

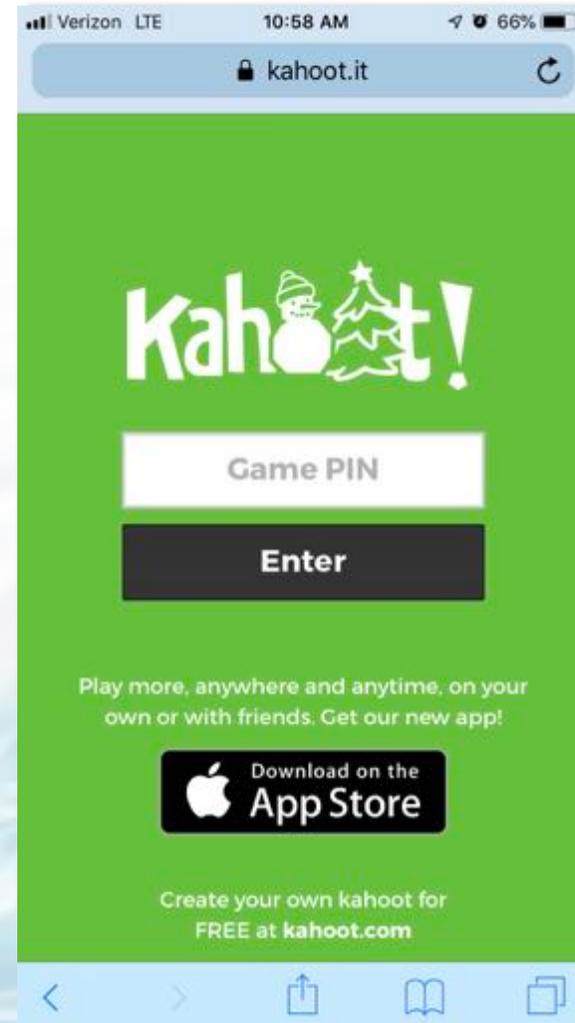


THE FIRST 24 HOURS

How to Manage the
Media During an Active
Crisis

GETTING STARTED

- Using the browser on your mobile devices, enter the following address: kahoot.it
- Enter the following game pin: **357542**
- Assign yourself a nickname
- When it says you're in, we'll see you on the screen and then we'll be ready to go!



WHAT DOES A CRISIS LOOK LIKE

- Social Media Posts
- Picketing
- Lawsuit
- Complaint
- Theft
- Drugs
- Survey
- Weather
- Food
- Alleged Abuse/Neglect
- Criminal Activity
- 5-Star Ratings
- Embezzlement
- Flood
- Disease
- Employee Misconduct

BEHAVIOR THAT MAKES GOOD TV



WHY THE FIRST 24-HOURS MATTER



- Poorly managed crisis events WILL impact your bottom line
- Brands that respond effectively to a crisis in a timely and effective way (empathetic, transparent, and actionable) perform ~15% better in their stock value.
- Managing a crisis can be difference between being on the news in a neutral way OR a negative way...or not at all
- Most critical events can be addressed internally
- With proper facts, a story can be repositioned
- You have control over the narrative

TABLETOP EXERCISE: CRISIS SCENARIO



You are the executive director of a brand-new building with 74 residents, including a dementia and Alzheimer's care unit which utilizes the WanderGuard system.

At 6:15 p.m., you receive a call from your team informing you that an 84 year old Hispanic female resident who has dementia cannot be located in or around the building. It appears that she has eloped. The resident has lived at the facility since its opening 6 months ago, and prior to that, was in care at another facility 25 miles away. The resident has a daughter, with whom she is very close and who lives in Mexico. The resident was last seen by staff at approximately 5:30 p.m. shortly after dinner where she returned to her room. The WanderGuard system did not issue any alerts throughout the day. There were approximately 10 staff members scheduled and 8 showed up who were on site at the time that the resident eloped.

The team informs you that they have contacted the police, who are en route to assist with locating the resident.

As you begin to put on your coat to return to the facility to help, your phone rings again – it's a local TV station. They tell you they heard on the police scanner that a resident was missing from the facility, and they'd like you to comment. What do you do?

