

**Danger Will Robinson!**  
How to plan for the crisis you don't see coming

**m m g**  
McLELLAN MARKETING GROUP  
Where strategy and passion collide

**Imagine...**

- ~ Who is your first call?
- ~ Where do you need to go?
- ~ Where is the list of media and social media to monitor?
- ~ Who is doing the monitoring?
- ~ Which reporter should you call first?
- Should you talk to anyone first?



## 5 must do's for effective crisis communication

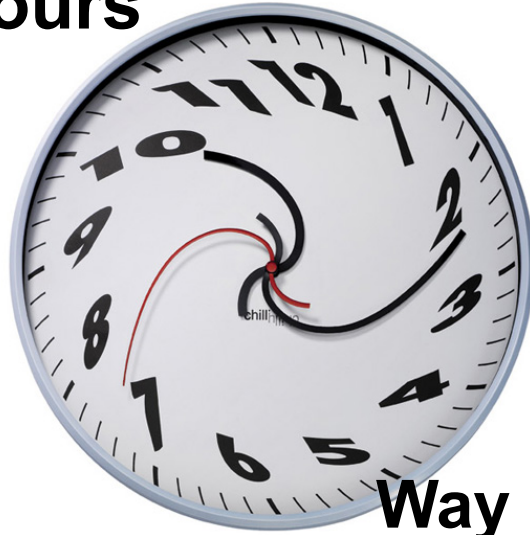
Crisis Management Center



readorant.com

1. Be prepared
2. Listen, monitor and interpret
3. Be human & humane
4. Over communicate
5. Create relationships & communities

**48 hours**



**Way before  
that**

**It's all about  
being  
prepared!**



## Crisis communication plan



The insurance you never want to use



Not the  
same game  
anymore

## The speed of 1982

Took a week to tie deaths to Tylenol

Market share went from 37% to 7%

Recalled 31 million bottles (\$100 million)

Pulled all advertising

Several months later, introduced the triple seal tamper resistant packaging



twitter Search Home Profile Messages Who To Follow DrewMcLellan

WAYS TO GET BREAKING NEWS: FACEBOOK.COM/BREAKINGNEWS - BREAKINGNEWS.COM - IPHONE - ANDROID - WINDOWS PHONE 7

**@BreakingNews**  
Breaking News

Update: Female **#Seaworld** trainer was killed by whale during public show, witnesses say; much of Florida theme park closed

24 Feb 10 via web Favorite Retweet Reply

Retweeted by Publimarquez and 100+ others

YouTube Search Browse Movies Upload Create Account Sign In

### Sea World, Shamu kills trainer VIDEO!

nodartribute 2 videos Subscribe

0:03 / 1:32 360p

4,306,287

Artist: Michael Jackson  
Buy "Will You Be There (Theme from 'Free Willy')"  
on: iTunes, AmazonMP3

Feb 24: Amateur video of killer whale killing trainer during live show at Sea World, while audience watches. The park was evacuated and immediately closed following the events.

Like Add to Share

Uploaded by nodartribute on Feb 24, 2010

Show more

Suggestions

- Killer Whale Kills SeaWorld Trainer by KyleBoland 541,625 views Featured Video
- !!HORRIFIED AUDIENCE WITNESSED KILLER WHALE by SHARKSWHALESANIMALS 1,427,063 views
- Sea World Killer Whale Attack - AUDIENCE MEMBER... by chubbywater 2,639,398 views

