

Crisis Communications Meridian Township



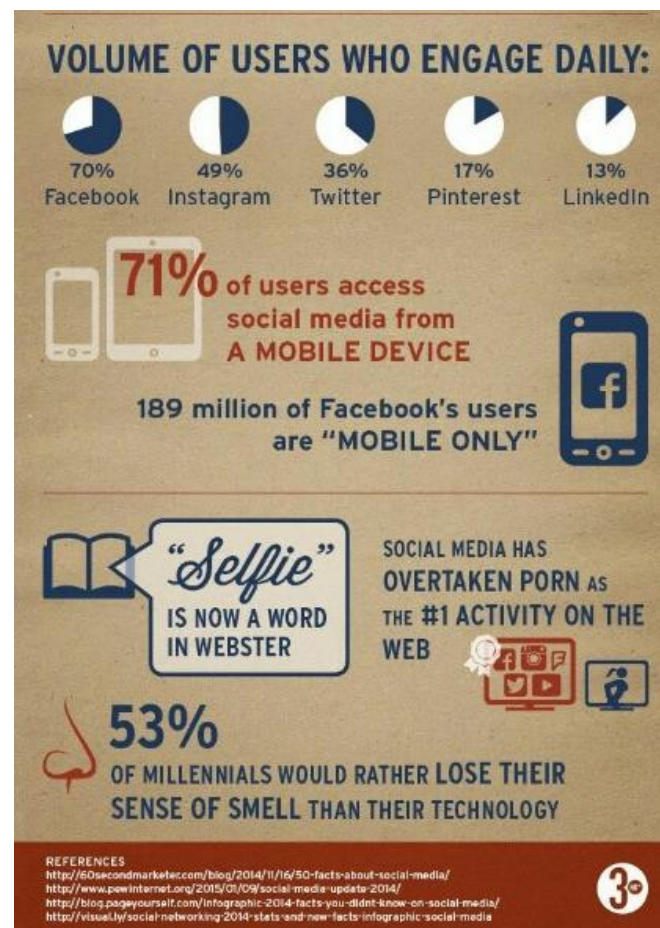
Presented by Deborah Guthrie
Communications Director/
Public Information Officer

Crisis Communications: Needs To Be Everywhere



he's just *not* that into you

Crisis Communications: Needs To Be Everywhere



Crisis Communications: Needs To Be Everywhere



Crisis Communications: Before a Crisis Happens

Have a social media process in place including crisis communications

Establish some basic guidelines knowing that sharing information is a top priority.

Ask internally what is going on.

Is that ok? Yes!

Have a plan and process in place

How are we going to communicate and how often?



Crisis Communications: Before a Crisis Happens: Identify Critical Info

Critical Information:

Critical information like closures must be immediately communicated to the public

Critical information must contain alternate routes to take

Critical information must contain any effects on businesses/township

Critical information must contain safety and welfare if applicable

Critical information must be posted at the minimum, three times daily with or without updated information if applicable

Critical Information Response Time:

Public questions and comments are responded to immediately, even if it is to say we are finding out the information for you. Responses always start off with a thank you and end with have a happy day, weekend, evening, etc.

Crisis Communications: Before a Crisis Happens

- Implement a social media monitoring system, even if that's eyeballs
- Prepare as much as you can in advance
 - Have team in place and know everyone's roles
 - Create templates
- Throw conventions and analytics out the window
- Get the Communications team on board
- Establish workflow



Crisis Communications: Before a Crisis Happens: Establish Workflow

- Meet with Stakeholders
- Write Press Release
- Go Over Message to Media
- Send Internally
- Post online
- Share on Social
- Write HOMTV Story
- Share on Social
- Update. Repeat.

