



Transcript of CommsChat, February 13

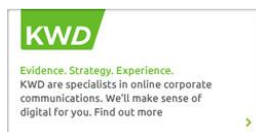
CommsChat with John Evans

A CommsChat discussing social media crisis simulations.

On Monday we were joined by John Evans from Weber Shandwick to look at the use of mock crises in social media crisis training.

John is the head of digital corporate, PA and financial EMEA at Weber Shandwick which has recently launched its crisis management tool, Firebell, in Europe. CommsChat discussed the benefits of running mock crises and best practice in crisis comms.

CommsChat would like to thank its sponsors.



[charlibate](#) [@mynewsdesk_uk](#) yes let's hope for no crises tonight now! [#commschat](#) -9:03 PM Feb 13th, 2012



[AllthingsIC](#) [#CommsChat](#) Thanks all. Gutted to not be able to join until half way through. Will read the full transcript tomorrow. [@commschat](#) -9:03 PM Feb 13th, 2012



[RebeccaFZ](#) [@AllthingsIC](#) [@amandacomms](#) - will read! How interesting [#CommsChat](#) -9:03 PM Feb 13th, 2012



[johnevens23](#) [@CommsChat](#) thanks all, have a good evening [#commschat](#) -9:03 PM Feb 13th, 2012



[amandacomms](#) [@CommsChat](#) thanks I only caught last section but will enjoy reading it later [#commschat](#) -9:03 PM Feb 13th, 2012



[mynewsdesk_uk](#) Many thanks to all the very knowledgeable folk tonight. Who you gonna call? [#commschat](#) -9:02 PM Feb 13th, 2012



[setiogi](#) [@RebeccaFZ](#) Happy to! Nice 'meeting' you here [#commschat](#) -9:02 PM Feb 13th, 2012



[pcmcreative](#) [@mynewsdesk_uk](#) [@charlibate](#) I love the fact we who know exactly what that means! The "Ratner" scenario [#commschat](#) -9:02 PM Feb 13th, 2012



[AllthingsIC](#) [#CommsChat](#) You can read via my blog how [@amandacomms](#) used Social Media during crisis - riots in UK in August <http://t.co/ziTCj7V4> -9:02 PM Feb 13th, 2012



[SirIanBlair](#) [@amandacomms](#) [#commschat](#) [@Pe_tall](#) lets ask this group what they think about nimrod7 not being prosecuted for Criminal Offences using SM. -9:02 PM Feb 13th, 2012



[CommsChat](#) It's been a great CommsChat. Feel free to use the hashtag to carry on the conversation, but it's goodnight from me! [#CommsChat](#) -9:01 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#) [@JohnEvans23](#) - Brilliant stuff, many thanks - would love to come to another [#CommsChat](#) -9:01 PM Feb 13th, 2012



[mynewsdesk_uk](#) I think we may need to end this [#commschat](#) by saying "Don't have nightmares..." -9:01 PM Feb 13th, 2012



[CommsChat](#) That brings us to the end of the hour, thank you to [@JohnEvans23](#) for being a great host! [#CommsChat](#) -9:00 PM Feb 13th, 2012



[setiogi](#) [@CommsChat](#) [@CommsChat](#) A5) A global crisis that needs 24h response (or close to that) [#commschat](#) -9:00 PM Feb 13th, 2012



[RebeccaFZ](#) [@mynewsdesk_uk](#) And setting up 'fake' protest groups [#CommsChat](#) -9:00 PM Feb 13th, 2012



[johnevans23](#) [@pcmcreative](#) [@robertcgage](#) [@RebeccaFZ](#) yes indeed, so we always include those working on the account [#commschat](#) -9:00 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@lesteph](#): an attack by Anonymous can be quite interesting to simulate (breach, taunting etc) [#commschat](#) -9:00 PM Feb 13th, 2012



[PaddyLegrand](#) RT [@amandacomms](#): During riots SM was essential and ability to take control with no vetting etc need to be instant [#commschat](#) -9:00 PM Feb 13th, 2012



