

Danger Will Robinson!

How to plan for the crisis you don't see coming



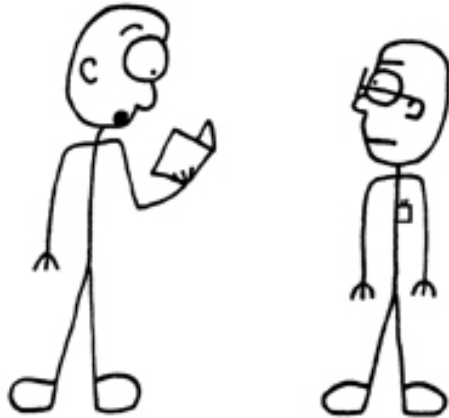
Imagine...

- ~ 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

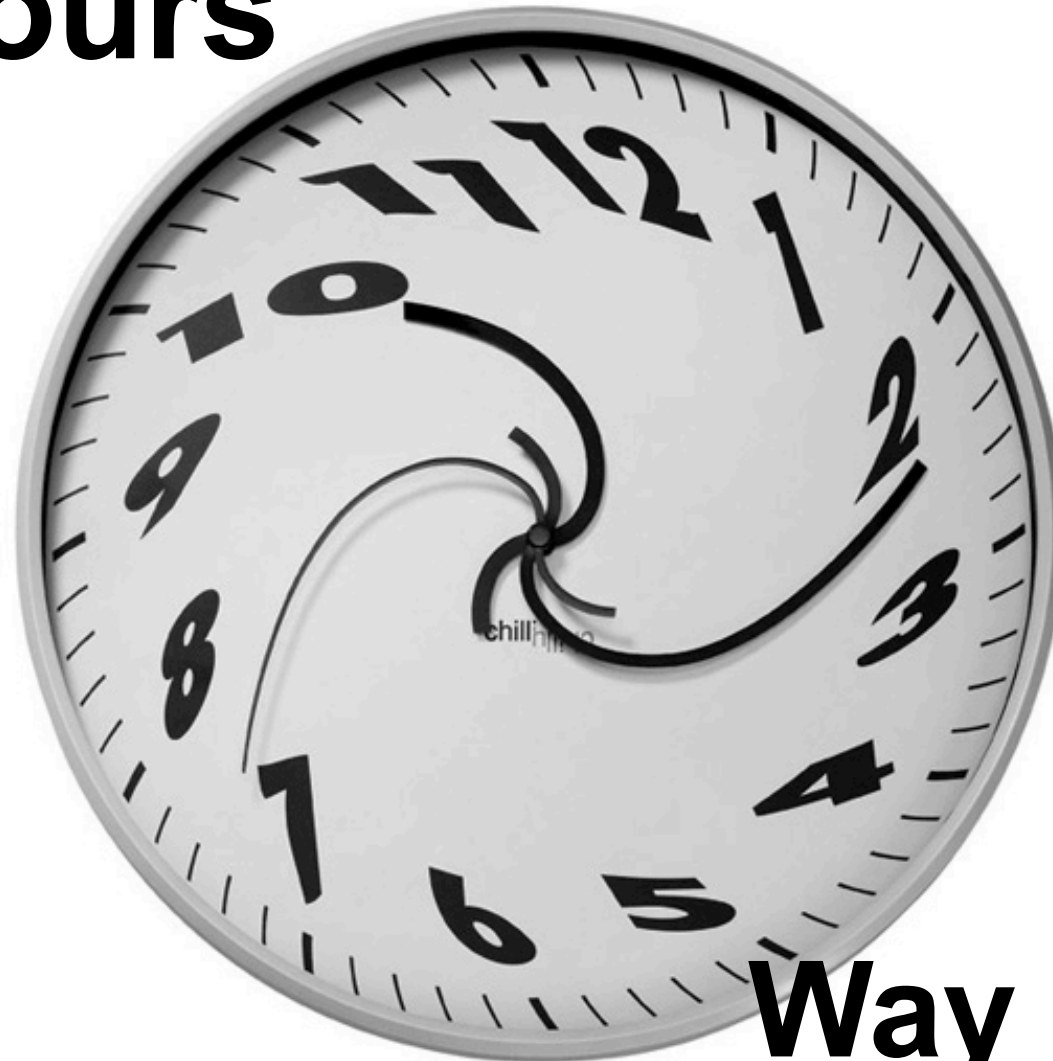


I'm not sure "everyone dies"
is a great emergency plan.