## The speed of 2010

**In less than a minute, the news of the tragedy was on Twitter, followed shortly by Facebook**

**Video of the actual event was on YouTube the same day**

**Reporters were on the scene within the hour**

**Witnesses were interviewed – on web within the hour**

**VP & General Manager – statement within hours**



## You can't prepare once it starts

**Designate a crisis team (from all necessary disciplines).**

**Identify biggest risks (financial news, accident, scandal, layoff, recall)**

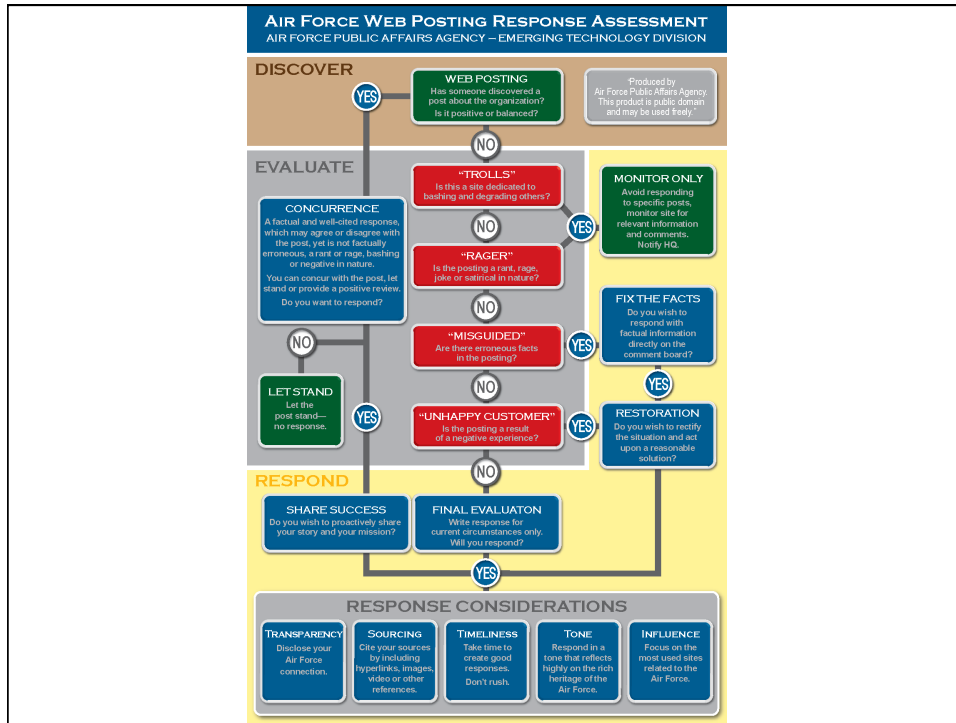
**Create flow chart to map out response if/when something happens.**

**Define preventative measures needed.**

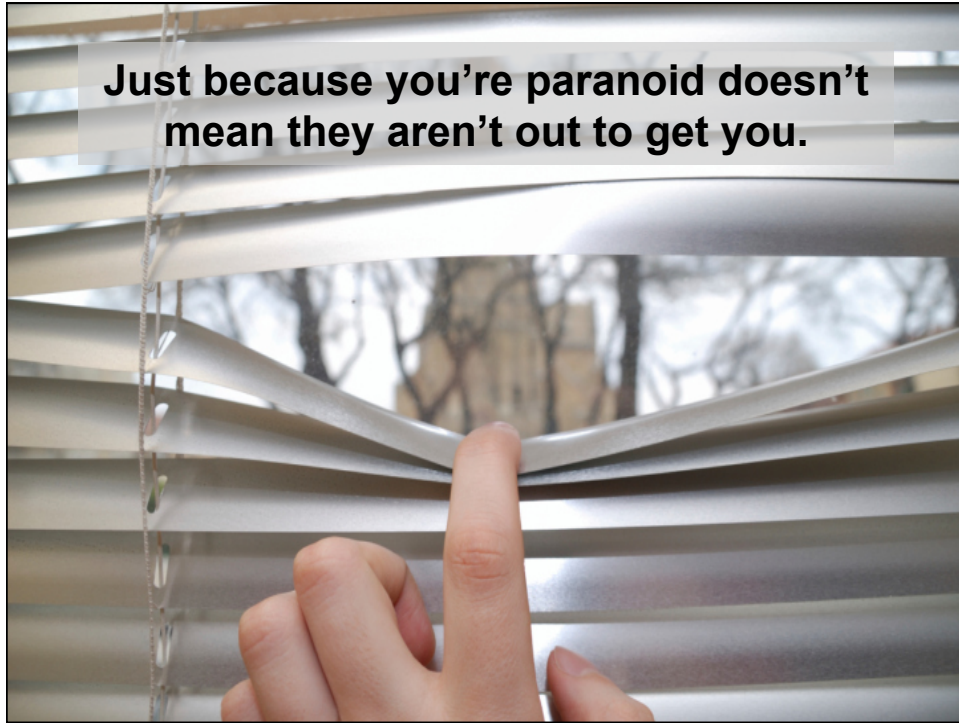
**Pre-create tools (media lists, call lists, etc.)**

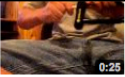

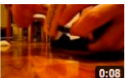

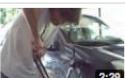

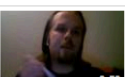
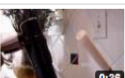
**Create a dark website.**