[charlibate](#) RT [@mynewsdesk_uk](#): And then there is 'The Ratner' - a classic. [#commschat](#) -8:59 PM Feb 13th, 2012



[RebeccaFZ](#) [@setiogi](#) Feel free to tweet me later :) [#CommsChat](#) -8:59 PM Feb 13th, 2012

13th, 2012



[RebeccaFZ](#) [@johnevs23](#) work on a scenario within the relevant market/media [#CommsChat](#) -8:59 PM Feb 13th, 2012



[johnevs23](#) [@AllthingsIC](#) really good point. trick is to keep them as simple as possible [#commschat](#) -8:59 PM Feb 13th, 2012



[charlibate](#) [@mrshelent](#) Well said and often forgotten in the crisis! [#commschat](#) -8:59 PM Feb 13th, 2012



[RebeccaFZ](#) [@reynoldsws](#) Yes, hard copies always important [#CommsChat](#) -8:58 PM Feb 13th, 2012



[setiogi](#) [@RebeccaFZ](#) Thanks for sharing, would love to read more! [#commschat](#) -8:58 PM Feb 13th, 2012



[patricecloutier](#) got to run but a great chat ... hope you'll let me come back [#commschat](#) -8:58 PM Feb 13th, 2012



[mynewsdesk_uk](#) And then there is 'The Ratner' - a classic. [#commschat](#) -8:58 PM Feb 13th, 2012



[RebeccaFZ](#) [@pcmcreative](#) Agreed, we use Com Mgrs to run the simulation, ppl who have been thro crisis', we also use a PR CO [#CommsChat](#) -8:58 PM Feb 13th, 2012



[lesteph](#) [@johnevs23](#) [@mynewsdesk_uk](#) an attack by Anonymous can be quite interesting to simulate (breach, taunting

etc) [#commschat](#) -8:58 PM Feb 13th, 2012



[johnevens23](#) [@amandacomms](#) [@stuart_baird](#) we tend to do bespoke scenarios for this very reason [#commschat](#) -8:57 PM Feb 13th, 2012



[reynoldsws](#) RT [@AllthingsIC](#): [#CommsChat](#) I've found having hard-copies of crisis manuals invaluable, particularly if your systems are down as part of the real crisis! -8:57 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@MrsHelenT](#): First people you need to talk to in a crisis are your employees so must plan internally [#commschat](#) -8:57 PM Feb 13th, 2012



[RebeccaFZ](#) RT [@AllthingsIC](#) Totally Sometimes best result of mock scenarios is the wash-up and debrief and what wed do differently in real life [#CommsChat](#) -8:56 PM Feb 13th, 2012



[reynoldsws](#) RT [@MrsHelenT](#): First people you need to talk to in a crisis are your employees so must plan internally [#commschat](#) -8:56 PM Feb 13th, 2012



[AllthingsIC](#) [#CommsChat](#) I've found having hard-copies of crisis manuals invaluable, particularly if your systems are down as part of the real crisis! -8:56 PM Feb 13th, 2012



[SirIanBlair](#) RT [@amandacomms](#): During riots SM was essential and ability to take control with no vetting etc need to be instant [#commschat](#) -8:56 PM Feb 13th, 2012



[pcmcreative](#) [@robertcgage](#) [@RebeccaFZ](#) Just as medical knowledge is key for disaster rolplay I imagine SM crisis rolplay needs knowledge [#Commschat](#) -8:56 PM Feb 13th, 2012



[johnevens23](#) [@mynewsdesk_uk](#) this is a good one and increasingly common [#commschat](#) -8:56 PM Feb 13th, 2012



[RebeccaFZ @lesteph](#) Yes, we do a bit of this -
<http://t.co/EkYsrKnL> [#CommsChat](#) -8:56 PM Feb 13th, 2012



[amandacomms @stuart_baird](#) totally agree it has to be realistic
and close to what matters [#commschat](#) -8:56 PM Feb 13th, 2012



