

Social Media Strategies in a Crisis

by Alvin Teo

BACKGROUND



Social media is now the #1 activity on the web. When most people think about the advantages of using social media for business, they immediately think of the marketing benefits. However, many businesses are starting to use social media as a platform and tool for listening to the voice of the stakeholders and providing customer service.

When a crisis or emergency erupts, the power of social media can be an amazing tool for businesses. A crisis can include anything from a simple website outage to product recalls or negative publicity that's spread through word-of-mouth. This workshop will reveal how to use social media during a crisis and provide various case studies, including those from Singapore and overseas, so that participants can learn from real life examples.

COURSE OVERVIEW

The workshop will cover the following topics through case studies and group exercises:

- The social media ecosystem (as it is now!)
- Why you need to use social media in crisis management?
- How will you measure the impact and your results?
- What would be your biggest challenge or obstacle?
- Overview of social media tools
- 5 important things to remember about Social Media Crisis Management - Speed, Hypertransparency, Dialogue, Search, Detractors
- Social Media Crisis Management Framework – Cultivate, Prepare, Respond, Promote, Monitor
- Tutorials on Twitter, Facebook, LinkedIn, Flickr and Youtube and how to engage people on these platforms as a “listening post”
- Complimenting traditional media with social media in a crisis
- How to show leadership in your organisation during a crisis situation, and how to guide senior management in high-stress, high risk situations
- How to develop messages that will resonate with desired audiences and help overcome negative perceptions
- Do's and Don'ts of Social Media
- Setting Social Media Policies for organisations

LEARNING OBJECTIVES

By the end of the training, participants will be able to:

1. Get a good grasp of the social media ecosystem, both globally and more specifically in Singapore.
2. Recognize the importance of social media and how it should not be taken for granted.
3. Discover ways on how social media should be inserted into the various corporate function strategies, and used for crisis communications.
4. Understand the objective of engagement with the public and stakeholders.
5. Locate crowds and manage communities to draw them to your social media sites and webpage.
6. Enhance relationship and engage with customers, potential clients, online connectors, and influencers to create brand awareness and brand loyalty.
7. Find out how the bulk of the social media programmes can be executed without spending a single cent and without involving the IT department.
8. Learn how to build a social media monitoring dashboard for “listening” and measuring “chatter”.

LEARNING METHODOLOGY

A combination of case studies, group discussions and exercises.

TARGET AUDIENCE

Anyone involved in a role which manages communications, reputation, and publicity for the company. These may include, but not limited to:

- Marketing Executives/Managers
- Public Relations Executives/Managers
- Corporate Communications Executives/Managers