WORKSHOP

- As a team, discuss the following:
 - Outline the facts
 - What is the most important information – at this time
 - What information is missing
- Discuss who you need to notify of the situation
- Determine how you will communicate to Staff, Media & other Stakeholders
- Draft three talking points for staff and media

REAL WORLD RESOLUTION

MISSING WOMAN
LAST SEEN IN SOUTHWEST FRESNO

- 84 YEARS OLD
- GREY HAIR, BROWN EYES
- 5'4", 125 LBS.
- WHITE OR LIGHT YELLOW TOP
- BEIGE SKIRT

NEW ROUND OF TALKS BETWEEN ISRAELI AND PALESTINIAN NEGOTIATORS TODAY IN D.C.

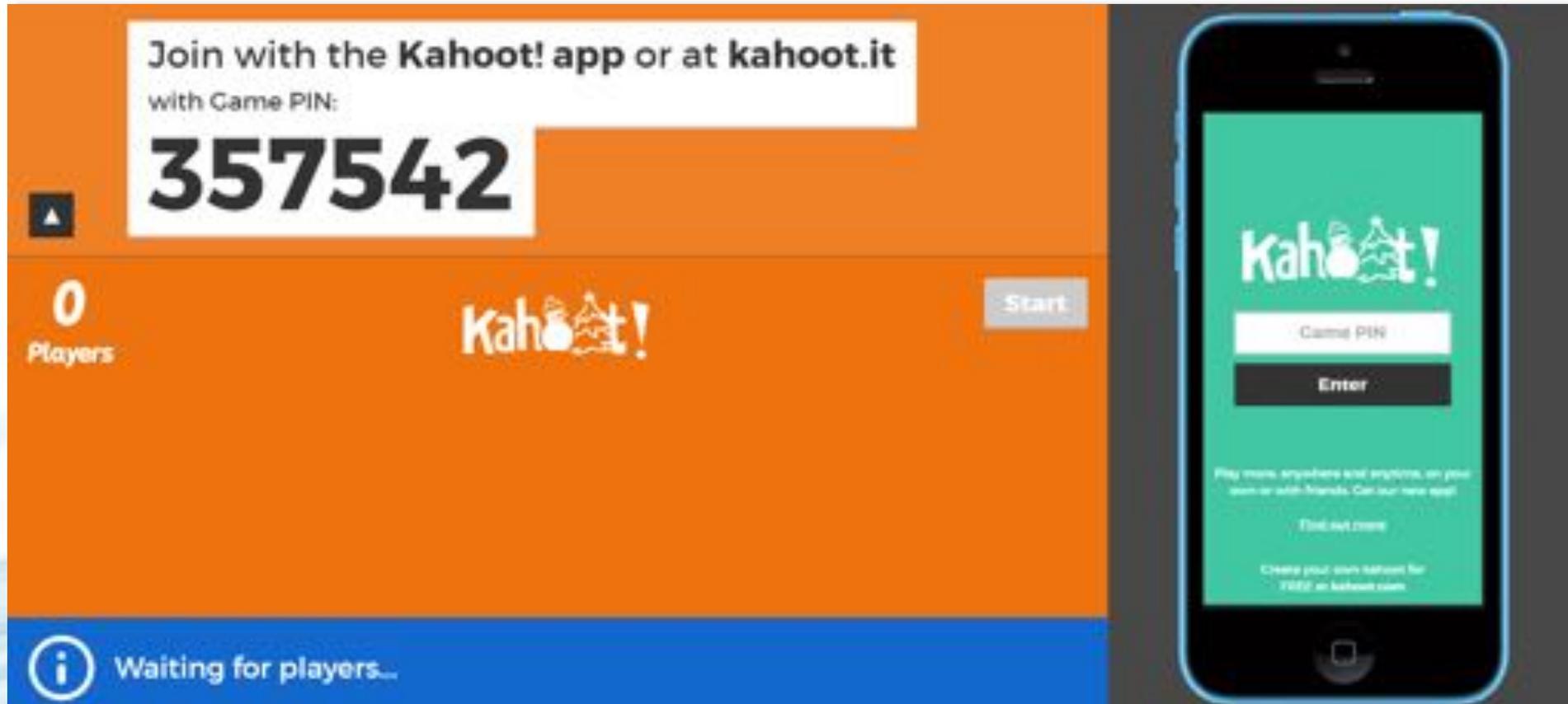
5:04
89°

THE ANATOMY OF A TALKING POINT



- 3 to 5 Talking Points *MAX* – in most circumstances
- Say what you know, but you do not need to say everything
- Bookend your points with the focus on resident and care **AND** collaboration with other authorities/partners/entities
- State the facts based on the current situation – do not speculate
- Express your commitment to collaboration with investigation
- Use simple words – avoid jargon where possible
- Maintain consistency with all audiences

QUIZ TIME!



