

Continuity and Resilience (CORE)

ISO 22301 BCM Consulting Firm

Presentations by Speakers at 8th India Business & IT Resilience Summit

6th June 2019, Mumbai

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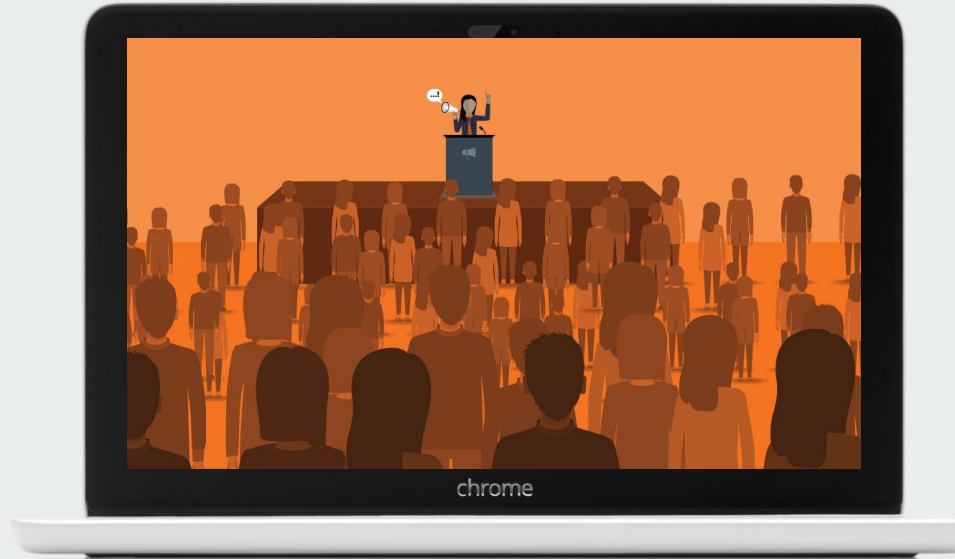




Social Media Influence in BCM

(Social Media Crisis)

6th June, Mumbai



By:



walk with us into your future

Cityinnovates

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%

What's a Social Media Crisis?

CRISIS? Really?

If there's a high volume of incoming social media messages on one particular topic or negative comments, chances are you have a social media crisis on your hands.

- A communications crisis can strike at any time. It could be a faulty product, a lousy campaign, or a slip of the tongue from someone higher up.
- It doesn't matter the industry you're in, or how popular you've been to this point. Sometimes, it just happens.

Waiting for a social media crisis to blow over is never an option. If you ignore it, it will likely get worse. Social media can be an asset in a crisis when used correctly, not an extra problem.



How to identify a Crisis on Social Media

- When the public knows more (than your company) about the issue and they voice it on social media that's your first sign of a social media crisis
- If you start receiving negative review in series on a particular product or a service then it is a sign of social media crisis
- If you get more than **10 negative mentions per hour**, for more than three consecutive hours then it is a sign of social media crisis



Case Studies



Target - Data breach

What was the issue?

In late 2013, an IT security blogger broke a huge story: Target's IT systems had been hacked, exposing the personal data of up to 110 million customers. With this hundreds of tweets started flowing on the Internet in criticism.

How it was handled?

Target's account managers released few statements before officials were fully aware of the situation and later they apologized, released a detailed message video by CEO on the website instead of Social Media and offered free credits to the affected customers to overcome the situation.

What we learned?

- Never post on behalf of brand without the consent of higher authority
- Never release fault statements, get all your replies prepared
- Your first statement or brand apology must go on the platform from where the problem started



Volkswagen Emissions Scandal in India

What was the issue?

In September 2015, Volkswagen was accused by the Environmental Protection Agency for manipulating its engine controls to be able to pass laboratory emissions tests and also for violating the Clean Air Act by selling vehicles that didn't meet environmental requirements and breaking customer's trust.

How it was handled?

The company handled the crisis by releasing contradictory statements, making false commitments of recalling all vehicles and releasing reimburse to all the customers. Which they actually didn't do and situation got worsen.

What we learned?

- Be honest and up front, do not release false statements
- Keep response consistent, with an empathetic and apologetic tone
- Try to partner with the opposite company and set goals in partnership to overcome the situation



The United Airlines PR Crisis

What was the issue?

