

CRISIS MANAGEMENT IN A SOCIAL MEDIA WORLD

THE DISAPPEARANCE OF PRIVACY



THERE IS NO SUCH THING AS A PRIVATE CONVERSATION



SHARING EVERYTHING ON SOCIAL MEDIA
THINK BEFORE YOU POST
DON'T JUMP INTO A TRENDING TOPIC. #WHYSTAYED

IN A CRISIS, YOU SHOULD BE MOST CONCERNED ABOUT YOURSELF NOT THE OTHER PERSON



- ### 10 COMMUNICATION LESSONS FROM A CRISIS
- 1. BE THE FIRST TO RESPOND IN A CRISIS
 - 2. OPEN A BLOG
 - 3. BE TRANSPARENT
 - 4. BE HONEST
 - 5. BE CONSISTENT
 - 6. BE PROACTIVE
 - 7. BE EMPATHETIC
 - 8. BE RESPONSIVE
 - 9. BE CLEAR
 - 10. BE OPEN TO FEEDBACK



PANEL 2 REPUTATION MANAGEMENT TRENDS, OPPORTUNITIES & CHALLENGES

CONFIDENTIALITY IS THE OUTCOME OF CORPORATE REPUTATION. REPUTATION LIEN OUYEN TO AIR

THE MANAGEMENT OF CORPORATE REPUTATION IS A Philosophy of Life

REPUTATION IS A TOOL FOR NEGOTIATING BLACKMAIL

REPUTATION AFFECTS EMPLOYEE TURNOVER

REPUTATION IS NOT IMPORTANT UNTIL YOU DON'T HAVE IT

GENY WILL ALWAYS ASK WHY? THAT'S WHY ARTICLES

REPUTATION STICKS TO PRINCIPLES

REPUTATION TAKES 20 YEARS TO BUILD & 5 MINUTES TO DESTROY

IF YOU THINK ABOUT IT YOU WILL DO THINGS DIFFERENTLY

DICHOTOMY OF REPUTATION: NEEDED FOR REPUTATION MANAGEMENT

Goldman Sachs CAPABILITY INDUSTRY

GOOD PRACTICES:

- INFLUENCE
- REPUTATION MANAGER
- SEO
- INTERVIEWING
- BLOGGING
- SOCIAL PUPPET
- CSR

BAD PRACTICES:

- TROLLING
- WHISTLE BLOWER
- GAMING THE SYSTEM





THERE IS NO SUCH THING AS A PRIVATE CONVERSATION

EVERYBODY CAN BE FAMOUS/INFAMOUS WHETHER THEY WANT IT OR NOT

I TOO, CAN BE A CELEBRITY

SHARING EVERYTHING ON **SOCIAL MEDIA**

THINK BEFORE YOU POST
DON'T JUMP INTO A TRENDING TOPIC, #WHYISTAYED

IN A CRISIS, YOU SHOULD BE MOST CONCERNED ABOUT YOURSELF, NOT THE 'OTHER PERSON'

STUPID ACTS
SHORT SIGHTED CELEBRITY

AID ORGANISATION

mercy MALAYSIA

NEPAL EARTHQUAKE APRIL 2015

DAY 1
DAY 2
DAY 3

CREATED AWATSAPP GROUP

KATHMANDU, AIRPORT, NEPAL



LEVERAGING SOCIAL MEDIA FOR FUNDING

TDRM
TOTAL DISASTER RISK MANAGEMENT



f
- UPDATES ON PROJECTS.
- PSAs PUBLIC SERVICE ANNOUNCEMENT

PEOPLE EXPECT QUICK RESPONSE THROUGH SOCIAL MEDIA

10 COMMUNICATION LESSONS FROM MH17 CRASH

UKRAINE CRISIS

WE WANTED TO SHARE THE TRUTH

- 1 BE THE FIRST TO REPORT IN A CRISIS
- 2 TRUTH DOESN'T MATTER, STORIES DO
- 3 THE SIMPLER STORY WINS - TRUTH IS NEVER SIMPLE
- 4 DEVELOP A STORY & STICK WITH IT.
- 5 PERSISTENTLY GENERATE NEWS CYCLE
- 6 ENGAGE STAKEHOLDER
- 7 "SNACKABLE CONTENT" EASY TO DIGEST INFO
- 8 CRISIS CAN BE AN OPPORTUNITY
- 9 PRE-CRISIS TRACK PREPARATION
- 10 ALL COMMUNICATION IS CRISIS-COMM

Tsunami ACHEN 2004

EMAIL
CALLS

HOST GOVERNMENT CHALLENGES COMMUNITIES LOCAL/INT PARTNERS

THE WORD NEEDS

GOING BEYOND MEDIA RELATIONS & INFO EXCHANGE

INTEGRATED Communication



MORE THAN A BUSINESS SERVICE

COMMUNICATION GO BEYOND STATE BORDERS & NATIONAL CULTURES

DRIVER OF GLOBAL COMMUNITY

BODY LANGUAGE

- EYE CONTACT
- TONE OF VOICE



MY MUM TOLD ME: BORN ONE IS NOT A WOMAN. ONE GROWS & BECOMES A WOMAN.

