



Preparing for Social Media in Crisis

1. Make sure your colleagues know **what you expect** from them when a crisis strikes and that they've had **appropriate training**.
2. Use the following to structure your responses:
 - **Pity** – show emotion, empathy and concern about the situation and apologise!
 - **Promise** – explain what you're going to do to fix the problem and when.
 - **Praise** – thank those affected for their patience as well as colleagues and partners who helped solve the problem.
3. Plan your **response ratio** – i.e. how many questions or comments will you be able to answer in an hour and what will you do once you reach your maximum capacity? Or will you prioritise responding to questions from people with a larger influence?
4. Consider building stronger **relationships with influencers** now who you can count on for support in spreading important messages during crises.
5. Plan a **live blog area** to direct people to for regular updates. This is a much more efficient way of communicating as you simply have to share the link across all of your social channels rather than sharing the same message multiple times.
6. Create some **fake scenarios to practice** handling with your team, good examples include:
 - Your product has been recalled because it's a danger
 - Your CEO or another member of the senior leadership team has said something controversial on Twitter
 - Your service has failed in some way leaving vulnerable people at risk