[SirIanBlair @amandacomms](#) [#commschat](#) what's this? -8:55 PM Feb 13th, 2012



[AllthingsIC @sjerryb](#) [#commschat](#) Totally. Sometimes best result
of mock scenarios is the wash-up and debrief and 'what we'd do
differently in real life' -8:55 PM Feb 13th, 2012



[patricecloutier](#) think outside the box: are you supply chain
partners risk free? are your execs under investigations? did an
employee leak info ? [#commschat](#) -8:55 PM Feb 13th, 2012



[RebeccaFZ @patricecloutier](#) And... Nestle of course [#CommsChat](#) -
8:55 PM Feb 13th, 2012



[MrsHelenT](#) First people you need to talk to in a crisis are your employees
so must plan internally [#commschat](#) -8:55 PM Feb 13th, 2012



[mynewsdesk_uk](#) BP, Toyota, Sony... a crisis is never very far away
for trusted brands... [#commschat](#) -8:55 PM Feb 13th, 2012



[lesteph @CommsChat](#) role play in a simulation works well too. 3
teams: the PRs, the stakeholders, the bloggers/journos. All tweet
& blog [#commschat](#) -8:55 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) You've also got the 'Bunny Killers' on the DKNY FB page - excellent example [#CommsChat](#) -8:55 PM Feb 13th, 2012



[amandacomms](#) [@CommsChat](#) or go for senior staff caught in compromising position! [#commschat](#) -8:55 PM Feb 13th, 2012



[SirIanBlair](#) [#commschat](#) are they serious about the value of SM? Or is it PR? -8:55 PM Feb 13th, 2012



[stuart_baird](#) [@CommsChat](#) [#CommsChat](#) best scenarios are always very close to real examples & need to get under the skin of the organisation -8:54 PM Feb 13th, 2012



[setiogi](#) Good idea! RT [@johnevens23](#): [@patricecloutier](#) agree where possible and also content creation - get the proof points documented [#commschat](#) -8:54 PM Feb 13th, 2012



[AllthingsIC](#) [@charlibate](#) Definitely. Pre-prepared statements good starting point to help focus minds when they're off in all directions! [#commschat](#) -8:54 PM Feb 13th, 2012



[RebeccaFZ](#) [@mynewsdesk_uk](#) Accidents on a company place of work, 'this product gives you cancer' [#CommsChat](#) -8:54 PM Feb 13th, 2012



[mynewsdesk_uk](#) How about major data security breach? [#commschat](#) -8:54 PM Feb 13th, 2012



[patricecloutier](#) a5: replicate recent incidents: costa concordia, the Komen thing in the US, all good basis for scenarios [#commschat](#) -

8:54 PM Feb 13th, 2012



[mollyhpierce](#) RT [@CommsChat](#): time for 1 last Q! 5)What sorts of mock scenarios would you come up with to put an organisation through its paces? [#commschat](#) -8:53 PM Feb 13th, 2012



[amandacomms](#) [@CommsChat](#) would have to include spam, attacks and protest all online. Test speed of response [#commschat](#) -8:53 PM Feb 13th, 2012



[RebeccaFZ](#) [@reynoldsws](#) Yes, I'd agree, but with a good plan in place and several 'rehearsals' to ensure its as near to 'right' as poss [#CommsChat](#) -8:53 PM Feb 13th, 2012



[robertcgage](#) RT [@amandacomms](#): During riots SM was essential and ability to take control with no vetting etc need to be instant [#commschat](#) -8:53 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@CommsChat](#): Q5) What sorts of mock scenarios would you come up with to put an organisation through its paces? [#commschat](#) -8:53 PM Feb 13th, 2012



[patricecloutier](#) a5: test process + messaging ... remember, not to test people but they plan and how they'll apply it [#commschat](#) -8:53 PM Feb 13th, 2012



