

If you can't say anything nice...



Responding to online anger and conflict

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Overview

- A crisis is anything that might disrupt your village
 - Injury accident
 - Fatality
 - Chemical Release and community exposure
 - Something inappropriate said on social media or traditional media
- Crisis Communications are the response to this
 - Designed to help preserve a reputation

Crisis Communications Planning

- Build Scenarios
- Choose Spokespeople
- Develop Key Messages and Statements around scenarios
- Practice
- Keep the wellbeing of the people and environment first and foremost

Crisis Communications

- Do
 - Have a plan
 - Respond Quickly (ideally within 60 minutes of incident happening)
 - Provide up-to-date information constantly
 - Acknowledge fault when needed
- Don't
 - Pass around blame
 - Respond if you are NOT trained in your crisis communications plan



Social Media Communications

Isn't:

- Traditional Marketing digitized
- Broadcasting
- Free
- Standalone
- A quick fix

Is:

- Relationship Oriented
- Service Focused
- Dialogue and Communications
- Time intensive
- Culture sensitive

Social Media Messaging

Dialogue, not statements!

Messaging Structure

When writing statements for media, social or otherwise, or answering questions, always follow this structure.

- Context
- Facts
- Future





Social Media is...

- **Interactive NOT Authoritative**
- **Personal NOT Institutional**
- **“Narrowcast” NOT Broadcast**

Before you start:

Do you have a social media policy?

What are your key messages?

Who needs to approve messaging and when?

What happens when someone says
something negative?





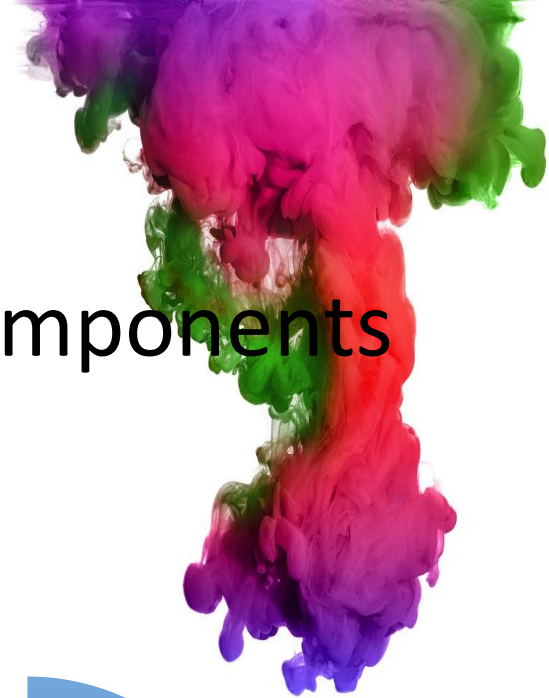
Social Community Management

Content & Community Manager to identify/be alerted of post
Social channel profanity/moderation filters automatically hide risky content

