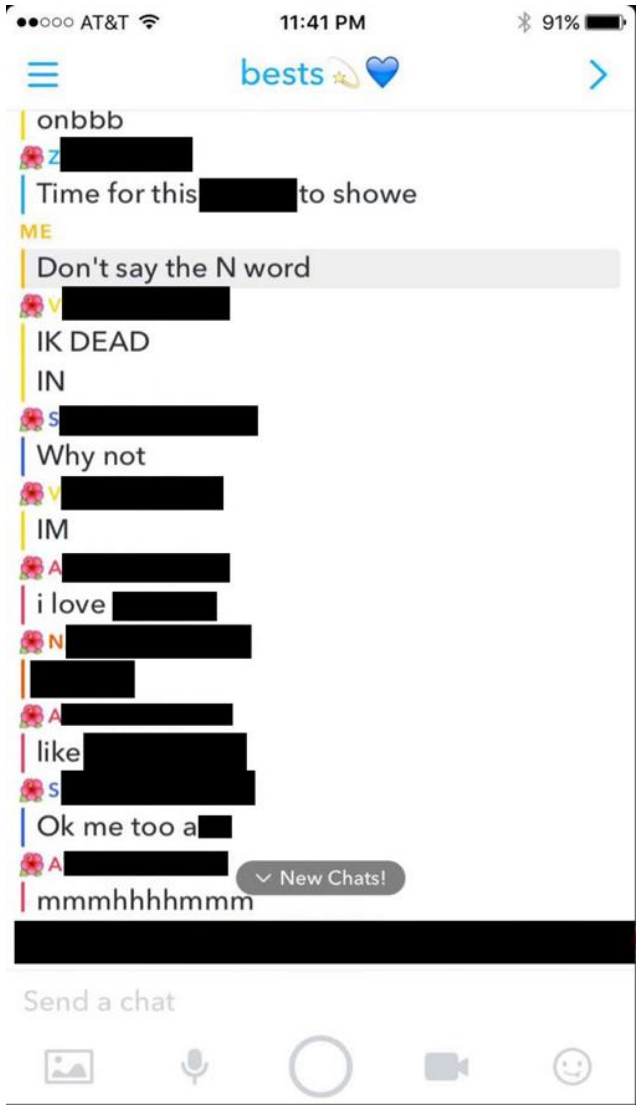
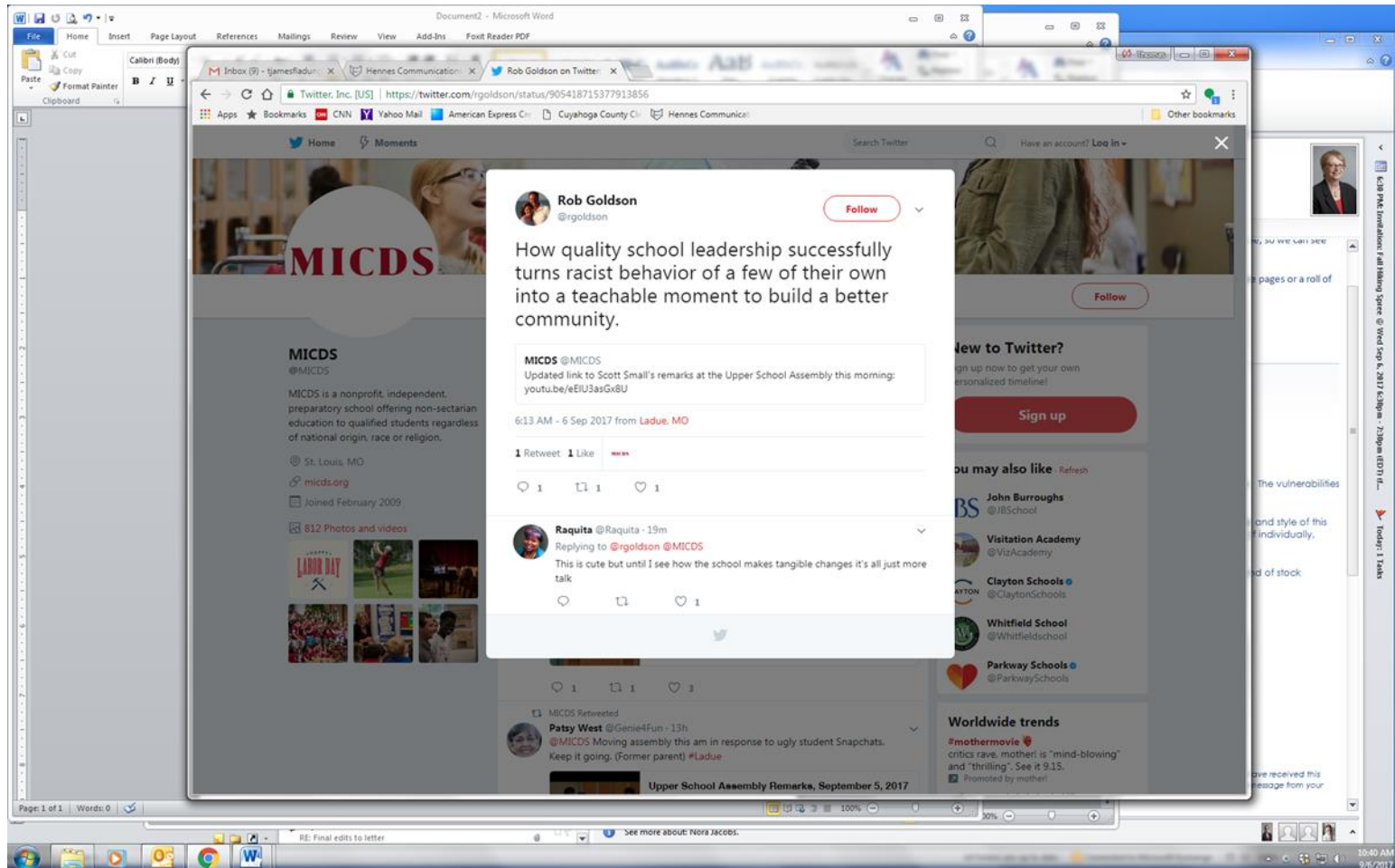