 <p><b>Kryptonite</b> me picking au lock with a bic pen by unotache   1 year ago   496 views</p>	 <p><b>HAND-PICKED CHERRIES</b> Click to learn more about Cherry Garcia</p> <p>Advertisement</p>
 <p><b>Opening a Kryptonite New York Disc Lock using a Bic ballpoint pen</b> In the Autumn of 2004, I published a video demonstrating the ease with which a Kryptonite brand NYC Disc lock could be opened using nothing more ... by benrunning   1 year ago   2,809 views</p>	
 <p><b>Opening a Kryptonite New York Disc Lock using a Bic ballpoint pen</b> In the Autumn of 2004, I published a video demonstrating the ease with which a Kryptonite brand NYC Disc lock could be opened using nothing more ... by benrunning   1 year ago   14,678 views</p>	
 <p><b>How To Unlock a Kryptonite Lock With a Bic Pen</b> I'll walk you through step-by-step instructions on how to pick your Kryptonite lock (or other U-shape lock) with a Bic Pen. Join me, Kesten Migdal ... by dowztt   2 years ago   143,841 views</p>	
 <p><b>Kryptonite Lock Mayhem</b> Remember back when all you needed to use to break a Kryptonite lock wasn't superman but a Bic pen.... not sure why I am putting this up save for ... by benaylsworth   2 years ago   176,321 views</p>	
 <p><b>U-Lock Bic Pen Trick</b> Dude steals his own bike. by frenchpress   2 years ago   54,102 views</p>	
 <p><b>Kryptonite lock opened with a pen</b> Backup of a video from www.engadget.com by wptbx   3 years ago   83,411 views</p>	

**Over 474,000 views**

# Traditional media picks up story

## The Pen Is Mightier Than the Lock

A Ballpoint Trick Infuriates Bicyclists

**By TINA FERGUSON**  
The company's success comes from the fact that the lock is so simple that it can be made in a garage. Design is a major factor in the success of the lock, says the inventor, who says he has sold 100,000 locks in the past year. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.

The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen. The lock is made of plastic and metal, and is designed to be used with a ballpoint pen.



## The Pen Is Mightier Than the Bicycle Lock

Continued from Page B1

day when Chris Brennan, a cyclist in San Francisco, posted an urgent message on the Internet and called his boss after he was able to pop open his lock with ease.

Like many people, he had been skeptical, but doubts were quickly dispelled when users like Mr. Brennan started posting digital videos clips of the trick. By yesterday, 12,000 people had downloaded a free, his site, there.com, he said.

Mr. Brennan's posting, starting a full-throttle craze, was not the only cause we thought there were the lock, said Tom Hattick, general director at Transportation Alternatives, an advocacy group representing bicyclists in New York City. "Our members get a dividend on these locks. What is really shocking is the classroom, with which, someone could steal a bike with one of these locks."

Kryptonite, which is based in Canine, Mass., and was bought by Supermax in 2001, is named for the only material that can defeat Supermax. The company has been making locks since the 1970s and is now the largest U.S. bicycle lock manufacturer.

It is not clear how the accuracy of the lock that if a bicycle is stolen by someone who has the lock, Kryptonite will pay up to \$3,000 to replace the bike, depending on the model of lock, though there are several caveats to the policy, like steps in New York City overwhelmingly recommended for the company's locks, particularly the four locks that are designed specifically for New York riders.

In a statement sent by email yesterday, the company said that it had not yet received the problem and was working quickly to get locks featuring a different mechanism in the shop and that it was designing a program to upgrade more gear.

Steve M. Dore, a spokesman for the company, stressed that locks made by other manufacturers shared the same vulnerabilities.

Others across the city marvel at how easy it was to crack their locks with a little practice, using a Kryptonite with a Bic barrel (also known as a Bic pen), said Anne Dore, a Kryptonite sales representative. She said she had never heard of anyone else using a Bic pen to pick a lock, but she said she had heard of someone else using a Bic pen to pick a lock.

"It is that easy," Ms. Dore said.



Benjamin Manning, a designer who lives in downtown Brooklyn, says that "within 30 seconds I had broken into my \$300 lock. I was in awe."

Many of the most expensive and common U-lock-style locks, including several models made by Kryptonite, a top travel, can be picked.

The NY Chain lock, the product most often recommended for city cyclists, consists of a heavy chain and small U-shaped lock. It weighs about 10 pounds, so heavy that many riders, even those in long commutes, have abandoned their bikes to the city. The lock is made of stainless steel, but the chain is made of aluminum. It is so heavy that it is impossible to carry by hand, so that part of the lock is still used.

Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.

The group's Mr. Dore said that if any other lockmaker offered people to bring their bicycles in, he would do it. A lot of people have been hurt by City Chairman David Yankin has had some trouble at the Housing and Buildings Committee.

Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.

The group's Mr. Dore said that if any other lockmaker offered people to bring their bicycles in, he would do it. A lot of people have been hurt by City Chairman David Yankin has had some trouble at the Housing and Buildings Committee.

Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.

The group's Mr. Dore said that if any other lockmaker offered people to bring their bicycles in, he would do it. A lot of people have been hurt by City Chairman David Yankin has had some trouble at the Housing and Buildings Committee.

Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.

The group's Mr. Dore said that if any other lockmaker offered people to bring their bicycles in, he would do it. A lot of people have been hurt by City Chairman David Yankin has had some trouble at the Housing and Buildings Committee.

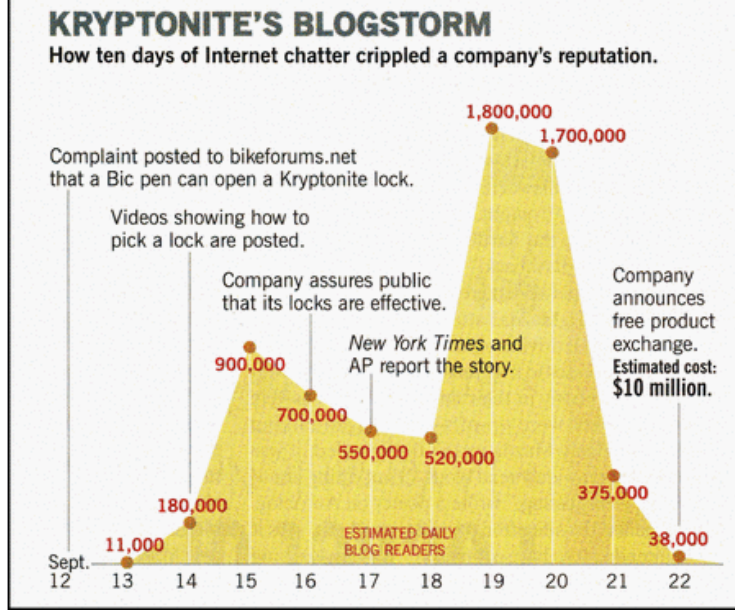
Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.

The group's Mr. Dore said that if any other lockmaker offered people to bring their bicycles in, he would do it. A lot of people have been hurt by City Chairman David Yankin has had some trouble at the Housing and Buildings Committee.

Bike shops are recommending that commuters replace the small U-lock with a sturdy padlock, like the ones that bike shops use to secure their outdoor gear. These padlocks cost less than \$20 at most hardware stores.

In Boston, Kryptonite has a line of locks that feature flat keys, Transportation Alternatives recommends that its members buy one of these.



Source: Fortune



## You must listen and be ready to react

**Identify listening tools (Google Alerts to Radian6)**

**Identify trends, news, key phrases etc. to monitor.**

**Not an intern's job – they have to be able to interpret.**

**Measure mentions (not just quantity but sentiment)**

**Respond when the fire is just a spark (according to your plan)**

**Weave results reporting into C-level routine.**



# Be human and be humane

Search Browse Movies Upload Create Account Sign In

## Our promise to you

**JetBlueCorpComm** 43 videos Subscribe



0:49 / 2:52 240p Like Add to Share

**399,397**

Uploaded by **JetBlueCorpComm** on Feb 19, 2007

A message to customers of JetBlue Airways from founder and CEO David

337 likes, 120 dislikes


[Show more](#)

All Comments

Adding comments has been disabled for this video.


### Suggestions

-  **12 Hours at the Jet Blue Terminal during the Ic...**  
by DadLabs  
17,748 views Featured Video
-  **Promise- Vanessa Hudgens**  
by VanessaAshley1410111  
10,200,789 views
-  **Jet Blue Emergency Landing**  
by wizbang  
836,341 views
-  **jetblue commerical**  
by airmanlabranche  
56,556 views
-  **JetBlue Seat Monster**  
by JetBlueCorpComm  
18,989 views
-  **JetBlue founder David Neeleman apologizes on La...**  
by kentonlarsen  
4,573 views
-  **Eminem - Love the Way You Lie ft Rihanna Parody...**  
by barelypolitical