reodorant.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



1982

**TYLENOL
POISONINGS**

**Not the
same game
anymore**

The speed of 1982

Took a week to tie deaths to Tylenol

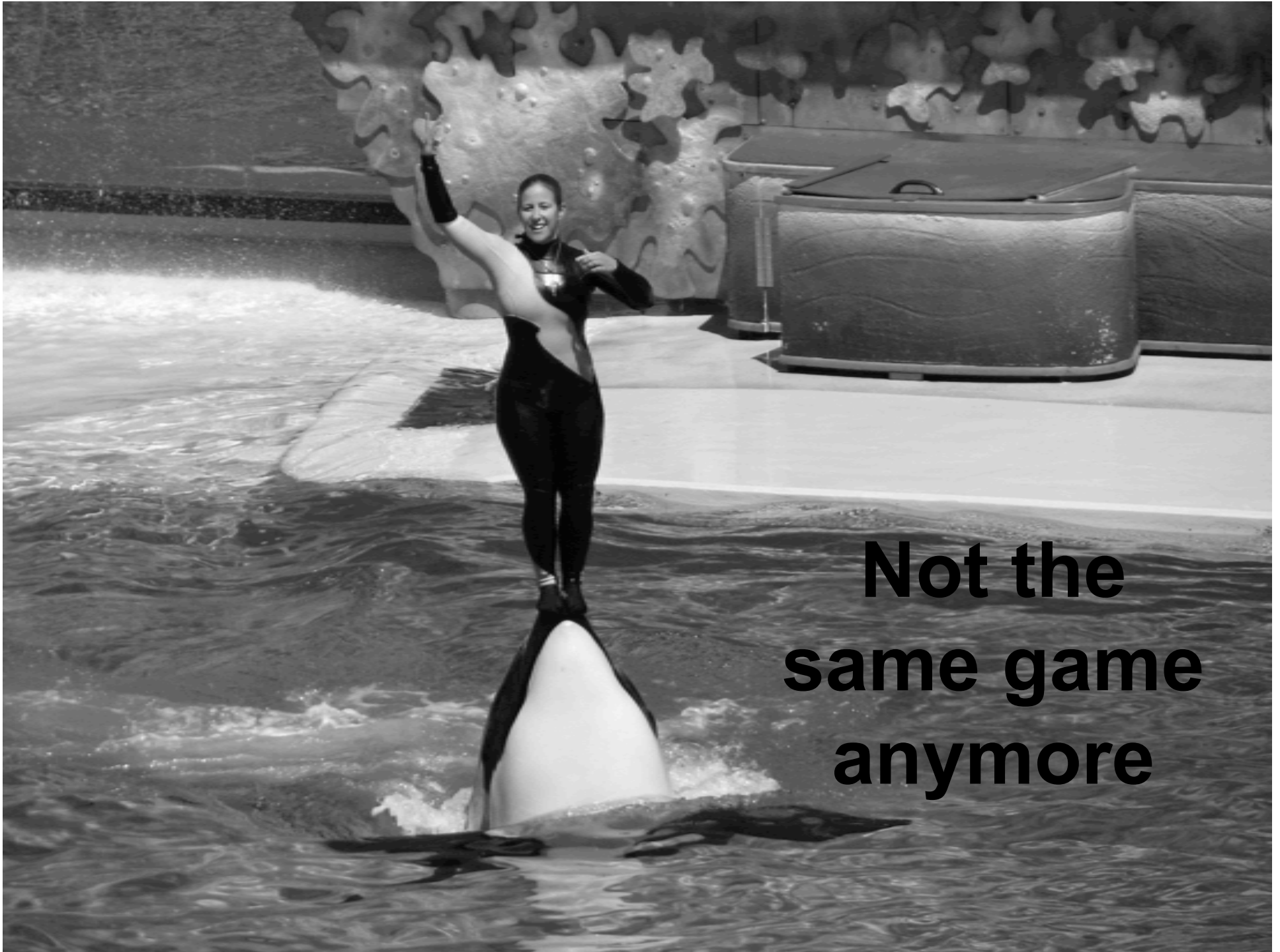
Market share went from 37% to 7%

Recalled 31 million bottles (\$100 million)

Pulled all advertising

Several months later, introduced the triple seal tamper resistant packaging





**Not the
same game
anymore**



@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



Sea World, Shamu kills trainer VIDEO!

nodartribute

2 videos

Subscribe



0:03 / 1:32 360p

Like Add to Share

Uploaded by nodartribute on Feb 24, 2010

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.