WHATEVER YOU DO, DO YOUR BEST. SPECIALISATION

PEOPLE ACUMEN "CAPTURING HEARTS & MIND"

MOTIVATION TO GROW

BUSINESS ACUMEN

LEADERSHIP IN AN ORGANISATION

ORGANISATION ACUMEN

SUPERIOR JUDGEMENT

SET EXPECTATION

GUARANTEE

Crafting CHANGE MESSAGES!

the PROCESS:

AWARENESS UNDERSTAND

APPROPRIATE ACTION

COMMITMENT

DATIARA SHAHRIZAT

DURING THE CAMPAIGN, I WAS PHOTOGRAPHED KISSING THE HAND OF MY OPPONENT (A EX-BOSS). BELIEVE THE NATION SAW THAT I LEAD FROM THE HEART.

I CHOSE TO LEAD FROM YOUR HEART

AFTER 17 YEARS WITH UMNO, I WAS A NOMINEE FOR GENERAL ELECTION

"NAWAITU" HAVE GOOD INTENTIONS

HOW WILL YOU COMMUNICATE TO YOUR PEOPLE? - BE COURAGEOUS

SUBSTANCE & STYLE

EXPRESS & EMPATHISE



ALIGN WORDS & ACTION.

INSPIRATIONAL
SUPPORTIVE
INFORMATIVE

WHAT LEADERSHIP MEANS

ENTERTAIN

ENGAGE - DIALOGUE, NOT MONOLOGUE

EPITOMISE "WALK THE TALK"

INCLUSIVE TRANSPARENT LEADERSHIP

IDEAS

VALUE

E³ EMOTIONAL ENERGY EDGE



THE 2008 OBAMA PRESIDENTIAL CAMPAIGN FOCUSED ON SOCIAL MEDIA TO REACH YOUNG VOTERS



SOCIAL MEDIA FOR GOV/POLITICS

ENGAGE DIFFERENT GROUPS ON DIFF DAYS.



CREATES IMPRESSION THAT GOV LEADERS ARE CONNECTED WITH PEOPLE



eTromacy



SNACKABLE CONTENT

- INFOGRAPHICS
- 10 WAYS / POINTS!



POST ON BOTH PLATFORMS

IF YOU GIVE PEOPLE ENOUGH "SNACKS", THEY MAY STAY TO ENGAGE WITH YOUR "FULL MEAL" & MAIN LONG CONTENT.



MEASURE ENGAGEMENT BASED ON QUALITY OF CONTENT

OOHHH... CAN'T BELIEVE HE SAID THAT



MAKE PEOPLE COME TO YOU

TO YOU NEED ATTRACT CLIENTS TO INTERACT WITH YOU... INSTEAD OF ADVERTISING.

- BEING SOCIAL
- EDUCATE
 - ENTERTAIN
 - SOLVE PROBLEMS



FOR ENGAGING / BEING SOCIAL ON MEDIA, THINK OF IT AS... "SCULPTING." MAKING SOMETHING OUT SOMETHING THAT IS ALREADY THERE

DRUG ADDICT ANONYMOUS

I NEED YOU TO STAY SOBER

THERE IS NOTHING NEW ABOUT... SOCIAL MEDIA

"SOCIAL MEDIA" IS A PIPELINE. THEY ARE NEUTRAL

CONTENT IS WHAT YOU PUT THROUGH THE PIPELINE.

I'LL TEACH YOU WHAT WORKED FOR ME TO GET CLEAN

STORY TELLING EXPANDED THE DEFINITION OF ADDICTION: DOING SOMETHING OVER & OVER AGAIN THAT HURTS YOU.



