

Contingency
Resources



Media and Social Media in a Crisis



WSSCA Conference
Wisconsin Dells

Who we are

Chad Doran, CPC

Principal, Contingency Resources

- FEMA certified PIO
- Communications Coordinator – City of Appleton
- Former TV news reporter WGBA, KWQC, WKOW, WLUK
- Three-time “Top 100 Local Government Influencer”

Megan Mulholland, APR

Principal, Contingency Resources

- FEMA certified PIO
- Director of Marketing and Communications – Community Foundation Fox Valley
- Former Media and Public Relations Manager – ThedaCare
- 2015 PRSA “Communicator of the Year”



Training Objective:

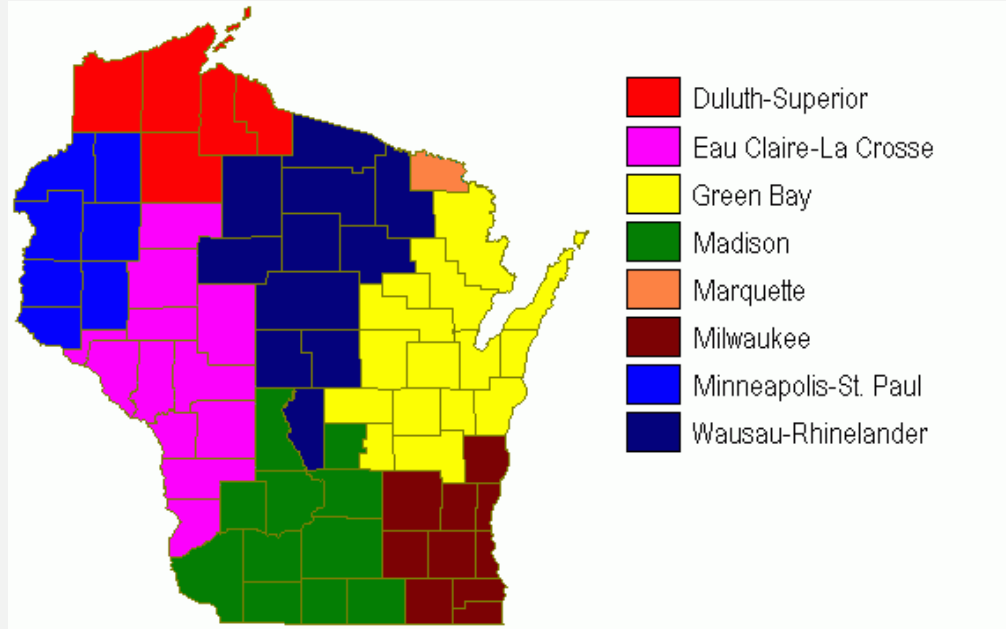
Inform your audience with facts
and be the resource people turn
to in a crisis.

Managing your Message

- Preparation
- 3 key points
- Stay focused
- Stay calm
- Summarize



Wisconsin Media Markets



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Wisconsin Media Markets

The map displays the United States divided into numerous television markets, each represented by a different color. The map includes state names, a scale bar, and insets for Alaska and Hawaii. The title 'US TELEVISION MARKETS' is centered at the bottom of the map area.

US TELEVISION MARKETS

How the Media Works

TV

Cameras
Live online
Footage



Radio

Microphones
Cellphone
Soundbite



Newspaper

Recording
Images
Online/Print



Who talks to the Media?



Working with the Media



1. Know them
2. Be prepared
3. Be responsive
4. Think visually
5. Trust them

Crisis Communication

Think Social First



Go where the people are



Delegate responsibility



Phone a friend



Rumor Control

Which platforms are you on and why?

Facebook

Largest social media platform in the world. There are 2.27 billion users worldwide and you can technically reach ALL OF THEM!



Instagram

Over one billion active users, uploading over 100 million photos per day. What can you show your audience?



Twitter

Twitter has 326 million users that send 500 million tweets PER DAY! This is your best channel for emergency communication.



Youtube

Youtube has 1.9 billion active users. One billion hours of video are uploaded every day. The average person watches 40 minutes of video per day.



How Social Media Works

Facebook

Instant
Informative
Interaction
Monitor



Mauris semper enim non
egestas posuere. Curabitur
varius neque ac

Twitter

Instant
Timely
Frequent
Monitor



Mauris
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Social Platforms: Pros and Cons in a Crisis

Pros:

- Communication tool
- Listening tool

Cons:

- Overwhelming
- Citizen journalists



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