[lesteph](#) [@CommsChat](#) I put government press officers through [@socialsimulator](#) with a dog registration scheme scenario...that goes wrong [#commschat](#) -8:53 PM Feb 13th, 2012



[AllthingsIC](#) RT [@CommsChat](#): time for 1 last Q! 5)What sorts of mock scenarios would you come up with to put an organisation through its paces? [#CommsChat](#) -8:52 PM Feb 13th, 2012



[patricecloutier](#) [@reynoldsws](#) agreed it's my modus operandi ... gets me in trouble sometimes though [#commschat](#) -8:52 PM Feb 13th, 2012



[AllthingsIC](#) A5) Try to think of the unthinkable - putting Senior Managers and spokespeople through their paces against worst case = ideal [#CommsChat](#) -8:52 PM Feb 13th, 2012



[johnevans23](#) [@CommsChat](#) plenty from product recalls, oil spills through to c-suite dismissals. or bespoke to the client [#commschat](#) -8:52 PM Feb 13th, 2012



[robertcgage](#) [@CommsChat](#) Anything which exposes the frailty of human beings. That's why most crises occur. [#commschat](#). -8:52 PM Feb 13th, 2012



[amandacomms](#) During riots SM was essential and ability to take control with no vetting etc need to be instant [#commschat](#) -8:52 PM Feb 13th, 2012



[reynoldsws](#) [@RebeccaFZ](#) [@patricecloutier](#) sometimes unexpected leaders emerge, easier to ask forgiveness (4 good decision), than permission? [#CommsChat](#) -8:51 PM Feb 13th, 2012



[johnevans23](#) [@mollyhpierce](#) [@rebeccafz](#) surely there's an ab'v'ation?! [#commschat](#) -8:51 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) Interesting I'll read. Our White Paper <http://t.co/W70RvNWO> [#CommsChat](#) -8:51 PM Feb 13th, 2012



[CommsChat](#) time for 1 last Q! 5)What sorts of mock scenarios would you come up with to put an organisation through its paces? [#CommsChat](#) -8:50 PM Feb 13th, 2012



[patricecloutier](#) if u want more on message mapping ... great resource here for crisis/risk comms <http://t.co/1TUH4qTs#commschat> -8:50 PM Feb 13th, 2012



[charlibate](#) [@AllthingsIC](#) at least then you have a base to work from. Especially if the decision making lines are a bit unwieldy! [#commschat](#) -8:50 PM Feb 13th, 2012



[johnevans23](#) [@patricecloutier](#) correct. although not always c-suite. depends how serious the crisis is. [#commschat](#) -8:50 PM Feb 13th, 2012



[setiogi](#) [@patricecloutier](#) In crisis, we use a speedy messaging & clearance process [#commschat](#) -8:50 PM Feb 13th, 2012



[RebeccaFZ](#) [@mollyhpierce](#) I do find Twitter a challenge, I must admit! Love a good long word or three... [#CommsChat](#) -8:50 PM Feb 13th, 2012



[AllthingsIC](#) >Agreed [@patricecloutier](#) ppl want to hear (right away/all channels) from guy/gal in charge not a PR (who can help in bkground) [#commschat](#) -8:49 PM Feb 13th, 2012



[patricecloutier](#) we prepared this for small munis and NGOs <http://t.co/fsicGVFe> [#commschat](#) -8:49 PM Feb 13th, 2012



[RebeccaFZ](#) RT [@AllthingsIC](#): You cant prepare for every eventuality-something always crop up,but pre-approved mgs help when time is against [#CommsChat](#) -8:49 PM Feb 13th, 2012



[johnevans23](#) [@patricecloutier](#) agree where possible and also content creation - get the proof points documented [#commschat](#) -8:49 PM Feb 13th, 2012



[mollyhpierce](#) [@johnevans23](#) [@rebeccafz](#) realised I used "ramifications" earlier - not exactly twit-friendly language [#commschat](#) -8:48 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevents23](#) Yes, I must admit to loving a bit of the ole 'flowery'... ;) [#CommsChat](#) -8:48 PM Feb 13th, 2012