Show more

4,306,287

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

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.



AIR FORCE WEB POSTING RESPONSE ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY – EMERGING TECHNOLOGY DIVISION

DISCOVER

YES

WEB POSTING

Has someone discovered a post about the organization?
Is it positive or balanced?

Produced by
Air Force Public Affairs Agency.
This product is public domain
and may be used freely.

NO

EVALUATE

CONCURRENCE

A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let stand or provide a positive review.
Do you want to respond?

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY

Avoid responding to specific posts, monitor site for relevant information and comments.
Notify HQ.

"RAGER"

Is the posting a rant, rage, joke or satirical in nature?

NO

YES

FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?

NO

LET STAND

Let the post stand—no response.

"MISGUIDED"

Are there erroneous facts in the posting?

NO

YES

YES

"UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

NO

YES

RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?

RESPOND

SHARE SUCCESS

Do you wish to proactively share your story and your mission?

FINAL EVALUATION

Write response for current circumstances only.
Will you respond?

YES

RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

Cite your sources by including hyperlinks, images, video or other references.

TIMELINESS

Take time to create good responses.
Don't rush.

TONE

Respond in a tone that reflects highly on the rich heritage of the Air Force.

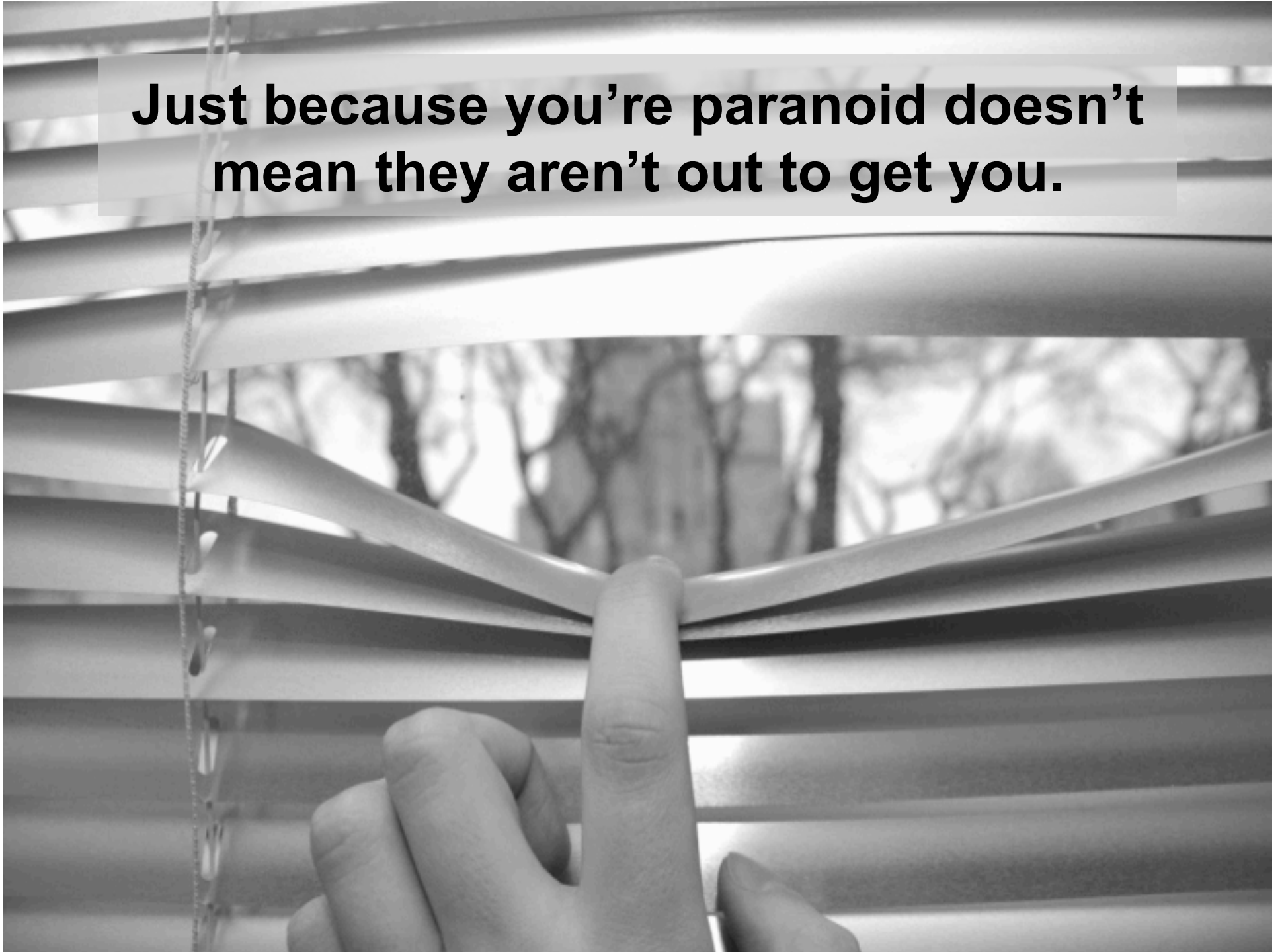
INFLUENCE

Focus on the most used sites related to the Air Force.

**Listen, monitor
& interpret**



Just because you're paranoid doesn't mean they aren't out to get you.





Kryptonite

me picking au lock with a bic pen
by unotache | 1 year ago | 496 views



Opening a Kryptonite New York Disc Lock using a Bic ballpoint pen

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



Opening a Kryptonite New York Disc Lock using a Bic ballpoint pen

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



How To Unlock a Kryptonite Lock With a Bic Pen

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 dowzit | 2 years ago | 143,841 views



Kryptonite Lock Mayhem

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



U-Lock Bic Pen Trick

Dude steals his own bike.

by frenchpress | 2 years ago | 54,102 views



Kryptonite lock opened with a pen

Backup of a video from www.engadget.com

by wphxx | 3 years ago | 83,411 views



Advertisement

Over 474,000 views

Traditional media picks up story