The conflict occurred in United Airlines flight, which departed from Chicago to Louisville on in 2017. Before passengers began boarding, it was announced that the flight was overbooked. United needed to put their employees on this plane. So, they asked for volunteers to give up their seats. Later when no one agreed to leave their seats the company decided to choose passengers randomly and when people refused they forcefully pushed them out of the flight - <https://influenceonline.co.uk/2017/07/26/top-11-social-media-crises-2017/>

How it was handled?

The CEO Oscar Munoz commented on the situation. He apologized for “having to re-accommodate” the customer but it didn’t help and had lost more that \$800 Million in revenue as they weren’t able to manage the crisis by themselves, and they had to hire a professional crisis management team.

What we learned?

- Always release statement in an empathetic and apologetic tone
- An apology should not sound like a press-release and should be put up on a medium where public is available to hear and see like Facebook, Twitter etc.



A few more

- Urban Clap – Internal email thread
- Air India Crisis – Viral Video
- The CUT – Priyanka Chopra and Nick
- Southwest airlines – Check-in failure
- Nestle Maggi and Atta noodles
- Jet Airways
- Recent shutdown of Air India Check in and Ticketing Software
- 72 hours flight delay in London



How to Handle a Crisis on Social Media?

- **Awareness:** Be aware of the conversations happening around and use tools like Hootsuite, Sprout Social, Radian 6 etc. which will help you track the whether a comment/mention is positive or negative.
- **Listening:** When there isn't a conversation, there is gossip, opinion, confusion and assumption. So, to avoid this you must be aware of an crisis event occurring and respond to all comments and mention. Most importantly don't delete negative comments.
- **Act Fast:** Have a plan in place, map out what you would need to respond to a social media crisis ahead of time
- **Don't Argue:** Being a brand never argue in comments or on message with a customer, it will worsen your condition
- **Monitor the Crisis:** Keep an eye on all Social Media Platforms and search your brand using various keywords/hashtags to find out your negative mentions



How to Handle a Crisis on Social Media? Cont'd

- **(Transparency) Own your Mistake:** First and foremost, when a social media crisis is caused internally, take full responsibility for the issue, but don't admit fault if it's not determined. Put together a well thought-out public statement, and share it first on the original platform where the problem started. For example, if a crisis was first initiated on Facebook, launch a statement there first.
- **Speed of a Reply :** When faced with a social media crisis, make sure you send out your first statement or brand apology into the world within minutes. To make the statement more effective, have a reputable source within your company, such as the head of social media, brand manager, etc., speak on behalf of your brand and acknowledge all the comments.
- **Pause ALL Social Media Activity :** During a crisis pause all your promotion. A brand promotion post at time of crisis can be taken to another level and brand can be heavily affected.



How to Handle a Crisis on Social Media? Cont'd

- **Document Everything**: Take screenshots of every post, tweet, blog etc. Take note of stakeholders who had your back, do a Google search for keywords relating to the crisis and at last screenshot employee responses and comments to analyze later.

All of this documentation will help you uncover important information like *when and where* the crisis occurred, to *which* channels it got spread, and *how* it got there in the first place.

How to get your fire hose ready to overcome the fiery crisis?

It takes no time for making an elephant from ant on Social Media, so to keep your brand image intact you must keep yourself prepared in advance.




Create a Social Media Crisis Management Plan – not just the social media branding and execution plan

Your social media crisis management plan **MUST** include (B2B/Individual):

- Guidelines for identifying the type and extent of a crisis
- Roles and responsibilities for every department
- A communication plan for internal updates
- Approval processes for messaging posted on social media
- Any pre-approved external messaging, images, or information
- A copy of the company-wide social media policy



However must remember



Failure happens in business strategies and that is okay because there is always something to learn when you fail. At some point, it will happen to all of us. What matters the most are the actions you take after your fall.

- If you monitor social media channels effectively, you'll be able to react quickly and appropriately, which is integral for any brand. There is always something to learn when you see another company have an ORM crisis. Here is what we learned from the companies above:
- **Understand and admit the problem.** This is the essential part - understand what the real problem is before offering an apology.
- **Think of the emotions that need to be addressed and consider your words carefully.** When you are ready to apologize, do it right. Speak from your heart and do not make a statement that sounds like a press release.
- **Communicate with your audience.** Explain what happened and how you plan to fix the problem. Social media audiences love to offer advice. Some of it might be useful.



Source



Links we referred:

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Thank You

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