TARGETING THE SAME CLIENTELE

EXCLUSIVE OFFERS
COLLABORATIONS

FERRARI & SAVILLS
(VEHICLE + REAL ESTATE)

PERSONALISED SERVICE

SPECIALY FOR YOU

NO MATTER HOW RICH SOMEONE IS, THEY ARE ALWAYS LOOKING FOR THE BEST DEAL



POTENTIALLY GREAT CARE FOR ME

I CAME FOR THE FLAT BUT STAYED FOR THE CAR



Build Loyalty

ME, MYSELF & I
THE ME GENERATION

Retailers CREATE

YOU'RE A GREAT MUM, ANNE. HERE'S A CARD!

AUTOMATED "THANK YOU" MACHINE



BUILDING Relationships THROUGH FOOD

VIRTUAL SHOPPING

Experiences



STIMULATION



KNOW WHERE YOUR RETAILERS ARE ... AND WHERE THEY ARE HEADING.



FREE WATER

HOOKS FOR HANDBAGS

AMBIENT MUSIC



BIG GROUP

WE START BY PUTTING OURSELVES IN THE SHOES OF OUR CONSUMERS.

WE'RE SELLING EXPERIENCES



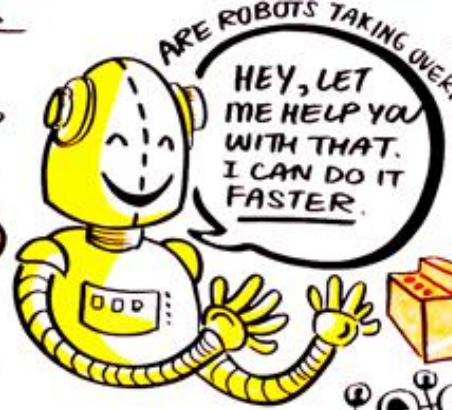
WHAT DOES JOE WANT?

JOE'S SHOE

PAY ATTENTION TO DETAILS & GO ABOVE & BEYOND TO PLEASE CONSUMERS.



COMPANIES PREFER INVESTING TO GO AROUND THE RULES INSTEAD OF INVESTING INTO MAINTAINING REPUTATION / PR.



PLEASE NO...

THE ROLE OF PEOPLE IN MANY INDUSTRIES IS AT RISK. WILL PR BE AFFECTED?

MISCONCEPTION

PR'S CORE SKILL SET IS PITCHING JOURNALIST STORIES

WHY? SPIN THIS STORY WILL YA?



PR IS MOVING UP THE VALUE CHAIN

\$\$\$ \$

CONSULTANCY FIRMS

DIGITAL FIRMS

ADVERTISING

FINDING THE RIGHT PEOPLE
"WAR ON Talent"

ADVERTISING IS EVOLVING

CREDIBILITY IS THE NEW PR CURRENCY



Let's HAVE A CONVERSATION

CMO
CHIEF MARKETING OFFICER

UNDERSTAND Language of Marketers

CHANGE IS COMING !!!

DATA

PLANNER & STRATEGIST



BE A CULTURAL ANTHROPOLOGIST

WHAT DO PEOPLE WANT?

PEOPLE ARE LOOKING TO BUILD A BETTER Life

STORY TELLING



BE LIKE A STAND UP COMEDIANS. - EMOTIONAL STORIES.

MOVING IMAGES

BEHAVIOURAL EXPERTS

INVESTORS
CONSUMERS
EMPLOYEES

COMPANIES NEED TO COMMUNICATE.
Engage WITH THEIR STAKEHOLDERS

HOW TO KEEP THE BEST PEOPLE IN PR

COACHING CEOs ON CAMPAIGNS

INTEGRITY - DON'T SPIN THE TRUTH

BE ENDLESSLY CURIOUS

THAT'S A BAD IDEA

The keys To Success

BY SEAN GARDNER



D DRIVEN TO BE
A AUTHENTIC &
V VALUE BASED WHEN
O OUTLINING STEPS FOR
S SUCCESS

STRUGGLES HAVE DEFINED MY SUCCESS

WHAT IS SUCCESS
VARIED ANSWERS



USE STORYTELLING TO ELEVATE YOURSELF
"STORIES HAVE THE POTENTIAL TO MOVE MOUNTAIN".

PERSONAL BRAND

INFORMATION INSPIRATION ASPIRATION

GENEROSITY

NETWORK EFFECTIVELY

GENUINELY HELPING PEOPLE & STAYING IN TOUCH WHEN YOU DON'T NEED SOMETHING.