WHO IS ON YOUR CRISIS TEAM



WHAT TO DO WHEN THE MEDIA CALLS



- Gather the info outlined on your media protocol card
- Find out what the reporter's questions are
- Establish the facts related to the specific inquiry
- If needed, check with Legal to determine what is and isn't public facing
- Common documentation that can help (but that you shouldn't provide to the reporter):
 - 2567s
 - Police Reports
 - Facebook Comments
 - Marketing Materials
 - Internal Investigation Findings
 - HR Facts (employment history, policies and procedures, etc.)

CONTROLLING THE NARRATIVE

- **Media card:**
 - Not a substitute for training, but it will help **in a pinch**
 - Use in standup meetings with staff
 - Help to ensure consistency of message
- **Pitfalls:**
 - Underestimating employee gossip
 - Assuming journalists understand our industry
 - Mistaking a reporter as your friend
 - Getting into situations where you are not prepared
- **Determine a spokesperson:**
 - Top Executive
 - Executive Director/Operator
 - Corporate Comms or PR representative

When a reporter calls

- Get reporter's name, publication/station
- Get a brief explanation of the reason for the call/questions
- Secure the deadline
- Get reporter's phone number & e-mail
- Let reporter know that someone will call back
- Contact your supervisor
- Contact your public relations department or Trifecta Public Strategies
- Your public relations team will work to help determine the appropriate response

If a critical event has occurred that may generate media inquiries, call Public Relations or Trifecta Public Strategies immediately for guidance on how to best manage the situation.

www.trifectapublicstrategies.com

THE DANGER OF “NO COMMENT”

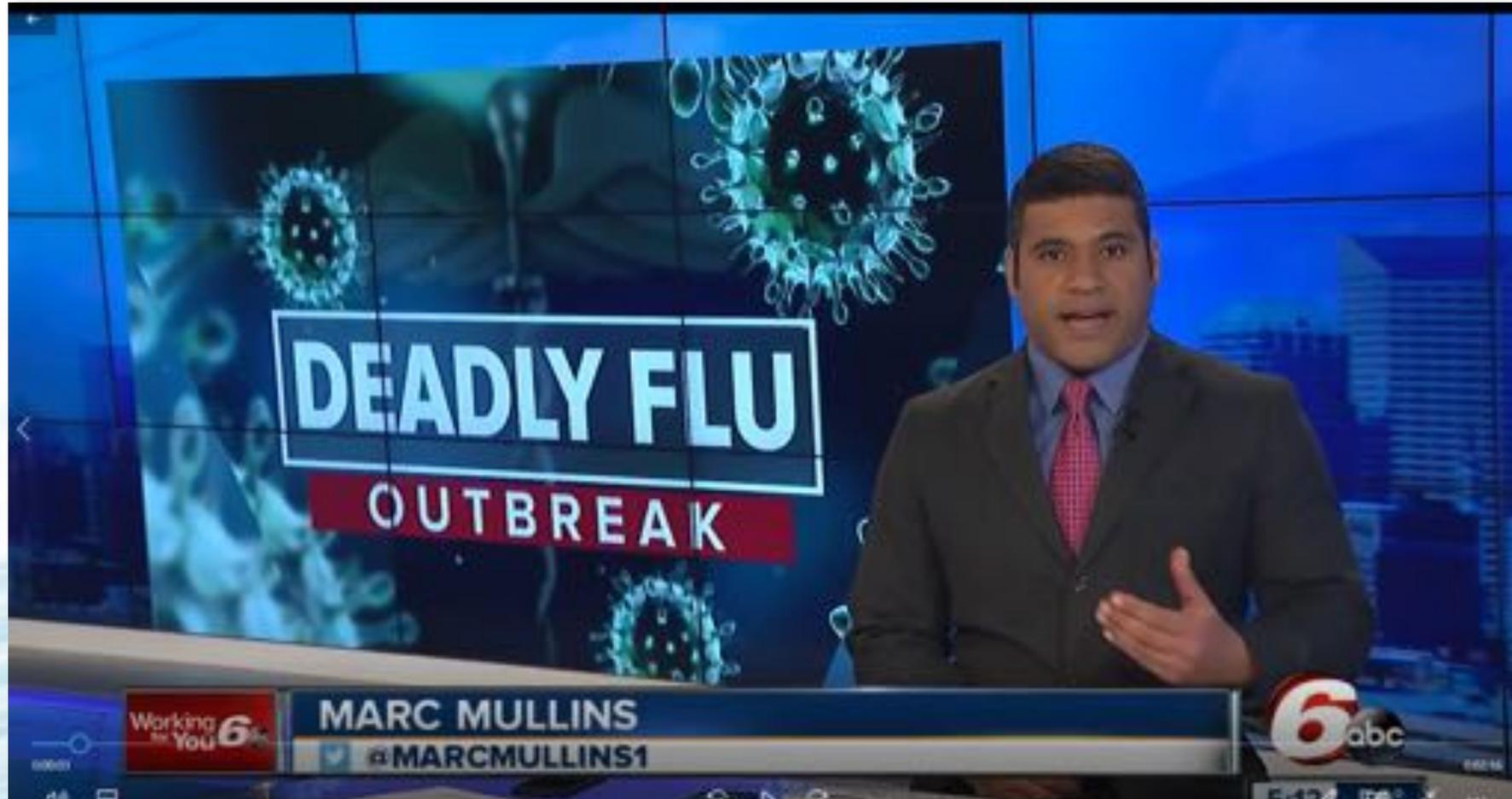
- In the absence of communicating, people will still communicate
- Don't give up your right to provide accurate facts to the media
- What to say instead:
 - “At this time, what I can tell you is
 - “I don't know but I will get back to you”
 - “Thank you for your inquiry. We will need to research the information and get back to you.”
 - “Please understand that this is our residents' home. Thank you for understanding that all of our resources are focused on caring for our residents' needs.”

