

NAAHL

National Association of
Affordable Housing Lenders

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COMMUNICATIONS DIRECTOR

HAVE A PLAN IN PLACE

- **Define team roles & responsibilities**
 - Who will oversee the crisis? i.e. Manager, Director, Vice President, etc.
 - Who will conduct the social listening?
 - Who will respond?
- **Define what counts as a crisis**
 - What will impact your brand
 - Review situation as a team and determine if you need to take action
 - Beware of internet trolls



HAVE A PLAN IN PLACE

- **Build a social media crisis response plan**
 - Create guidelines for identifying the type and magnitude of a crisis
 - Defines roles and responsibilities for the crisis team
 - Include up-to-date contact information for critical employees
 - Create approval processes for messaging posted on social media
 - Draft any pre-approved external messages, images, or information
 - Include a link to your social media policy or other information related to the issue
 - Analyze/evaluate your responses

UNITED AIRLINES

This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines



United  @united · Apr 10

United CEO response to United Express Flight 3411.
pic.twitter.com/rF5gNlVd0

↩ 64K

↻ 21K

♥ 7.9K



UNITED AIRLINES

 **Dave Cindrich**
@capcindrich Follow

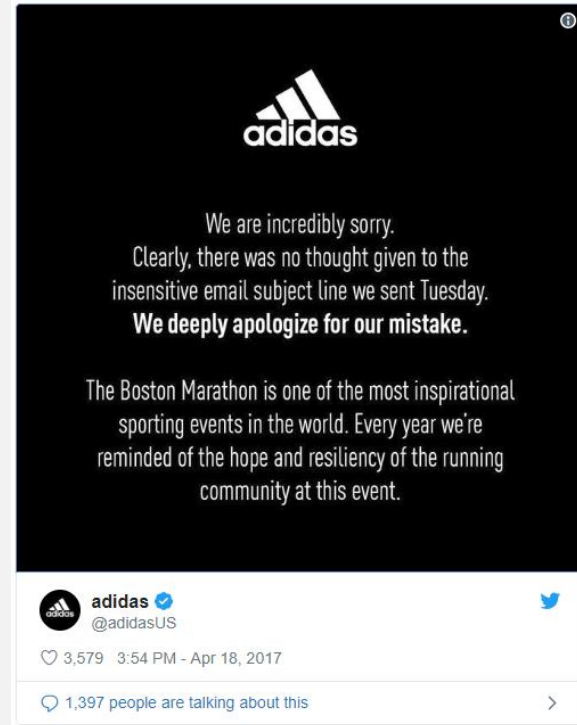
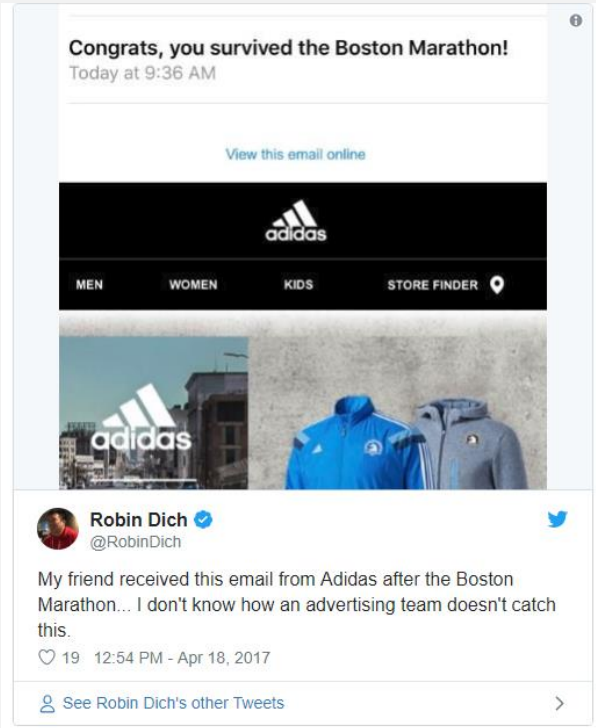
[@Reflog_18](#) Continental Airlines pilot vs United Airlines pilot:



RETWEETS 109 LIKES 333



ADIDAS



SOUTHWEST AIRLINES



Southwest Airlines
July 22

Southwest Airlines confirms emergency responders at New York's LaGuardia airport are assisting with an evacuation of #flight345 after the Boeing 737 arrived this evening from Nashville. We will provide further details when available.

Like · Comment · Share

1,151

4,987 people like this.

Top Comments ▾

Write a comment...

I love that Southwest actually comes out and tells us first without waiting for pressure from the media.

Like · Reply · 449 · July 22 at 6:33pm via mobile

5 Replies

I was on the flight and would like to say that so far we are all okay! Thanks for the prayers!

Like · Reply · 725 · July 22 at 6:34pm via mobile

32 Replies

View more comments

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RESPONDING TO A CRISIS

- **Practice social listening**
 - Monitor keywords and hashtags
 - Set up Twitter and Facebook search operators on tools such as Sprout Social or Hootsuite to alert you of a potential issue.
- **Be sure to turn off any scheduled messages/posts**
- **Never delete negative comments**
- **Implement your social media crisis response plan**

RESPONDING TO A CRISIS

- **Take ownership of the situation**
 - Be honest, authentic, and transparent
- **Use the appropriate emotions to apologize**
- **Respond quickly**
- **Give your followers/audience updates**
- **Messages should be short and to the point**
 - Messages should be designed to diminish concerns among followers
- **Engage with audience but don't argue**
- **A key consistent message should be shared on all platforms**

AFTER THE STORM

- **Monitor the social media chatter**
- **Internally review how effective were the messages and time of response**
 - Create a report that shows impressions, shares, comments and average response time to critical questions.
- **Evaluate what was done right, what could have been done better, and what could be done next time**
- **Update your social media crisis response plan**