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Crisis Management in the Social Media Age

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Carolyn McLean

Vice President Public Relations with **Urban Air Adventure Park**

VP Corporate Communications **Cedar Fair Entertainment**
and **Six Flags PR**

Crisis and Litigation Trainer/Senior Strategist with **Kglobal**

Broadcast Journalist with **CNN**

Managed scores of crises, including **Ride the Ducks Branson**
Jeremy Hoyum

Founding Team for **Amazing Jake’s**

Owner/Operator of **Jake’s Unlimited** in Mesa, AZ

Over **20 years’ experience** in Bowling & Family Entertainment Centers

Paratrooper in the United States Army
Incident VS Crisis
Incident VS Crisis

- Lasts a day or two
- Disrupts business
- Managed onsite
Incident VS Crisis

- Lasts a day or two
- Disrupts business
- Managed onsite

- Lasts weeks or months
- Threatens business
- Managed with Corporate
The Three V’s in Every Crisis
The Three V's in Every Crisis

Victim

Villain

Vindicator
Social Media

Things to keep in mind.

- Everyone’s a photo or video journalist
- Rapid response is critical
- Social media as assignment editor
- Can be a crisis management tool
- Never pick a fight with your guests online!
Going Viral
And not in a good way.

WATCH CLIP
Know your safety message!
Employee Notification
Keeping your team in the loop.

- **Communicate** with your staff
- Employee statements will mirror those to the media
- Emphasize that employees are NOT to speak to the media directly
- Remind staff *they should not post any information* on their own social media profiles
Communication Tools

Credible Documentation

- HotSchedules
- FIIX
- Jolt
- Video/Photos/
**Media Do’s & Don’ts**

How to handle the media when they arrive unexpectedly

- **Ask politely:** “What’s your name and who are you with? Who do you wish to see?”

- Contact a member of your senior management *immediately* and they will follow protocol.

- Have media **wait in an appropriate place**, away from the crisis-related activities until a spokesperson or other qualified management team member can assist.

- Contact senior management and they will work with Corporate.

- The same goes for calls, emails, and social media.
Media Do’s & Don’ts

How to handle the media when they arrive unexpectedly

DON’T

- Engage in conversation if a reporter or news camera arrive unexpectedly at your office.

- If ambushed, or a news crew films without permission, contact senior management who will communicate with Corporate.
Be Prepared

Ways to make sure your team is on the ball.

- On-property **media training** for staff
- **Mock drills** at your facility
- **Crisis simulations** with your staff
- Table top exercises
Your Ally
Rely on your First Responders.

‣ Relationships with PIOs are important
‣ Deposit in the goodwill bank
Q&A
Carolyn McLean | Jeremy Hoyum