Search Browse Movies Upload Create Account Sign In

## 70's PSA Keep America Beautiful (Crying Indian)

**michend2003** 275 videos Subscribe



0:51 / 1:07 240p Like Add to Share

**146,457**

Uploaded by **michend2003** on Dec 16, 2008

Visit <http://childhoodmemorykeeper.blogspot.com> for more great retro








293 likes, 10 dislikes

[Show more](#)

Top Comments

**They want you to feel it with them. Then they'll listen.**

### Suggestions

-  **Classic Rankin Bass Intro**  
by michend2003  
38,396 views Featured Video
-  **Racist Commercial**  
by doctorsmurf  
7,210,679 views
-  **70's Woodsy Owl PSA Give a Hoot, Don't Pollute**  
by michend2003  
59,884 views
-  **Indian PSA Crying Indian**  
by BonroyFilms  
4,955 views
-  **Very old Big Mac 70's commercial**  
by nathan6571  
2,137,519 views
-  **Banned Commercials - 1970 Dodge Charger 500 (v...**  
by EpicAdVault  
197,254 views
-  **The Crying Indian - full commercial - Keep Amer...**  
by ruffback1982





## Sony delays response as problems deepen...

Aug 15, 06: Dell recalls 4.1m batteries

Aug 24, 06: Apple recalls 1.8m batteries

Sept 15, 06: Virgin Atlantic, Qantas and Korean Air  
ban use of Dell and Apple laptops on board its planes,  
unless the battery removed.

Sept 28, 06:Lenovo/IBM: 526,000 batteries

Sept 29, 06:Dell increases recall to 4.2m

Sept 29, 06:Toshiba recalls 830,000 batteries

## Crisis Escalates, Spreads Like Viral Fever

Dell battery explodes at Yahoo HQ, hundreds  
evacuate

Posted Sep 20th 2006 4:11PM by Ryan Block Engadget.com



We just got word that a Yahoo employee's laptop went up in flames today at their Mission College campus down in Silicon Valley, causing hundreds of Yahoo employees to be evacuated from an 8-story building. The culprit: you guessed it, a Dell machine whose faulty cell that should have been replaced (don't they have corporate memos at those big companies?) instead caught fire. From what we now know it doesn't seem like anyone was hurt, but let this be a lesson, people:

Multiple post on photo-sharing  
site Flickr.com  
Everyone snaps a shot



At least two dozen people took a cameraphone shot while I was taking mine.

## Sony finally responds...

Sept 30, 2006: Sony finally announces global recall of 9.6 million PC batteries. The recall and replacement would cost as much as 50 billion yen (about US \$423 million).

### ...but profit plunges 94%

AP, Oct 26, 2006: Sony's profit plunged 94 percent for the July-September quarter as a global battery recall and red ink in its video-game business hurt the Japanese electronics and entertainment company.

## Sony's mistakes



Was **slow to take blame**, disclose information and coordinate global recall

Let clients make multiple announcements **making crisis protracted and lingering in public eye**

Only worked with US Consumer Product Safety Commission (and Japan's Economy, Trade and Industry Ministry) to coordinate recall and replacements with clients, **after clients did so themselves**



## Dell's Response on the flip side



**Determines cause** – battery supplier, executes costly remedial action with safety in mind.

**Liases with authority:** Works with U.S. Consumer Product Safety Commission to announce global recall of 4.1 million laptop batteries.

**Used website:** Sets up recall website for customers to check affected units.

**Assures safety:** Guarantees replacement batteries are safe.

## Never a real “I’m sorry”



“We want to put this behind us. I take this problem seriously and I want to finish the replacement program as quickly as possible for the sake of our users and corporate customers.”

