

Strategy for Social Media Crisis for “ “

Date Created:

Date last updated:

Facebook-Who has Access?

- Name:
- Role in Organization:
- Facebook Access: Admin Editor Moderator Advertiser Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Facebook Access: Admin Editor Moderator Advertiser Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
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- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

Twitter-Who has Access?

- Name:
- Role in Organization:
- Team Member: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Team Member: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

Pinterest-Who has Access?

- Name:
- Role in Organization:
- Access to shared boards: Yes No Yes, which specific ones:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Access to shared boards: Yes No Yes, which specific ones:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

Youtube-Who has Access?

- Name:
- Role in Organization:
- Youtube Access: Primary Owner Owner Manager Communications Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Youtube Access: Primary Owner Owner Manager Communications Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

Instagram-Who has Access?

- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

Google My Business-Who has Access?

- Name:
 - Role in Organization:
 - GMB Access: Primary Owner Owner Manager Site Manager
 - Email address:
 - Alternative Email Address:
 - Phone Number:
 - Cell Number:
-
- Name:
 - Role in Organization:
 - GMB Access: Primary Owner Owner Manager Site Manager
 - Email address:
 - Alternative Email Address:
 - Phone Number:
 - Cell Number:

Yelp-Who has Access?

- Name:
 - Role in Organization:
 - Full Access: Yes No
 - Email address:
 - Alternative Email Address:
 - Phone Number:
 - Cell Number:
-
- Name:
 - Role in Organization:
 - Full Access: Yes No
 - Email address:
 - Alternative Email Address:
 - Phone Number:
 - Cell Number:

Other Social Media Channels-Who has Access? For Lodging Add Tripadvisor and OTAs, for other hospitality, any other specific platforms that take reviews.

Cut and paste and put the level of access in if applicable:

- Name:
- Role in Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

What channels and programs are being used to monitor company reputation online? (Be specific) include costs if applicable.

How often are those channels be checked?

Who is responsible for company online monitoring?

- Name:
 - Role in Organization:
 - Email address:
 - Alternative Email Address:
 - Phone Number:
 - Cell Number:
-
- Name:
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 - Phone Number:
 - Cell Number:

Define what a crisis is

Single Event VS Massive Online Meltdown: (Define)

Single Event (i.e. a comment) VS Single Event that Snowballs (i.e. it keeps getting larger): (Define)

What constitutes an online crisis to your company (be specific if possible)?

What are some of the repercussions your company can face in the event of an online crisis?

Who will be the point person in responding to online crisis events? (*Add contact information here*)

Who is a secondary person (in the event the first is not available or additional help is needed)? (*Add contact information here*)

Who needs to be informed of an online crisis? (Add contact information here) Add secondary people who can make recommendations and directions in the event the key people are not available.

And what are the steps and procedures point people need to follow in order to inform the above?

Who should an employee or company contact get in touch within the event something is seen online that the company needs to address? (Add contact information here)

What steps should a point person take immediately if they are unable to get a response from a key person in charge of decisions?

Examples: Unpublish the Facebook Business Page, Deactivate Twitter account (you have 30 days to recover it), Instagram: temporarily deactivate account, Pinterest: temporarily deactivate account, Youtube: turn off commenting, etc. (major crisis)

Or

Delete posts, pins, boards, videos etc. (minor issue)

++Keep in mind people screenshot, so just deleting something doesn't necessarily mean the problem will go away if someone saw it and took a screenshot or more it can resurface.

Who is responsible for company online monitoring?

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What are the goals you want accomplished?

Examples: minimize publicity etc.

Damage control doesn't happen overnight, it takes time and attention to it.

Who can your company reach out to to minimize impact and even out bad reviews or other bad publicity?

Examples: employees, past customers, business supporters, press.

If you have press contacts, who are they and how can a company contact them?

What message in a crisis do you want to be conveying?

What can you put out there to promote and reinforce your brand's core message?

What are your company's values?

What is your company's value proposition to your customer base?

In the event of an online crisis, what guidelines for each platform should your point people be following?

For example: Facebook-delete post or respond (outline a standard response)

Yelp reviews- respond (outline a standard response)

Google My Business reviews- respond (outline a standard response)

What follow-up and addition steps can be taken to mitigate an online crisis?

Press Releases-Who will write, who will have input

Website Statement-Who will write, who will have input

Social Media Statement-Who will write, who will have input

Response templates for reviews: Customize to suit the platform, a Facebook response may not be worded quite the same way as you would word a Google My Business review or post:

Facebook:

Instagram:

Twitter: (keep in mind the 280 character count)

Google:

Yelp:

Other channels:

-Write up an initial response for each, a brief response acknowledging and the situation. This needs to go out as soon as there is a problem.

-Write up follow up responses, there will be two main types, responses to worried concerned people and responses to very unhappy/mad people.

-Create responses for key people as well. A moderator may be posting on behalf of the company owner or manager but it needs to be labeled as a response from that source.

What are some questions that might be asked by people in the event of an online crisis? Write some template responses in how to address these common questions.

What follow-up will you do online and off in the event of an online crisis and for how long?

If a crisis, even a minor one occurs, note what were the results of this, what could you have done differently? What did not go as planned? Did the process for addressing a problem go well? If not what could be tweaked to make it better if something happens in the future?

Reputation Management Checklist for Platforms

Google My Business/Google Maps= Checked Listing

Yes No

No: Check

Claimed Ownership of listing

Yes No

No; Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

Yelp = Checked Yelp Listing

Yes No

No: Check

Claimed Ownership of listing

Yes No

No; Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

Checked Bing Local Listing <http://www.bing.com/businessportal>

Yes No

No: Check

Claimed Ownership of listing Yes No

Yes No

No; Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

Checked Yahoo Local Listing/Yext

Yes No

No: Check

Claimed Ownership of listing

Yes No

No: Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

++Note about Yahoo listings, the site signup is confusing, this article may help

<https://localmarketinginstitute.com/yahoo-free-business-listing/>

Optional Merchant Circle, Manta, Other directories

Other services and monitoring:

Check to see if your business name is taken on social networks:

<http://namechk.com/>

<http://knowem.com/>

-Don't sign up for the service, just use it check (and be cognizant of the fact that they don't seem to be right 100% of the time)

Free Reputation alerts:

<http://google.com/alerts> (put in quotes for better return results)

Real time search (twitter) <https://twitter.com/search-advanced>

Paid:

- <https://mention.com/en/>
- <https://sproutsocial.com/plans-and-pricing/>