SOCIAL MEDIA: THE IMPORTANCE OF LISTENING

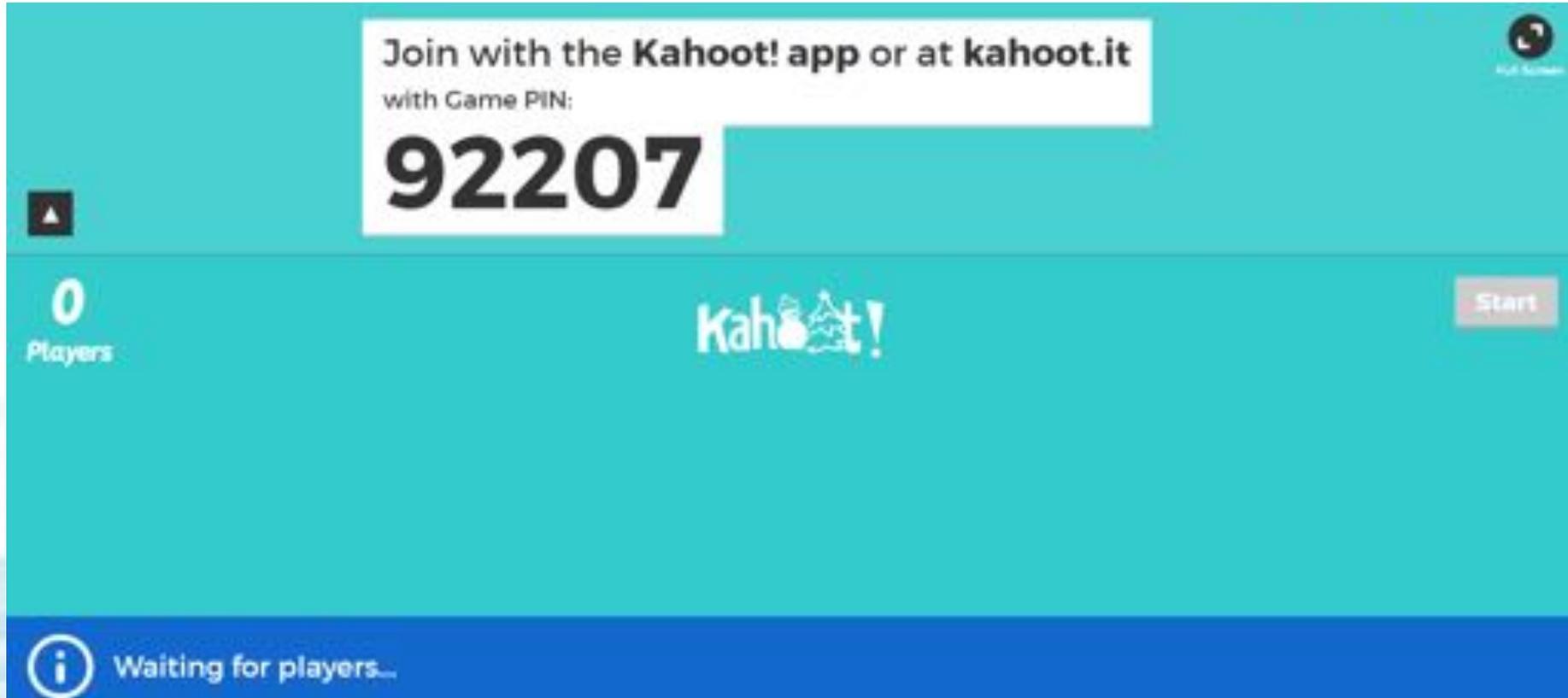


- Don't assign social media sites to your friend's 18-year-old daughter! Your reputation and brand are too valuable to wing it!!
- Train employees on appropriate social media behavior and include the guidelines in the employee handbook
- Establish a monitoring program for your organization BEFORE a crisis hits
- Many crisis events are first identified online (Facebook, Twitter, Instagram, etc.)
 - Online publishing tools give everyone the opportunity to be a reporter
 - Media will monitor the online noise and chatter for story ideas
- Applying simple controls and procedures help to neutralize critical events
 - Lock social media pages to prevent comments during active crisis event
 - Hide negative comments to limit exposure (but do not delete!)
 - Set up alerts to be quickly notified of any negative public posts

EXAMPLE: REPOSITIONING THE STORY



FINAL QUIZ!



Join with the **Kahoot! app** or at **kahoot.it**
with Game PIN:
92207

0
Players

Kahoot!

Start

Waiting for players...

The image shows a Kahoot! game lobby interface. At the top, there is a white box with the text 'Join with the Kahoot! app or at kahoot.it with Game PIN: 92207'. Below this, the number '0' is displayed above the word 'Players'. The Kahoot! logo is centered in the middle. On the right side, there is a 'Start' button. At the bottom, a blue bar contains an information icon and the text 'Waiting for players...'. A 'Full Screen' icon is visible in the top right corner of the interface.

BONUS MATERIALS

SOCIAL MEDIA MANAGEMENT IN A CRISIS – FOUR KEY CONSIDERATIONS



- If you get Facebook Page Notifications, you need to have someone review them. Do not delay this important step.
- Promptly respond to all social posts
 - Ideally within one hour, but no more than six hours after the post.
- If you receive a question that is sensitive and public-facing:
 - RESPOND QUICKLY
 - Thank the poster for bringing the issue to your attention.
 - Tell them you will send them a direct message and request that they provide you with their contact information (phone and email) once you take it offline. You can cite HIPAA as the reason for not being able to discuss it publicly.
- If someone is determined to fight it out with you publicly on a social media site:
 - DO NOT DELETE THEIR COMMENT. This will enrage the poster and will be viewed negatively by others.
 - Hide their comments on the platform, which will limit the post viewership to only the original poster's friends and connections. Note if they have many connections. This should help you determine if you should involve compliance, legal and PR.
 - Try to get the poster off the social media platform and into a private discussion. If you can't, just monitor for additional posts and see if the social media platform will allow you to block them from further posting to your social sites.
 - You usually can't hide reviews, so make sure you respond to all reviews on your social sites. If you have more positives than negatives, it will help balance your social reputation online.

EXAMPLE TALKING POINTS FOR COMMON SCENARIO: FLU OUTBREAK



- While we put the health and safety of our residents first, we can confirm that [##] of our residents have contracted the flu.
- We have implemented our infection control protocols to minimize any additional exposure and contain the infection.
- As a protective measure, all employees are wearing medical face masks to protect against spreading or contracting the flu. We are offering visitors face masks, as a courtesy, to help us in our efforts.
- If you have the flu or have been exposed to someone who has the flu, we ask that you consider temporarily refraining from visiting our facility to prevent further exposure to the flu.
- We appreciate the community's support while we work to reduce further exposure to the flu. The health and safety of our residents and our employees is our number-one concern.

For any content that you intend to present or share with the media, get approval from your supervisor or legal team.

YOUR RIGHTS WITH THE MEDIA



- You do not have to go on camera
 - It is typically best to provide a written statement
- You do not have to comment on documentation you've never seen
- You can set the time, date and location of interview, if you choose to go on camera
- **People who are kind and calm make for bad TV.**

To read the full article series on your Interviewee Rights visit the LinkedIn profiles of: Kelli Luneborg-Stern or Susan MacLaughlin.

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