**Yutaka Nakagawa, CEO**



## Show your human side

**Showing your human side does not mean lose control.**

**Know legally what you can and cannot say.**

**Own the problem. No buck passing.**

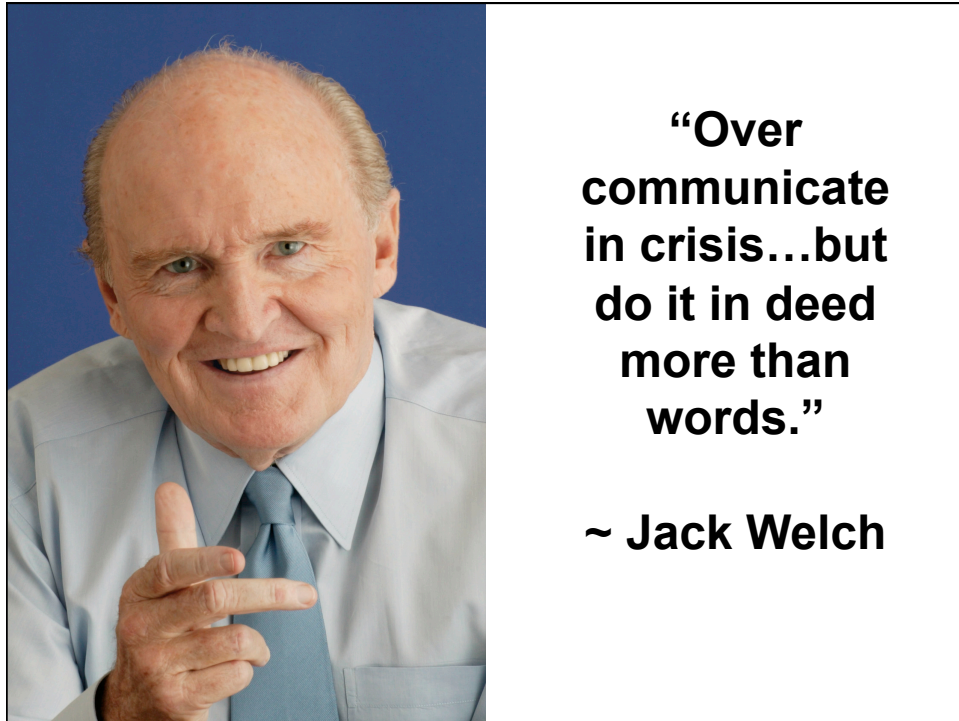
**Say "We're sorry" in the more clear way you can.**

**Go beyond "now"**

**Have the right person (usually CEO) front and center.**

**Be specific about next steps.**





All Topics > Food and Cooking > Food Safety > USDA Beef Recall Video - Hallmark Westland Meat Packing create your own →

**Food recall**  
Nation's #1 Food Recall Management Recall Experts for Companies  
[www.ExperRECALL.com](http://www.ExperRECALL.com)

**How I Get Free Bacon**  
Thanks to this website, I never have to pay for bacon anymore.  
[FreeGroceryCentral.com](http://FreeGroceryCentral.com)

**Lowe's® Garden Center**  
Shop Flowers Bred From Scratch With Tested & Guaranteed Performance!  
[www.Lowes.com](http://www.Lowes.com)

Ads by Google

## USDA Beef Recall Video - Hallmark Westland Meat Packing 77

By [boycottchapter27](#) rate or flag this page [Tweet this](#) [Like](#)


**US Department of Agriculture Largest Meat Recall**

Every once in a while, we hear about the federal government inspecting something and taking action. I would imagine that if we improved our oversight in industries like this or others, such as the port or employment verification, we would see much more of this type of action.

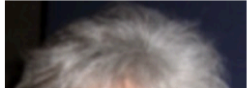
**The U.S. Department of Agriculture on Sunday ordered the recall of 143 million pounds of frozen beef from a California slaughterhouse, the subject of an animal-abuse investigation, that provided meat to school lunch programs.**

**Officials said it was the largest beef recall in the United States,**

**USDA Beef Recall**



Meat/Beef Recall - Humane Society Video Below  
[View Video at your own risk](#)



boycottchapter27  
From Chicago  
131 Followers  
63 Hubs  
Joined 3 years ago

82


Heard the lawyers' chatter about

# ZIMMER

Read more Hubs by [boycottchapter27](#)  
Contact [boycottchapter27](#)



ESPAÑOL



[ABOUT DOMINO'S](#) | 
 [CAREERS](#) | 
 [FRANCHISE](#) | 
 [INTERNATIONAL](#) | 
 [INVESTORS](#)

## DOMINO'S CUSTOMER CARE

### Update to our Valued Customers

During the week of April 14, videos of two of Domino's Pizza employees appearing inappropriately within one of our franchise restaurants have been circulating online. It is unfortunate that the thoughtless acts of two individuals overshadows the hard work performed by the 125,000 men and women working for Domino's across the nation and in 60 countries around the world.

Since the videos first surfaced, the two workers have been identified, fired and arrested under a felony warrant.

We'd like to thank our customers for their support, we've received numerous phone calls, emails and tweets thanking us for our immediate action. A company like ours has one currency, your trust. And we appreciate your understanding as we work to regain the trust of our customers across the world.