CHARTER TOWNSHIP OF MERIDIAN

Elizabeth Ann LeGoff
Brett Dreyfus
Julie Brixie
Frank L. Walsh

Supervisor
Clerk
Treasurer
Manager



Milton L. Scales
Ronald J. Styka
John Veenstra
Angela Wilson

Trustee
Trustee
Trustee
Trustee

FOR IMMEDIATE RELEASE
December 23, 2013

Media Contact: Frank Walsh
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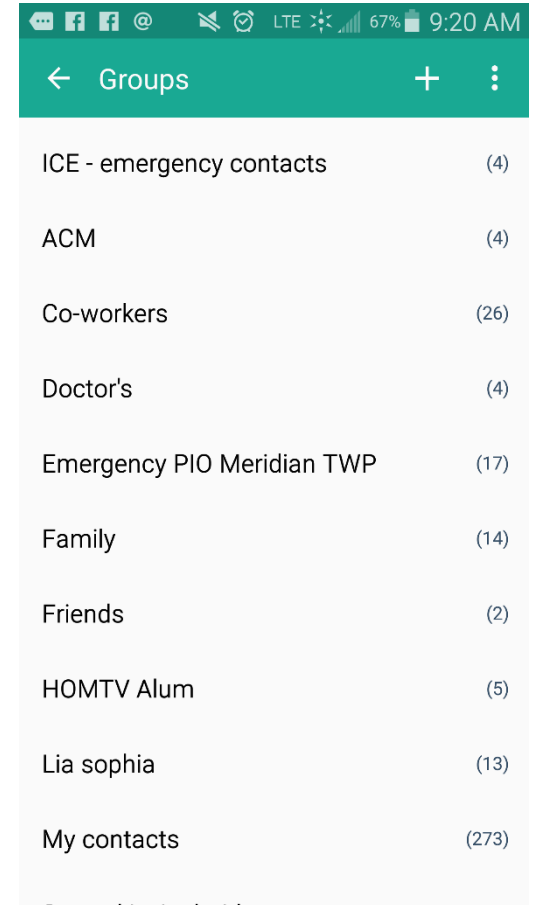
Haslett High School Becomes Warming Center *Meridian Township Helps Residents in Need*

Meridian Township, MI – Thousands are without power due to heavy ice bringing down trees and wires after Saturday's ice storm. Meridian Township is working together with Haslett High School to set up a warming center starting TODAY at 11:00 a.m. until further notice to help residents stay warm and safe from the harsh winter weather.

WARMING CENTER:

Crisis Communications: What We Learned When Ice Storm Hit

- Don't Wait. Ask
- Put Phone Tree In Your Cell Phone
- Establish Line of Communications
- Create Press Conference Kit in advance of an emergency



Crisis Communications: When a Crisis Happens: Step 1

Get team members on board

- Everyone on the team needs to know the process, the flow, sharing, and response. Just like EMS response time is important, so is information sharing
- Everyone on the team needs to know any mentions (if they exist) and where all information will be directed to (landing page)
- Phone tree
- Emergency alerts
- Notifications



Crisis Communications: When a Crisis Happens: Step 2

Create the Message

- Meet with crisis team members and get on the same page
- Create the message electronically in searchable formats!
- Share with all team members, don't leave anyone in the dark
- Follow the process for sharing information
- Share with media
- Host a press conference (if relevant)
- Inform as often as possible
- Show you care and stick with it!



Crisis Communications: When a Crisis Happens: Step 3

Steer the Message

- Provide real time communications
- Real time is an expectation
- Be informative from the start, before the start
- Steer the message and deliver it or someone else will
- Listen and be responsive. It's a two way day and age
- Be adaptable and flexible
- Use multiple platforms, decide what to distribute where



Crisis Communications: When a Crisis Happens: Step 4

Say what you are doing, do it, say what you did, repeat.



Amplified in a
Crisis Situation



Crisis Communications: When a Crisis Happens: Step 5

Monitor all feeds

- Monitor each social outlet. Know what's being said & continue to steer message
- Respond as needed, not all comments need a like and response
- Cross promote the message and share content
- Ask to share. People love sharing, that's why they're on social, it's two way
- Be aware of non digital forms of what is being said and be as inclusive as possible
- Steer conversations, be empathetic
- Show sentiment, show you care



Crisis Communications: When a Crisis Happens: Step 6

Provide solid customer service and show you care

- Don't wait, that's so last decade
- Communicate and be as informative as possible
- Go with the flow and provide expert advice
- Minimize defeat and maximize hope
- Admit mistakes, it goes a long way
- Fail forward
- Learn best practices and recycle the rest



Crisis Communications: Show You Care: What We Did

- Cancel Vacation Plans
- Designate 24/7 Employees
- Designate On Call Employees
- Go Beyond: Door to Door
- Safety Tips
- Don't Pretend to be an Expert
- Blog: Personally Update



Crisis Communications: Show You Care: What We Did

MORE SALT

...not always the cure for slippery roads! 🚗

30° Normal winter conditions

20° **CAUTION** Salt takes longer to work and ROADS REFREEZE FASTER

10° **EXTREME CAUTION** ROADS REFREEZE EVEN FASTER Ice melts very slow

0° When salt is used at these lower temperatures, it may cause wet pavement to refreeze

 Meridian Township shared a link.
December 26, 2013 · 🌐



4 Safety Tips as Storm Power Restoration Continues in Michigan

While power restoration work continues across Lower Michigan from last weekend's ice storm, Consumers Energy is sharing these four tips to help keep...
CONSUMERSENERGYINYOURCOMMUNITY.WORDPRESS.COM

59 people reached

[Boost Post](#)



Crisis Communications: Show You Care: What We Did

 **Meridian Township** shared a link.
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CONSUMERSENERGYINYOURCOMMUNITY.WORDPRESS.COM

59 people reached Boost Post

 **Meridian Township**
December 29, 2013 · 🌐

2013 ICE CRISIS DAY 8 <http://wp.me/p40HEK-S>



2013 ICE CRISIS DAY 8
Dear Meridian Township Residents, We continue to make great progress in working with Consumers Energy, Lansing Board of Water and Light, Meridian Township Police and Fire Departments and Haslett High School to restore power and provide safe
MANAGERSPERSPECTIVE.WORDPRESS.COM

327 people reached Boost Post

Crisis Communications: Show You Care: What We Did

 **Meridian Township**
December 30, 2013 · 🌐

Meridian Township officials are facilitating a curbside pick-up program of fallen branches to assist residents with storm damage debris as a result of the recent ice storm.

