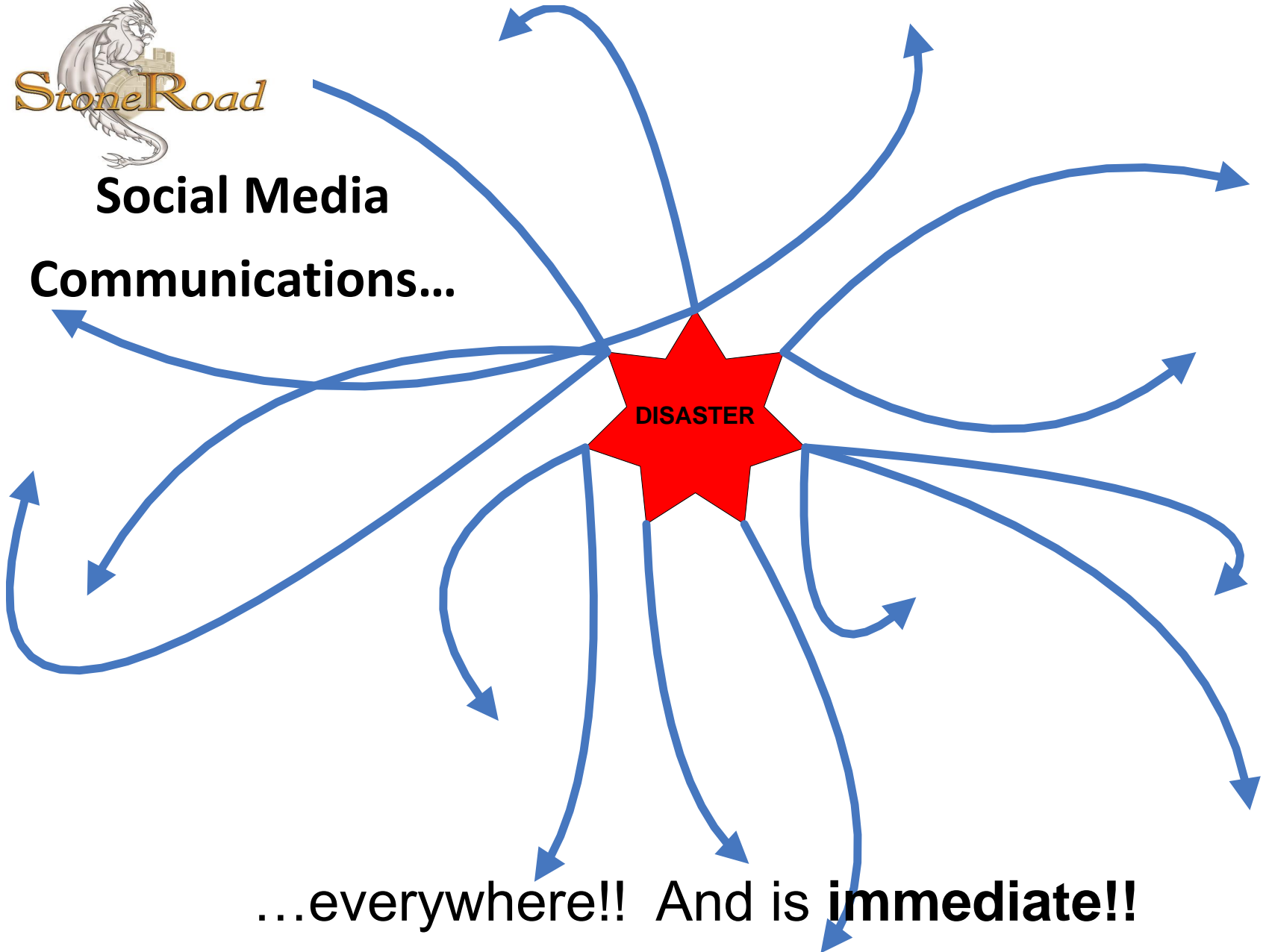
**Time To Respond
Goes...**



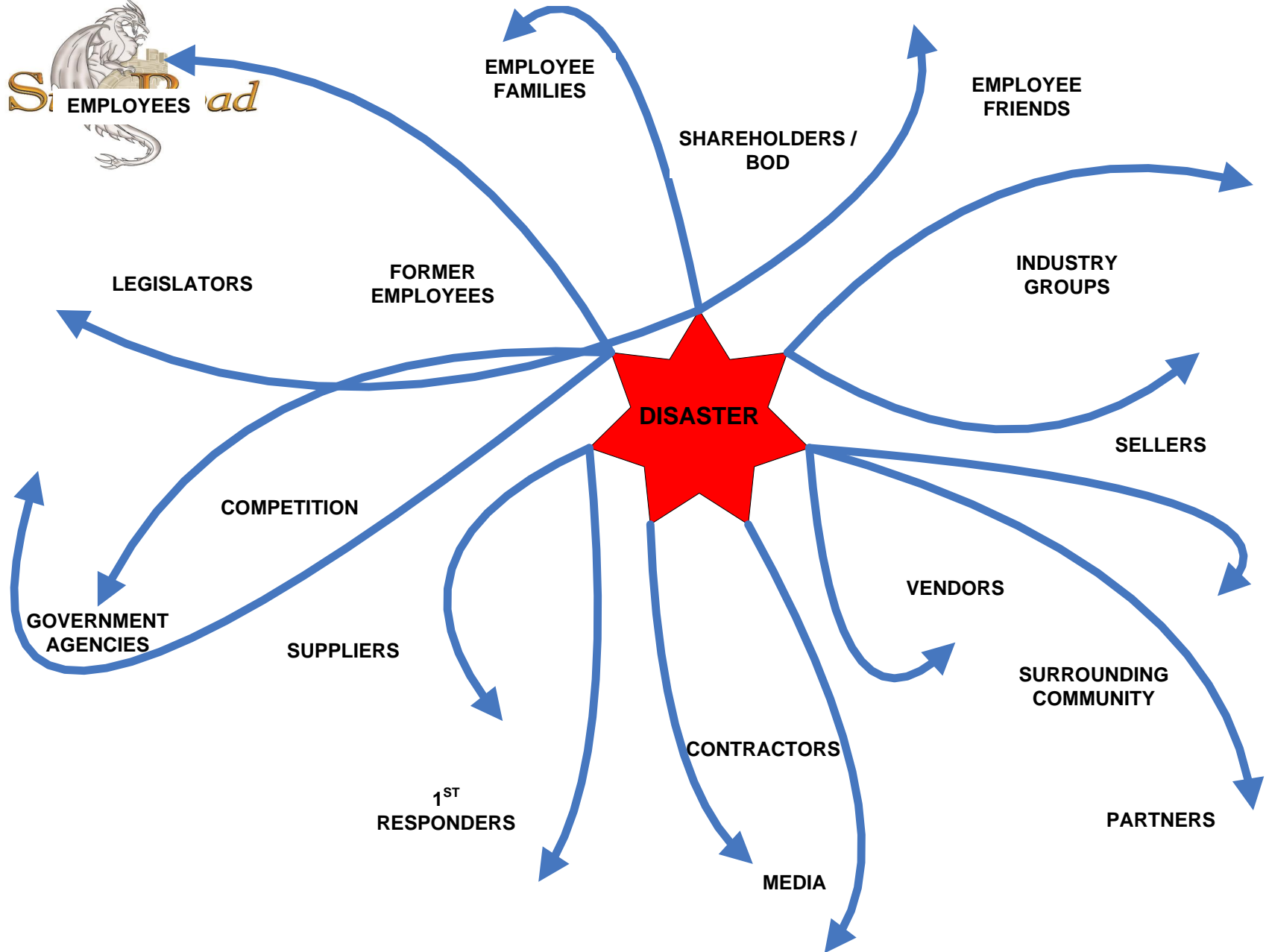
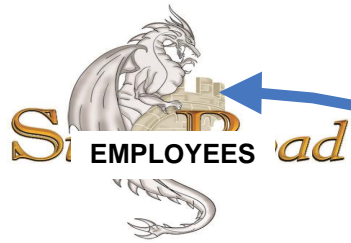
**Demand
for Information
Goes...**



**Social Media
Communications...**



...everywhere!! And is immediate!!





6 C's of Crisis Management

1. Contain





6 C's of Crisis Management

1. Contain
2. Control





6 C's of Crisis Management

1. Contain
2. Control
3. Command





6 C's of Crisis Management

1. Contain
2. Control
3. Command
4. Continue





6 C's of Crisis Management

1. Contain
2. Control
3. Command
4. Continue
5. Communicate





6 C's of Crisis Management

1. Contain
2. Control
3. Command
4. Continue
5. Communicate
6. Care





R.A.C.E. Methodology

R *esearch*

A *ction (Plan)*

C *ommunicate*

E *valuate*





R.A.C.E. -Research-

Collect Facts

Ask Questions

Probe for Information





R.A.C.E. *-Action (Plan)-*

Situation

Communications
Plan

Review with Internal
“Disaster” Team(s)





R.A.C.E.

-Communicate-

Implement the
Strategy

Customer
Communications
Strategy





R.A.C.E. -Evaluate-

Track in Event Log

Gather Questions (*real time*)

Review for Lessons

Learned (*during/post disaster*)





Tips: PRE-Disaster

1. Obtain Presence
2. Component of *Existing* Plan
3. Plan Activation Criteria
4. Pre-Assign Roles & Responsibilities
5. Validate / Test





Tips: PRE-Disaster

6. Assign IDs and Passwords
7. Manage User Access (Recipients)
8. Plan De-Activation Criteria
9. Legal Involvement





Tips: DURING Disaster

1. Compassionate / Sensitive
2. Say What You Know
3. Don't Point Fingers
4. Stay With Known Comm. Vehicles
5. Communicate Immediately





Tips: DURING Disaster

6. Post *Helpful* Links
7. Cancel “Promo” Posts
8. Don’t Debate
9. Respond to Questions
10. Address Concerns





Tips: POST-Disaster

1. Thank You
2. Successes
3. Don't Debate
4. Know When to De-activate Plan
5. Apologize Again (*if applicable*)
6. Review Plans





Conclusion

The same comm. plan strategy with...

- A new component
- New tools
- Increase in watchers/listeners
- Power to influence is 'shared'





Danke!!



“Reducing Corporate Suffering Through Continuity Planning “®



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