Feel free to visit us at [twitter.com/dpzinfo](http://twitter.com/dpzinfo) and watch this video from Patrick Doyle, President of Domino's USA on the steps we are taking. We sincerely apologize for the actions of these individuals, and thank you for your continued support of Domino's Pizza.

Didn't respond immediately (ostrich thinking)  
 Stock prices dropped 10%  
 Pizza home delivery sales tanked  
 Eventually released their own video  
 Prosecuted the two people in the video  
 Talked about it until we were tired of it

Master the 3 IC's  
Internal communication  
Intentional conversations  
Instant communication



## Over communicate

**Do not wait.**

**Be transparent. Tell the whole truth.**

**Build message hierarchies so key messages are delivered every time.**

**Do not dodge questions or online comments.**

**Be confident. Look them right in the eye.**

**Speak in sound bytes.**



**Create relationships and communities**



**In your corner before you need them**



[CSX] How tomorrow moves

To report an emergency, call 1-800-232-0144 | Contact Us | CSX de Mexico | Media Search

About CSX Responsibility Customers Community Investors Working at CSX

### About CSX

We do more than transport goods at CSX—we revitalize communities, drive commerce and strive to be environmentally responsible every day. Explore this section to get a better understanding of who we are, how we operate and how CSX can benefit you and your business.

#### Commitment to You

To be the safest, most progressive North American railroad, relentless in the pursuit of customer and employee excellence.

#### Latest News

**CSX Corporation Chief Financial Officer to Address Bank of America Merrill Lynch Global Transportation Conference** - Oscar Munoz, CSX Corporation executive vice president and chief financial officer, will address the Bank of America Merrill Lynch Global Transportation Conference at

#### Quick Links

**New to CSX or Rail?**  
Select One

**Commodities**  
Select One

**Other Transportation Services**  
Select One

### Train derailment in KY

- Had to create media relationships
- Ran to the crisis – offered \$ to anyone who was inconvenienced
- Announced new safety measures as a result
- Reputation and relationships are stronger than ever





## A surprise attack

### Sequence of events

**Greenpeace releases fake Kit-Kat and it goes viral**

**Nestle fights back by chasing after the video and trying to censor it**

**Greenpeace moves the fight to Nestle's Facebook page**

**Nestle's Facebook team responds to criticism on their wall by threatening to delete comments left by individuals using modified versions of their corporate logo as avatars, which only adds fuel to the fire.**

**The campaign, initially managed by Greenpeace, moves into the mainstream as environmentally-conscious Facebook users join the anti-Nestle crowd.**



facebook  Home Profile Account

Nestle's Profile

**Nestle**  
 Our page now has more than 200,000 fans! Thanks to all our fans and supporters that enjoy our products and news, and also to those that make this page a space for open discussion

May 6 at 10:10am

92 people like this.

**Cindy Smith** but you are evil! I am only a fan so I can boycott!  
 May 6 at 10:13am · 5 people

**Charlotte Saklatvala** But then you are a fool - by being a "fan" you make nestle more popular!  
 May 6 at 10:34am · 1 person

**Katy Nestle** Hey my last name is Nestle!  
 May 6 at 10:44am · 3 people

**Meme Smith** really, the only way to communicate with nestle over this medium is to become a fan. they don't allow "not a fan but still want to voice opinions" as an option. I don't think that my being nestle's fan in order to express my dismay at the...  
 See More  
 May 6 at 10:51am · 2 people

**Liz Forbes** Ops and I thought fan stood for friends against nestle.)  
 May 6 at 10:55am · 2 people

**Jim Long** @Meme So, what you're saying is that you're willing to lie about liking something in order to get attention. That explains the lies about baby formula too.  
 May 6 at 11:53am

**Peter Kjeldsen Jensen** While alot wrong has and will be done, being on Facebook opens up to peoples opinions and thoughts.  
 And of course to the crowd that just shouts, screams and in reality doesn't add anything to the discussion.

**Recommended Pages** See All

**The Growing Concern**  
 Ned Skinner suggested you check out his page.  
 Like

**Yotel**  
 Mike Street suggested you check out his page.  
 Like

**Sponsored** Create an Ad

**Des Moines Bucket List**  
 partners.livingsocial.com  
 365 Things to do in Des Moines!

**FilmYard**  
 FILM YARD  
 FilmYard is a production company dedicated to creating quality work in a creative environment with solid talent.  
 Like · 44 people like this.