Residents are asked to place brush between the sidewalk and the road for pick-up. Please cut branches to 4 foot lengths. Collection will begin in January and may take several weeks to complete.

Smaller branches and limbs can also be dropped off at the Christmas Tree Recycling sites at Wonch Park (4555 Okemos Road) and Nancy Moore Park (2100 Gaylord C. Smith Court) until the end of January.




835 people reached [Boost Post](#)

 **Meridian Township**
December 30, 2013 · 🌐

Thank you to our local Little Ceasar's for reaching out to the township and donating food on December 28th to the Meridian Warming Shelter located at Haslett High School.

409 people reached [Boost Post](#)

 **Meridian Township**
December 23, 2013 · 🌐

The Haslett High School warming center becomes warming shelter. Meridian Township is now able to provide overnight shelter at Haslett High School with 50 cots being brought in from Ingham County Emergency Operations Center. Consumers Energy is providing meals for customers without power at the shelter.

1,555 people reached [Boost Post](#)

Crisis Communications: Social Media Explained



This is where to find all CWD information (Chronic Wasting Disease)



CWD Deer Found



DNR is testing CWD Deer Found



Meridian cooperates with Michigan DNR on testing of CWD deer



Here are the signs of a deer with CWD



Here is a photo of CWD area being tested



Here are all the photos for you to look at and share



Watch exclusive Video of CWD Press Conference

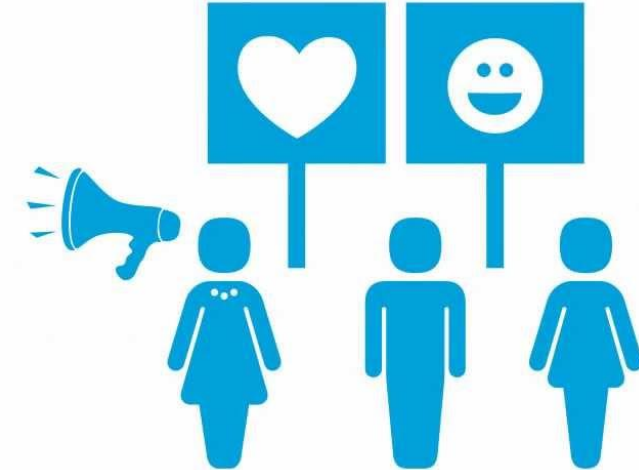
Watch for all stories of CWD including exclusive interviews



Crisis Communications: Tips to Remember

- Know who your brand advocates are
- Build brand champions
- Take risks, don't be afraid
- Admit mistakes and keep moving forward
- Be the source for information
- Share other important sources for people to follow

Brand advocates



People use socially passively.

Social media feeds people what doesn't have to be searched.

What happens when advocate archetypes step into the social media arena? They take on new shapes and forms, and with motivation in the form of content and opportunities, they become powerful advocates of your brand. Here are the emerging prototypes of social media advocates:



Produced by



@MarkFidelman

Designed by



@cgambaccini



@Luzunian

Data provided by

SocialChorus.

.com



The 7 Levels of Social Media Engagement

Design: WeRSM | Source: wearesocialmedia.gr - Theory of Kiesler

We are Social Media offers all the latest news, tips, opinions, reviews and resources to help you take advantage of social media - www.wearesocialmedia.gr

Deborah Guthrie

Communications Director/PIO Meridian Township



Deborah is the content management strategist for Meridian Township. She develops communications best practices and procedures to provide information to residents through digital and print communications across multiple platforms. Deborah is the Executive Producer for HOMTV government and CAMTV public access channels.

She is also the video franchise compliance and metro permit specialist overseeing regulatory issues and rights of way.

In 2013, Deborah was elected to serve a third term as Chapter President of Michigan NATOA and served on the NATOA National Board of Directors from 2012-2014. She is a long time member of the Alliance for Community Media and was elected to an At Large position on the board in 2013.

Deborah is married with two children. Her oldest son is a Marine, and youngest son attends Ferris State University in the Criminal Justice Program. She enjoys time with family, travel, and playdates with her grandson.

Deborah Guthrie

Communications Director/PIO Meridian Township



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