The Pen Is Mightier Than the Lock

A Ballpoint Trick Infuriates Bicyclists

By LYDIA POLGREEN

The cunning bicycle thieves of New York City always seem to be one step ahead of lockmakers. Design a more sophisticated lock and the thieves make a better pick. Make a sturdier chain and they get bigger ball cutters. And if all else fails, they just dig up the parking meter or stop sign to smash into the bike locks. But in open scenes of the toughest locks in the country, a thief needs only a Bic ballpoint pen.

Many cyclists erupted in disbelief and anger that week after videos were posted on the Internet showing how a few seconds of work could pick entry of the most expensive and common U-shaped locks, including several models made by Kryptonite, the most respected brand.

Making the epoxy barrel of a ballpoint pen into the cylindrical keyhole and turning it clockwise does the trick that has stumped four tens of hours of bicycle thieves, especially those in New York, where thousands of bikes are stolen each year.

"There was warning on various Web sites, and as I decided to go home and pick up a pen and see if it works," said Benjamin Running, a graphic designer who lives in downtown Brooklyn. "Somehow, within 30 seconds I had broken into my \$90 lock. I was in awe. My jaw literally dropped to the floor. It was scary."

And many Internet users had the same reaction this week when they saw the homemade video he posted on his blog of his Kryptonite NY Chain popping open.

The problem could have wider consequences. Lock experts said the fault was with a particular type of cylindrical lock that is used not just in bike locks but in vending machines, cable locks for laptop computers, alarm system panels and countless other places.

Not all such locks are vulnerable, because some are built with more sophisticated designs. Kryptonite locks made before 2001 appear to be less susceptible, according to bike shops that have tried to use the technique on them.

But this type of mechanism is used in most of the bicycle locks that are used by millions of people around the country, not just those made by Kryptonite (although the company said yesterday that a new and better model was on the way).

As the news spread, bicycle shops across the nation pulled the locks off their shelves and cyclists left their bikes at home, wondering if anything could keep their wheels safe.

"You would think for \$60 for a bike lock it would be secure," said Marc Robert Tobias, an investigative lawyer and security expert, whose Web site, security.org, has posted warnings about the flaws of cylindrical locks like the ones used in U-locks. "But this doesn't surprise me at all."