AIM FOR IMPACT, NOT INFLUENCE



BE A PATHFINDER, NOT AN OPINION FINDER

LOOK AT EVERYONE AS AN INFLUENCER

GOOD CONTENT

EVERYONE CAN BE A TEACHER TO YOU

COLLABORATION IS POWERFUL

SURROUND YOURSELF WITH PEOPLE WHOSE PRESENCE CALLS YOUR BEST.

BRIDGE WORDS
HELPFUL
INSIGHTFUL
EDUCATIONAL
MEANINGFUL
THOUGHT-PROVOKING
COMPELLING



we are social
PURPOSE DRIVEN SOCIAL
THIS IS AWESOME.



USED TO TEACH CHILDREN ABOUT COMPUTERS IN HK

WHAT IS A SOCIAL BRAND?
SERVING LEADERSHIP
MILLENNIALS TEACH ME.
SHARE CARE "SOCIAL THINKING ERA"



MILLENNIALS
3.8% MORE LIKELY TO SHARE CONTENT
"SNACK MEDIA" CONSUMER

TAPPING THE PASSION BUTTON



SOCIAL BRANDS
CONTENT CREATORS



ISBC AUTHENTIC STORIES

MILLENNIALS ENJOY RISK TAKING BEHAVIOUR ONLINE.



AGAMA PR UKRAINE
WORLD COMMUNICATIONS FORUMS & TV
VOLUNTEER
IRYNA ZOLOTAREVYCH

PR FIRMS LOSE THEIR BEST TALENTS TO AGENCIES AS DIRECTORS



MONIZA WAHEED
THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION



VISITED 5 INHABITED CONTINENTS IN THE WORLD BEFORE TURNING 30.

COMPLETE ALL SORTS OF FORMAL SCHOOLING BY 30.

30 BY 30 UPCYCLING PROJECT

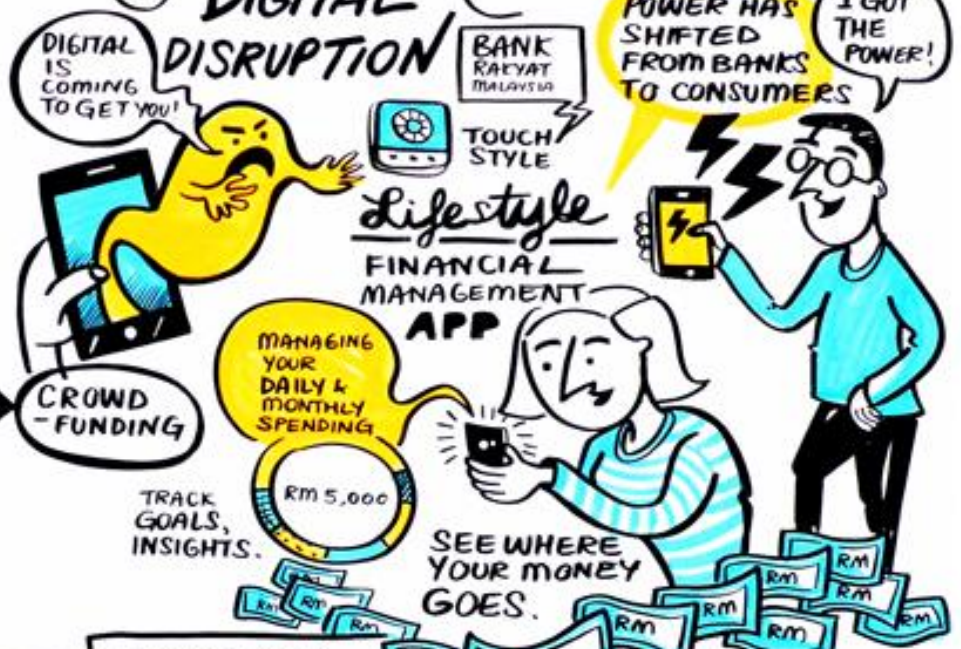
KEY TO SUCCESS
- FAILING
- MULTITASK
- KEEP IN TOUCH



HOW TO RAISE AWARENESS ABOUT MY SOCIAL ENTERPRISE?

FOR PROMOTION, FOCUS ON SOCIAL, OVER DIGITAL.

DIGITAL DISRUPTION



MICROSOFT

CODE

FOR Malaysia 2014

WE SPEAK CODE HTML

DISABLE TO ENABLE (UN) UNITED NATIONS 2015

PANEL 1 CRISIS MANAGEMENT IN A SOCIAL MEDIA WORLD



PANEL 2 REPUTATION MANAGEMENT TRENDS OPPORTUNITIES & CHALLENGES



REAL LIFE STORY