Crisis Communications & Your Library in the Social Media Era







 **Katie J. Williams** · May 25, 2022
@realkatiejow · [Follow](#)
Gee, I wonder why...

[#PublicRecordsRequest](#) 🙄

 **Alexis Salt** @hufflepufflady
I did it. I resigned. My heart is simultaneously broken and exhilarated. This year has broken me.

 **Danielle Ford | Clark County School Board**
@TrusteeFord · [Follow](#)

I'll go ahead and repeat what I said to you at a recent closed session:

"Shut the f*ck up, Katie.
Shut the f*ck up, Katie.
Katie... shut the f*ck up."

4:07 PM · May 25, 2022

👍 219 💬 Reply ↗ Share

[Read 26 replies](#)

Expect 'unintended consequences'

“An employee’s personal or private use of social media may have unintended consequences.”

The Damage Control Playbook

Rule #1: Tell the truth

Rule #2: Tell it first

Rule #3: Tell it all*

Rule #4: Tell it fast

Rule #5: Tell it to the people who matter most

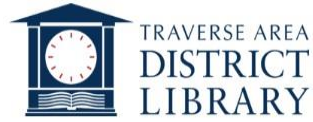


Social Media: The Outrage Machine



Be Social – But Be Safe

- Be consistent with messaging
- Establish terms of use
- The slippery slope of comments
- Understand your organization's social media guidelines
- Consider personal and professional pages
- Secure your accounts



East Bay • Fife Lake • Interlochen
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Catalog Search Website Search

Books, movies, music... Search

My Account | Get a Card | Locations & Hours

- Events
- Services
- Books/Movies/Music & More
- Download & Stream
- Topics
- Research
- Kids & Teen

- Section 1: Governance
 - 1.1 Bylaws of the Traverse Area District Library Board of Trustees
 - 1.2 Electronic Communications for Trustees Policy
 - 1.3 Oath of Office for Trustees
 - 1.4 Traverse Area District Library Trustee Ethics Statement
 - 1.5 Authority of Committees
 - 1.6 Freedom of Information Procedures and Guidelines
 - 1.8 Remote Participation at Meetings by Traverse Area District Library Board Members and the Public

- Section 2: Finance
 - 2.1 Budget Adjustment and Disbursement
 - 2.11 Fund Definitions
 - 2.2 Purchasing and Contracting Policy
 - 2.3 Credit Card Use
 - 2.4 Disposal of Materials, Furniture, and Equipment Policy
 - 2.5 Gift Policy
 - 2.6 Donor Recognition
 - 2.7 Investment Policy Statement
 - 2.8 Tax Capture Policy
 - 2.9 Electronic Transactions Policy

Section 3: Circulation

4.15 Social Media Policy

Scope

The Traverse Area District Library (“TADL”) is committed to using current forms of social media for enhanced accessibility to Library patrons in our service district and to promote Library services, resources, programs, and events with responsiveness and professionalism to maintain a positive image. Social media is defined as a web application, presence, or account created and maintained by TADL. The role and utility of social media sites will be evaluated periodically by TADL employees, and may be terminated at any time without notice to subscribers.

