



Crisitunity

- in toxic but intoxicating times

Richard Linning

World Communication Forum Istanbul

5 November 2012



Can a crisis be interpreted as a chance?

- Two interpretations
- a chance event
 - totally unexpected and totally unpredictable ?
 - What can go wrong will go wrong
- an opportunity
 - a time or set of circumstances that make it necessary to do something ?
 - Not about winning but about damage control



Communication

- toxic but intoxicating

- fomo (fear of missing out)
 - unfortunately an algorithm cannot tell the difference between real and made-up news
- no longer a dominant player
 - the influence of the traditional media has all but disappeared, now unlimited, unchecked, inexpensive opportunities to disseminate information



Loss of Control

- + historic, media management - Ivy Lee – 30 October 1906 - the first press release, special train to scene
- + more recently, embedded journalists - emphasis on tactics, fewer questions about purpose
- + unlimited, unchecked, inexpensive opportunities to disseminate information
- + viral free for all – Marmitegate
- + search engine multiplier – NZ rugby brand
- + automation – 50% online traffic automated tweets

////////////////////
How many are human?



expertise in running bots is becoming the prime weapon in social media campaigning.

SHARE



SHARE



TWEET



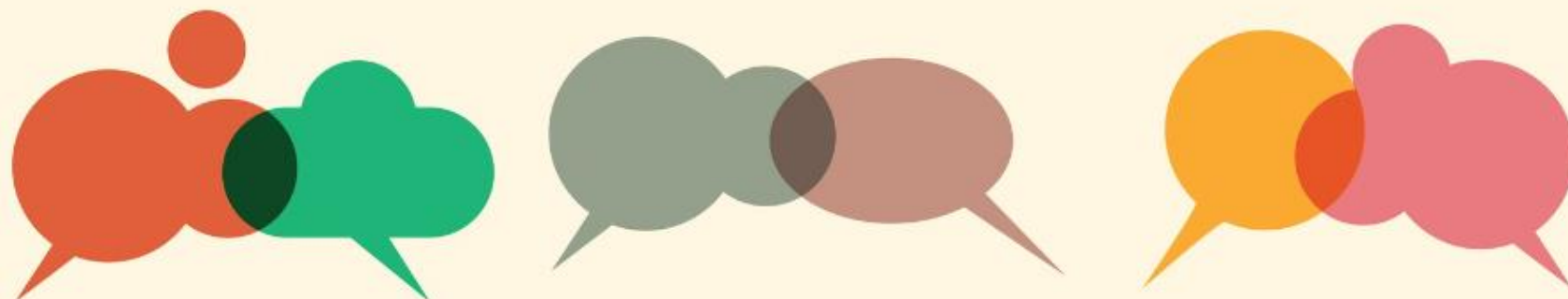
PIN



COMMENT
7

TIM MOYNIHAN GEAR 06.29.15 7:00 AM

WITH BOTS LIKE THESE, WHO NEEDS FRIENDS?





Donald J. Trump 
@realDonaldTrump

 Follow

Did Crooked Hillary help disgusting (check out sex tape and past) Alicia M become a U.S. citizen so she could use her in the debate?

RETWEETS
7,911

LIKES
18,090



2:30 am - 30 Sep 2016



7.9K



18K



TWITTER



Hillary Clinton

@HillaryClinton

Follow

This is...unhinged, even for Trump. A few notes.

Donald J. Trump @realDonaldTrump

Did Crooked Hillary help disgusting (check out sex tape and past) Alicia M become a U.S. citizen so she could use her in the debate?

RETWEETS

3,919

LIKES

7,960



TWITTER

crisitunity



Crisitunity

- shortage of steel in USA, 1914





tweet first/verify later

- + unlimited, unchecked, inexpensive opportunities to disseminate information
- + viral free for all – Marmitegate
- + search engine multiplier - NZ rugby
- + algorithms rule – platforms determine consumption



tweet first/verify later

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- + search engine multiplier - NZ rugby
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Long Starbird

@Sourdust



Follow

In search of lost treasure...