The trick works because the pen has the right diameter and is rigid enough to hold its general shape but pliable enough to mold into a form of key that opens the lock. Mr. Tobias said the vulnerability of such locks was well known in security circles.

"These are cheaply manufactured locks with simple design flaws," he said. "You can't possibly think your bike is safe with one of these locks."

The uproar appears to have started on the

Continued on Page B1

A video by Benjamin Running, a graphic designer, shows the ease with which a lock can be picked using 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 bikeforums.net bulletin board after he was able to pop open his lock with a pen.

Like many people, he had been skeptical, but doubts were quickly dispelled when users like Mr. Running started posting digital video clips of the trick. By yesterday, 125,000 people had downloaded it from his site, thirdrate.com, he said. Meanwhile, nearly 170,000 had seen Mr. Brennan's posting, starting a full-fledged panic.

"We are especially concerned because we thought these were the best," said Neah Budnick, projects director at Transportation Alternatives, an advocacy group representing bicyclists in New York City. "Our members got a discount on these locks. What is really shocking is the casualness with which someone could steal a bike with one of these locks on it."

Kryptonite, which is based in Canton, Mass., and was bought by Ingersoll-Rand in 2001, is named for the only material that can defeat Superman. The company has been making locks since the 1970's and is recognized by most bicycle shops as the leading lockmaker.

It is so confident in the security of its locks that if a bicycle is stolen by someone who broke the lock, Kryptonite will pay up to \$1,500 to replace the bike, depending on the model of lock, though there are several caveats to the policy. Bike shops in New York City overwhelmingly recommend the company's locks, particularly the four locks that are designed specifically for New York riders.

In a statement sent by e-mail yesterday, the company said that it was aware of the problem and was moving quickly to get locks featuring a different mechanism to bike shops and that it was designing a program to let users of compromised locks to upgrade to new ones.

Diana M. Treet, a spokeswoman for the company, stressed that locks made by other manufacturers shared the same vulnerabilities.

Cyclists across the city marveled at how easy it was to crack their locks. With a little practice, opening a Kryptonite with a Bic barrel takes as little time as using a key, said Arnoe Dyer, a mechanic at Bicycle Habitat in SoHo. She produced the white plastic barrel of a Bic pen from her pocket along with a Kryptonite brand lock and provided a demonstration in less than five seconds, the shackle popped and slid open.

"It is that easy," Mr. Dyer said,



Benjamin Running, a designer who lives in downtown Brooklyn, says that "within 30 seconds I had broken into my \$90 lock. I was in awe."



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

The NY Chain lock, the product most shops recommend for city cyclists, consists of a heavy chain and small U-shaped lock. It weighs about six pounds, so heavy that many riders wear it slung around their waists.

The chain is made of squared links of hardened steel that is impossible to cut by hand, so that part of the lock is still sound.

Bike shops are recommending that customers replace the small U-lock with a sturdy padlock, like the ones that bodegas use to secure their roll-down gates. These padlocks cost less than \$20 at most hardware stores.

In addition, Kryptonite has a line of locks that feature flat keys; Transportation Alternatives recommended that its members buy one of

these.