General Policy

This policy shall apply to all users of TADL’s social media pages, including the general public, TADL patrons, employees and Board Members.

Content

Designated TADL employees will have access to TADL’s social media accounts to manage the following types of content and features including but not limited to:

- Notice of library events, meetings, and programs; notice of community events
- Photographs and videos from the above
- Links to articles, videos about libraries, publishing, books, reading, and other literacy related content
- Information about library-related services such as databases and electronic services
- Highlights of special collections such as local history or new additions to the collections

Terms

Comments noting the positives about TADL are always welcome, but so too are constructive criticisms. TADL monitors its social media pages and takes input seriously; TADL encourages everyone to be respectful in their comments.

Be Social – But Be Safe

- Be consistent with messaging
- Establish terms of use
- The slippery slope of comments
- Understand your organization's social media guidelines
- Consider personal and professional pages
- Secure your accounts

Private Page = Public Record

- Your personal page may be considered a public record.
- What is the content of the post?
- Is the post or discussion related to your library or job?
- Forward library-related comments from your personal pages to the library.

Hijacked Social Media Accounts

**Very real threat
in
today's digital world.**

Prevent Your Accounts From Being Hijacked

- Use multifactor authentication.
- Have complex passwords for each account.
- Beware of social media quizzes.
- Avoid logging into the account from public Wi-Fi.

Best Practices - Do

- Distinguish between accounts.
- Limit personal accounts to personal content. If in doubt, leave it out.
- Use privacy settings.

Best Practices – Don't

- Don't write posts within scope of library business.
- Don't discuss private accounts in public settings.
- Don't link from any official public accounts.
- Don't use public devices.

Online Threat Assessment

- Who began sharing the negative information online?
- Are more and more people seeing and sharing it as time goes on?
- Has the mainstream media begun covering this situation?

Determine the Influence of the Threat

- Is the person/organization spreading the negative information a public figure or individual, or an entity that is well-known in the community?
- Does the person/organization have a substantial following across social media?
- Does the person/organization's posts generate a lot of user interaction?
- Does the person/organization regularly engage with key people/organizations in your organization or community?

Best Practices When Responding

- Don't get emotional.
- Try to move the conversation offline.
- Respond and correct misinformation.

Best Practices When Responding to an Online Threat

- Document the incident: take screenshots.
- If the crisis is playing out on social media, that's where people are watching for your response. Use social media to address it.

Is It Over?

- Is social media discussion dwindling every day?
- Is online media coverage dwindling every day?
- Are your relationships with your affected stakeholder groups as strong or stronger than they were before this incident happened?

Winning on Social Media: Approach

- Transparency
- Responsiveness
- Speed - Beware “confirmation bias”
- Words + Action
- Professional – and human

Winning on Social Media: Action Steps

- Don't let mistakes live on
- Don't arm wrestle with trolls
- Pause before hitting “delete”
- Go offline to get back on track
- Know who's running the site

Interview Control Tool

Use key messages

- Simple
- Quotable
- Jargon-free
- Soundbite-length

Interview Control Tool

Anticipate questions

- Social media as question resource
- Your history
- Your website

Interview Control Tool

Brainstorm effective answers

- Short
- No speculation
- If you don't know, you don't know

Interview Control Tool

Pivot back to key messages

- “The important thing is...”
- “Let me repeat...”
- “What I CAN tell you is...”

Interview Control Tool

Support message with examples and facts

- Anecdotes bring messages to life
- Facts make messages real

Control Tool Summary

MESSAGE

- QUESTIONS
- ANSWERS
- TRANSITION/PIVOT
- EXAMPLES

What's A Crisis Communications Plan?

**Who says what
to whom,
how
and when?**

Launching A Crisis Plan

The Vulnerability Audit

- Gather the leadership team
- Brainstorm potential crises
- How likely?
- How damaging?

Essential Elements Of Crisis Plans

Messages – Built directly from the vulnerability audit

- Media statements
- Social media posts
- Establishment of Crisis Communication Team

Essential Elements Of Crisis Plans

- Identification of key stakeholders/audiences
- Protocols and procedures for Crisis Team activation
- Social media instructions, passwords and guidelines
- Updated contact information

Crisis Management & Crisis Communications

Hennes Communications

Crisis Management
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Litigation Communications Support
Media Training



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We have a strategy.**

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is always in session.