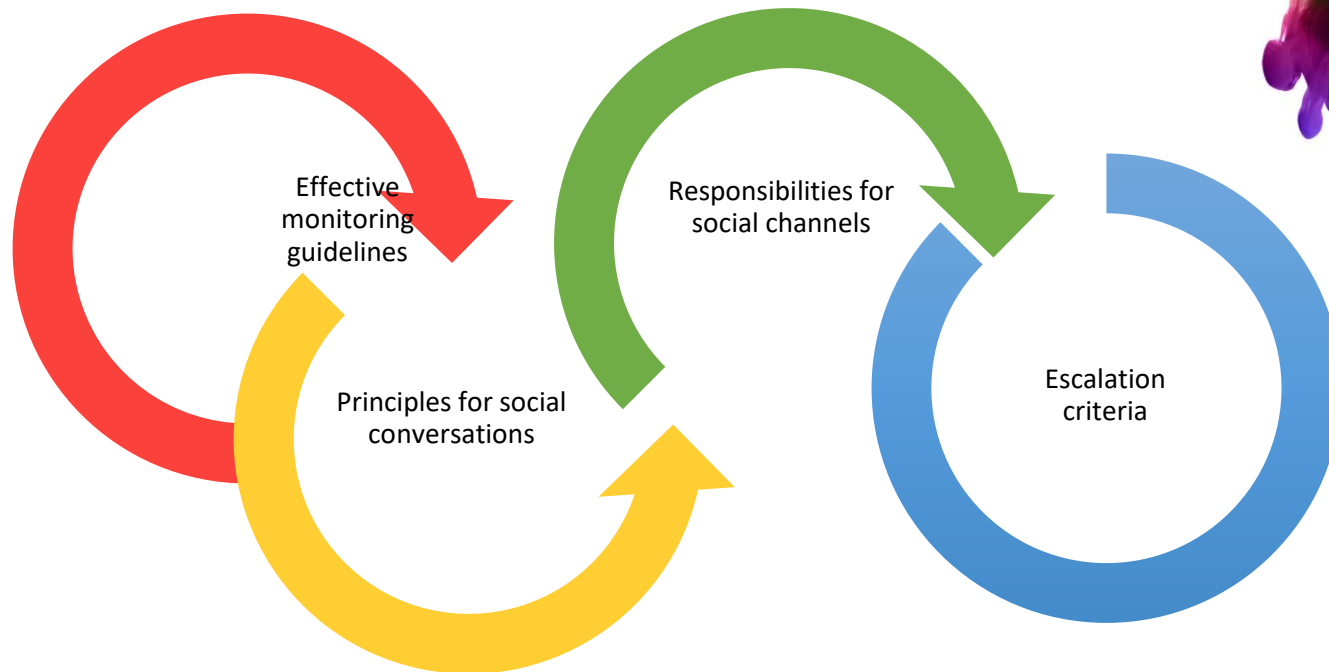
Diagnose actions required

	POSITIVE	MISGUIDED	UNSATISFIED	UNHAPPY	TROLL	UNACCEPTABLE
	LOW RISK	MID RISK		HIGH RISK		

Action	X to respond as per conversation matrix guide	X to respond as per conversation matrix guide	X to address sentiment and provide user with solution (either in comment or drive to website)	X to address sentiment and immediately drive user to private space for further conversation (DM)	X to address comment, redirect user offline and remind user of community guidelines	X to remind user of community guidelines and notify user of unacceptable behavior/ban
Brand involvement	N/A	N/A	X notified of comment	X notified/provide input if required	X alerted/provide positioning if required	X alerted/provide positioning if required
Responding employee	OWNER	OWNER	OWNER	OWNER	OWNER	OWNER
Response type	Like/Engage	Engage	Address/Redirect	Address/Redirect	Address/Redirect/Warm	Address/Redirect/Warn / ban
Escalation point	OWNER	OWNER	OWNER	OWNER	OWNER	OWNER



Social Media Key Crisis Plan Components



Best Practices

- Always be transparent about who is posting
- Post “the good, the bad and the ugly”
 - Positive or negative content in context of the conversation will be approved
 - Ugly, offensive, denigrating, out-of-context content will be rejected
- Don’t plant comments or “ghostwrite”
- Welcome feedback and suggestions
- Avoid commenting on legal matters and
litigation
- ***Develop a network of supporters, you will need them***



Controlling Antagonism

Understand the difference between trolls and upset community members.

Trolls

- Trolls are just angry, they don't want to work towards resolution.
- Trolls crave attention, often the best solution is to do nothing at all.
- Be patient, trolls often lose interest.

Upset Community Members

- Always correct misinformation, but speak to the broader audience.
- Try to get them to have an offline conversation, this shows the larger audience you are willing to discuss the situation in a professional manner.
- Consider apologizing, even if it is just for how they feel in the moment, this often can diffuse the situation to a place where a conversation can take place.



Troll Control...



- Logic won't work
- You can't explain anything in a way that will calm them down.
- They don't care about you.
- They are most likely causing issues on other sites as well... you are not alone!

Social Media for City/Village Councilors

- **The point is to build relationships**
- **Listen to what your audience is talking about and interact with them on those topics**
- **Link to websites and blogs that are credible (check first)**



When Councilors Behave Badly...



- **Prevention!**
 - **Update the code of conduct to include a social media policy**
 - **Stronger rules around behavior in and out of meetings**
 - **Regulation with penalties around use of social media**

Questions?

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