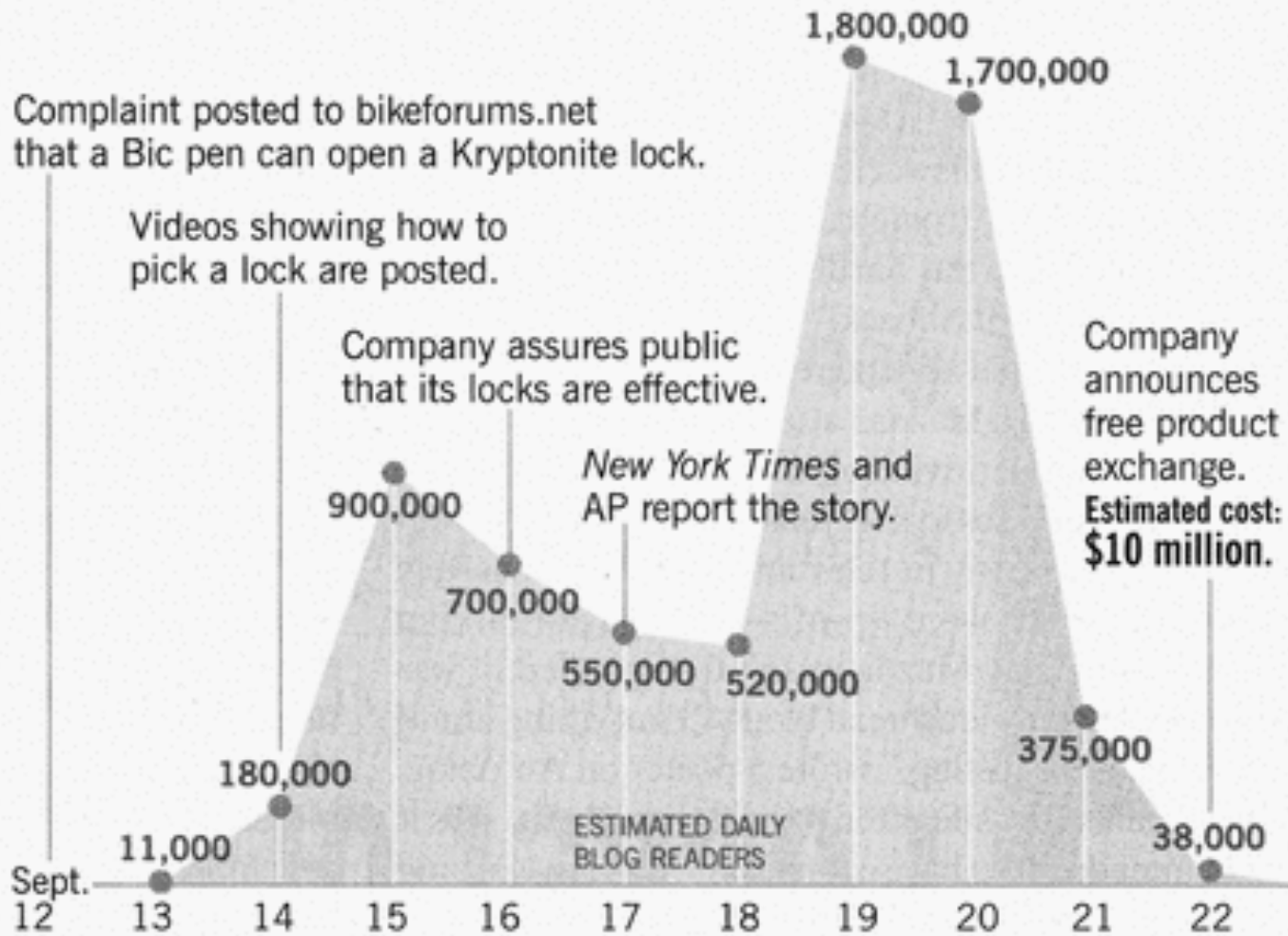
The group's Mr. Budnick said that most bike thefts could be prevented if only office buildings allowed people to bring their bicycles indoors, but few do. A bill requiring buildings to allow bikes inside was introduced by City Councilman David Yassky but has been stuck in the Housing and Buildings Committee.

Will Wood, whose Spokes and Strings shop in Williamsburg caters to the commuter market, said he was warning anyone who would listen.

"I feel like a Cassandra, but for years I have said to my customers, 'This is the industry standard, and this will keep your bike safe,'" Mr. Wood said. "Now I tell everyone who comes in, 'Tell your friends before the thieves tell theirs.'"

KRYPTONITE'S BLOGSTORM

How ten days of Internet chatter crippled a company's reputation.



Source: Fortune

Two thirds of all reporters say they use blogs as story generators



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OP-ED COLUMNIST

What the Costumes Reveal



Log in to see what your friends are sharing on nytimes.com. Privacy Policy | What's This?

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What's Popular Now

Israel and the Apartheid Slander



Same-Sex Marriage and Blacks



Ads by Google

what's this?

How to Stop Foreclosure?

Learn How to Reduce your Payment & Protect your Home from Foreclosure. SaveHomeProgram.com

Michigan Ross Exec Ed

Powerful, practical frameworks with a multi-disciplinary perspective. www.bus.umich.edu

Fuze Meeting - Free Trial

Multi-party HD video conferencing. 120 free audio minutes. Try now! www.fuzemeeting.com

Help Stop Foreclosure

Local Foreclosure Defense Attorneys Save Home Free Consult 877-709-8104

Two thirds of all reporters say they

MFY Legal Services, which defends homeowners, and Harwood Feffer, a large class-action firm, have filed a class-action suit claiming that Steven J. Baum has consistently failed to file certain papers that are necessary to allow for a state-mandated settlement conference that can lead to a modification. Judge Arthur Schack of the State Supreme Court in Brooklyn once described Baum's foreclosure filings as "operating in a parallel mortgage universe, unrelated to the real universe." (My source told me that one Baum employee dressed up as Judge Schack at a previous Halloween party.)