#brexit

#Marmite





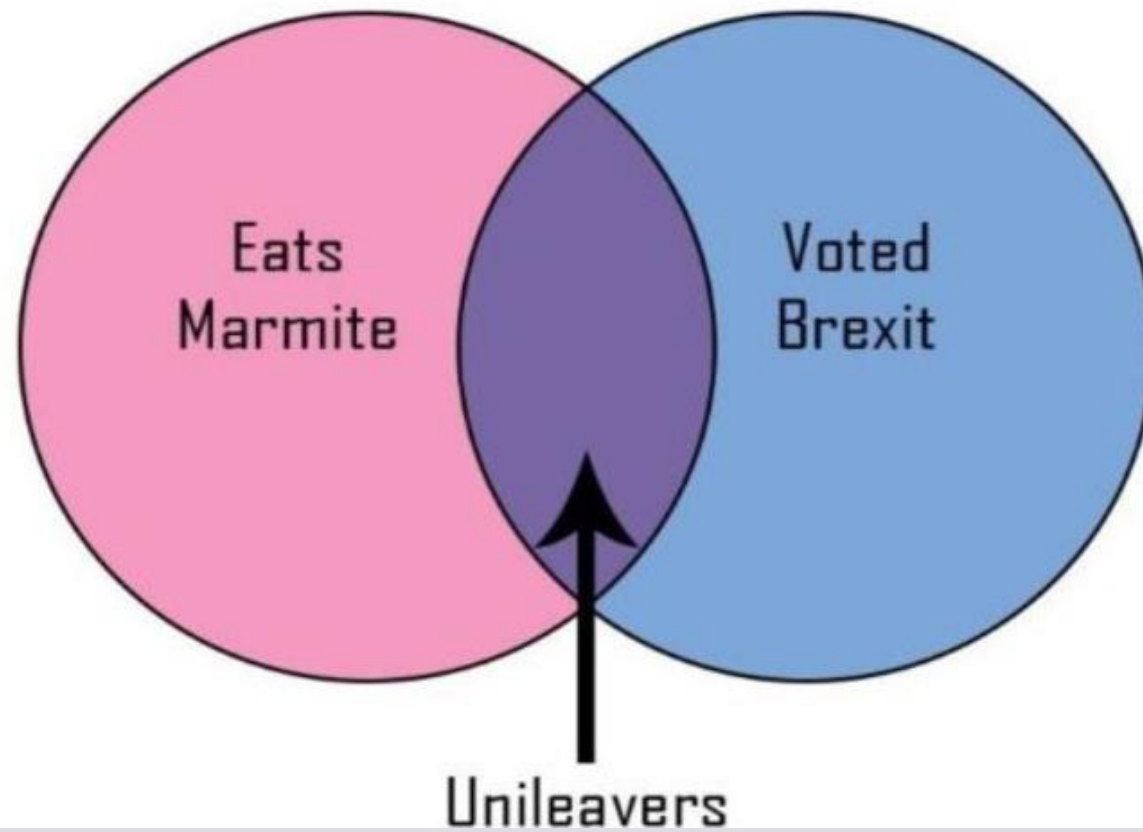
Vegemite 
@Vegemite

@Bovril This is our moment.

13/10/2016, 07:44

TWITTER

#Brexit #Marmite #Unilever #Tesco
#MarmiteGate #AllTheHashtags





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Aaron Smith breaks down in tears apologising after disabled toilet sex storm

New Zealand scrum-half suspended after 'huge error' when he was spotted in tryst with woman in airport loo

VIDEO

BY JAMIE GORDON

6th October 2016, 2:50 pm

**COMMENT
NOW**



All Black Aaron Smith's toilet tryst: 'He clearly let himself down' - PM - search engine multiplication











- Chris Rattue: Rugby shame continues
- 'Leave Aaron alone': Rugby supporters play defence
- NZ sport bodies need to offer more support, expert says
- Smith could learn from Williams' toilet tryst of 2007
- Public backlash over All Black Aaron Smith's toilet tryst
- NZ Rugby culture 'not entirely healthy'; brand expert
- Steve Hansen warned All Blacks of public misbehaviour
- Disability group disappointed in All Black's actions
- 'Distress': Smith's partner asks for privacy



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platforms determine consumption

	1 Google 1 - eBizMBA Rank 1,600,000,000 - Estimated Unique Monthly Visitors <i>Updated:</i> October 1, 2016. The Most Popular Search Engines eBizMBA
<div>  1.1K </div> <div>  </div>	2 Bing 15 - eBizMBA Rank 400,000,000 - Estimated Unique Monthly Visitors <i>Updated:</i> October 1, 2016. The Most Popular Search Engines eBizMBA
<div>  </div> <div>  </div>	3 Yahoo! Search 18 - eBizMBA Rank 300,000,000 - Estimated Unique Monthly Visitors <i>Updated:</i> October 1, 2016. The Most Popular Search Engines eBizMBA
<div>  </div> <div>  </div> <div>  </div>	4 Ask 25 - eBizMBA Rank 245,000,000 - Estimated Unique Monthly Visitors <i>Updated:</i> October 1, 2016. The Most Popular Search Engines eBizMBA
<div>  7K </div> <div>  </div>	5 Aol Search 245 - eBizMBA Rank 125,000,000 - Estimated Unique Monthly Visitors <i>Last Updated:</i> October 1, 2016. The Most Popular Search Engines eBizMBA

algorithms rule

- platforms determine consumption

Trending shows you a list of topics and hashtags that have recently spiked in popularity on Facebook. This list is personalized based on a number of factors, including Pages you've liked, your location and what's trending across Facebook. Learn more about how to [use trending](#) and how we [determine what trends are shown](#).



Note: Trending is currently available in English in select countries.



Before

- vigilance

- + monitor your brand – name, product names, famous people associated, relevant legislation and policies, competitors, groups pro and con groups, industry issues
- + content-rich, active social media presence (credibility and goodwill)
 - + create a “dark site” ready to launch,
 - + a pressure relief valve (others will if you don’t)
 - to find, moderate and answer back (only twice, a third is an argument)



During

- keep calm, do not panic

- + don't panic or react unnecessarily (who? How many followers? etc)
- + be quick, accurate, consistent

Explain facts of situation, what you are doing, express empathy



After

- history is often repeated as tragedy

- + crisis is an opportunity, if necessary
 - To learn from mistakes
 - To make necessary changes
 - To ask, how well did we do ?



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