**Benjamin Moore**  
 Love REMODELING? Does your home décor need a pick me up? Click to learn insider secrets from expert designers.  
 Like · Sean Howard likes this.

**Holland America Line**  
 Chat (0)

**Nestle Meets Greenpeace's Demands Following Social Media Backlash**

May 17, 2010 by Jennifer Van Grove · 116


Tweet 11 Like 539 tumblr email share

Send Like 539 people like this. Be the first of your friends.

**Ads by Google**  
[What is Cloud Computing?](#) - Straight Talk about Cloud Computing from the Industry Leader. Get Info.  
[www.microsoft.com/Cloud](http://www.microsoft.com/Cloud)

Today Nestle announced a "zero deforestation" policy in partnership with The Forest Trust (TFT), which will initially focus on amending its palm oil purchasing practices. The move follows a full blown Facebook **attack** initiated by Greenpeace earlier this year.

Eight weeks ago, Greenpeace UK released a provocative YouTube video calling into question Nestle's methods for acquiring palm oil. Greenpeace claims that the company's practices contribute to rainforest deforestation and used YouTube as a platform to shock viewers with a video that likens eating a Kit Kat to eating an orangutan (the graphic video is embedded below).




The video caught the attention of Nestle, who had it removed from YouTube and consequently incited Greenpeace to rally the troops to call, send e-mails and leave chastising comments on Nestle's Facebook Page. The situation created by the cacophony of updates worsened after a Nestle representative **threatened to**

SUBSCRIBE TO MASHABLE

Like Vicky Hennegan, Mike Sansone and 496,846 others like this.

Twitter YouTube Stumble RSS

More subscription options >

ADOBE & 

Bringing the right content to the right people is music to their ears

Adobe® Online Marketing Suite  
 Powered by Omniture®

Learn more

## What to do if they come knocking

**Be very present.**

**Gain control of the conversation.**

**Introduce yourself – be a person/role not an impersonal company.**

**Welcome comments, even encourage them.**

**Invite your fans into the conversation.**

**Create a discussions page (get it off your main stage)**

**Don't get defensive. The calmer you stay, the more irrational they look.**

**Actually listen for some middle ground.**

**Ask for suggestions.**

**Follow through.**



## Build connections...hopefully before you need them

**Know the reporters and high authority bloggers in your space.**

**Bulletproof your brand by creating real conversations now.**

**Hang in there when the waters get rocky.**

**Invite others into the conversation.**

**Recognize that social media is mainstream now.**



## 5 must do's for effective crisis communication

### Crisis Management Center



I'm not sure "everyone dies"  
is a great emergency plan.

readorant.com

1. Be prepared
2. Listen, monitor and interpret
3. Be human & humane
4. Over communicate
5. Create relationships & communities



Drew's *marketing* minute

[www.DrewsMarketingMinute.com/AEM](http://www.DrewsMarketingMinute.com/AEM)

HOME ABOUT DREW SPEAKING WORK WITH US NEWSLETTER BLOGROLL CONTACT

**AEM**

Drew's presentation on crisis communications:  
[Download presentation notes here](#)

Drew's presentation on branding:  
[Download presentation notes here](#)

Social media books I recommend:

**I Recommend**

 Crush It!: Why NOW Is the Time to Cash In on Your Passion Gary Vaynerchuk (H...) \$13.08	 The Social Media Marketing Book Dan Zarrella (Paper...) \$13.59
 The NOW Revolution: 7 Shifts to Make Your Business ... Jay Baer, Amber Na... \$16.47	 Groundswell: Winning in a World Transformed b... Charlene Li, Josh Be... \$19.77

**EMAIL & RSS SUBSCRIPTION**

To subscribe via email, enter your email:  
   
Delivered by [FeedBurner](#)

To get the RSS feed, click the button below:  
 [What is RSS?](#)

9111 readers  
BY FEEDBURNER

**CONNECT WITH DREW**

**DOWNLOAD DREW'S APP**

**DOWNLOAD DREW'S IPHONE/DROID APP AND CARRY A LITTLE DREW IN YOUR POCKET!**  
Enjoy exclusive podcasts, Marketing Minute and personal blog posts, tweets, and more.



**McLELLAN MARKETING GROUP**  
Where strategy and passion collide 

Drew McLellan  
[drew@mclellanmarketing.com](mailto:drew@mclellanmarketing.com)

Copyright 2011. All rights reserved. McLellan Marketing Group