I saw the firm operate up close when I wrote several columns about Lilla Roberts, a 73-year-old homeowner who had spent three years in foreclosure hell. Although she had a steady income and was a good candidate for a modification, the Baum firm treated her mercilessly.

When I called a press spokesman for Steven J. Baum to ask about the photographs, he sent me a statement a few hours later. "It has been suggested that some employees dress in ... attire that mocks or attempts to belittle the plight of those who have lost their homes," the statement read. "Nothing could be further from the truth." It described this column as "another attempt by The New York Times to attack our firm and our work."

I encourage you to look at the photographs with this column on the Web. Then judge for yourself the veracity of Steven J. Baum's denial.

Gail Collins is off today.

A version of this op-ed appeared in print on October 29, 2011, on page A21 of the New York edition with the headline: What the Costumes Reveal.

 COMMENTS (175)

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



jet blue

Search

Browse

Movies

Upload

Create Account

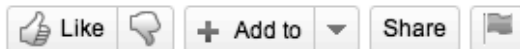
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Our promise to you

JetBlueCorpComm

43 videos

Subscribe



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

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

@mazz...

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 (vi...

by EpicAdVault

197,254 views



The Crying Indian - full commercial - Keep Amer...

by coffeekid99

One sentence ruined him.





Alex Raffi
WWW.ALEXRAFFI.COM

Sony batteries – explosive issue





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”

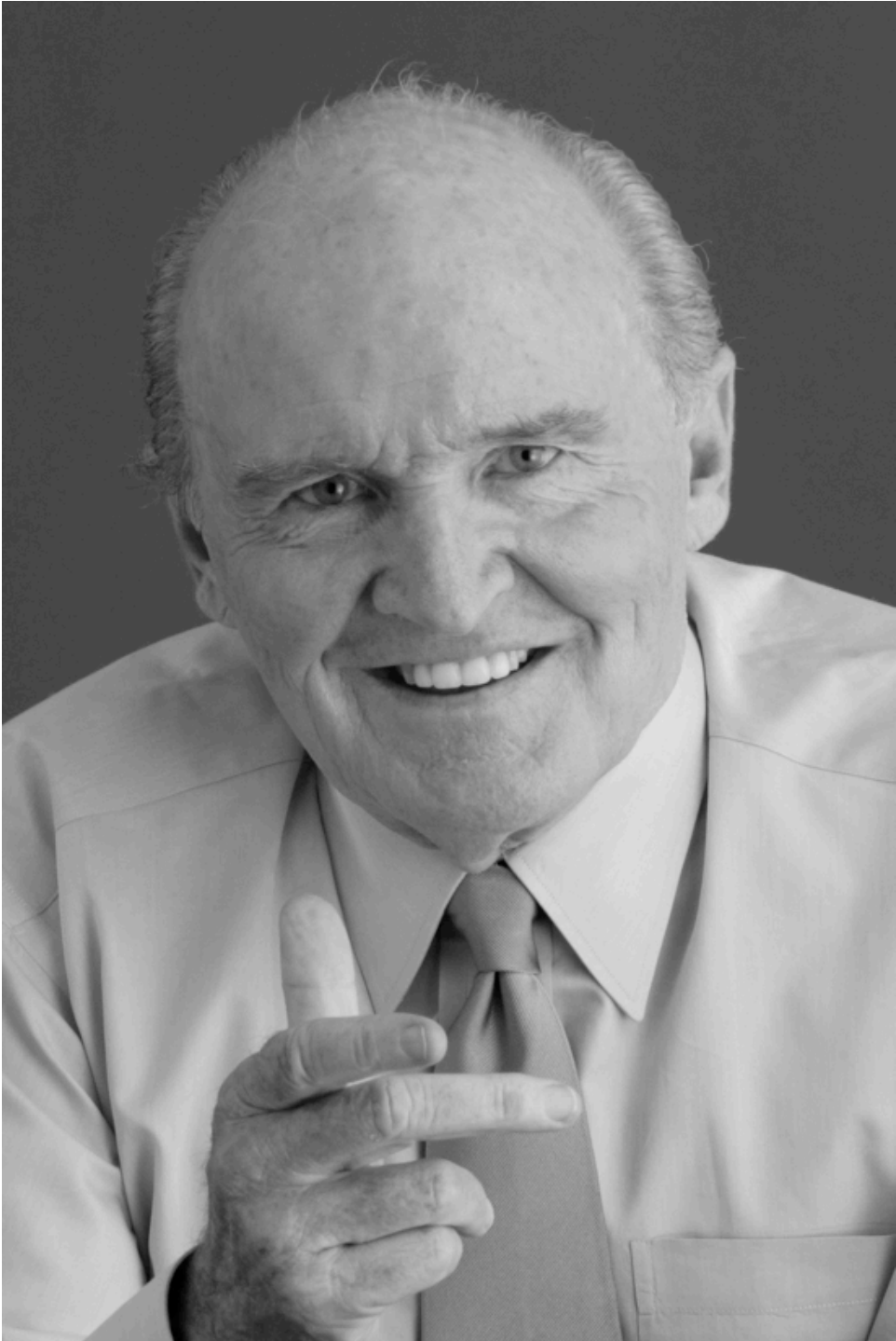
Have the right person (usually CEO) front and center.

Be specific about next steps.





Over communicate



**“Over
communicate
in crisis...but
do it in deed
more than
words.”**

~ Jack Welch

Food recall

Nation's #1 Food Recall Management Recall Experts for Companies

www.ExpertRECALL.com



How I Get Free Bacon

Thanks to this website, I never have to pay for bacon anymore.

FreeGroceryCentral.com

Lowe's® Garden Center

Shop Flowers Bred From Scratch With Tested & Guaranteed Performance!

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.

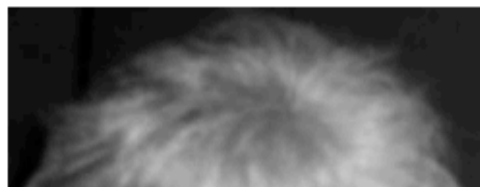
The U.S. Department of Agriculture on Sunday ordered the recall of 143 million pounds of frozen beef from a California slaughterhouse, the subject of an animal-abuse investigation, that provided meat to school lunch programs.

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

Heard the lawyers' chatter about

ZIMMER

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

Deny, deny is rarely the right answer



Steve Mendell, CEO of Westland/Hallmark



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/idozinfo 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





How tomorrow moves

To report an emergency, call 1-800-232-0144 | [Contact Us](#) | [CSX de Mexico](#) | [Media](#)

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[Customers](#)

[Community](#)

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[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 video 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.



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 Oops 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



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

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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

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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

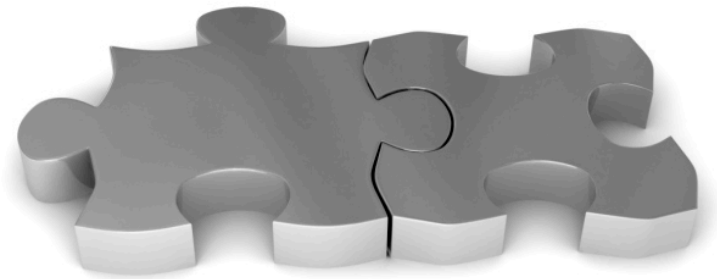
Know the reporters and high authority bloggers in your space.

Bulletproof your brand by creating real conversations now.

Hang in there when the waters get rocky.

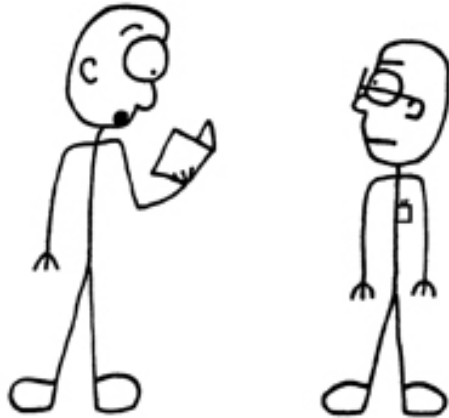
Invite others into the conversation.

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.

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



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