[AllthingsIC](#) [#CommsChat](#) A4) You can't prepare for 'every' eventuality-something will always crop up, but pre-approved messages help when time is against -8:48 PM Feb 13th, 2012



[RebeccaFZ](#) [@AllthingsIC](#) Established and clear lines of communication [#CommsChat](#) -8:48 PM Feb 13th, 2012



[patricecloutier](#) [@johnevents23](#) ppl want to hear (right away/on all channels) from the guy/gal in charge, not a PR (who can help in the background) [#commschat](#) -8:47 PM Feb 13th, 2012



[johnevents23](#) [@RebeccaFZ](#) terrible for those of us who love flowery language!! [#commschat](#) -8:47 PM Feb 13th, 2012



[AllthingsIC](#) A4) [#CommsChat](#) preparation is key, you need to work with your agency and have training in-house to try & cover all bases & agree sign off. -8:47 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) Should be a 'Crisis Mgr' in place in any crisis plan, someone who has mgt 'power' to make decisions [#CommsChat](#) -8:47 PM Feb 13th, 2012



[CommsChat](#) [@patricecloutier](#) back to the short decision lines [#CommsChat](#) -8:46 PM Feb 13th, 2012



[johnevents23](#) [@RebeccaFZ](#) [@patricecloutier](#) often groups get v irate

dealing with PR! they always want access to the company [#commschat](#) -
8:46 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) Oh the 'limits' of Twitter!
lol [#CommsChat](#) -8:46 PM Feb 13th, 2012



[robertcgage](#) [@johnevs23](#) [@CommsChat](#) Agree. It often creates an
addition layer which slows response. [#commschat](#) -8:46 PM Feb 13th, 2012



[patricecloutier](#) i'm a big fan of the message mapping technique for
pre-approved messaging to be able to react quickly [#commschat](#) -
8:45 PM Feb 13th, 2012



[charlibate](#) [@CommsChat](#) Yes from me. they should be working
with the pr agency to prepare [#commschat](#) -8:45 PM Feb 13th, 2012



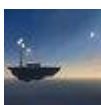
[RebeccaFZ](#) [@patricecloutier](#) Or we have to work with clients' PR
suppliers to deal with live crisis and also escalation
plans [#CommsChat](#) -8:45 PM Feb 13th, 2012



[johnevs23](#) [@cksyme](#) honestly, that will take more than 140
characters! happy to take off line [#commschat](#) -8:45 PM Feb 13th, 2012



[patricecloutier](#) the key to reacting to a crisis is how long to get things
(your plan) going? do you wait for OK from CEO/exec ? or just do
it? [#commschat](#) -8:45 PM Feb 13th, 2012



[AmelieMet](#) [@CommsChat](#) [@allthingsIC](#) Wouldnt they need to
prepare more to ensure the right message is
communicated? [#commschat](#) -8:44 PM Feb 13th, 2012



[mollyhpierce @commschat](#) ... a crisis is the last time when you want to be relying on others/pointing the finger for failures. [#commschat](#) -8:44 PM Feb 13th, 2012



[johnevans23 @CommsChat](#) Yes Agencies are there to support; issue groups will want direct contact with the biz, must be able to respond [#commschat](#) -8:44 PM Feb 13th, 2012



[RebeccaFZ @patricecloutier](#) Yes, we often have clients come to us to help with a crisis which their PR co has not dealt with [#CommsChat](#) -8:44 PM Feb 13th, 2012



[robertcgage @stuart_baird](#) Ah, a past master here. [#commschat](#). You've been to a few of these Stuart... -8:44 PM Feb 13th, 2012



[RebeccaFZ @cksyme](#) Prior crisis plans drawn up and various options pre-signed off by Legal, a logged hotline no. for Legal during the crisis [#CommsChat](#) -8:43 PM Feb 13th, 2012



[AllthingsIC @commschat #commschat](#) A4) Yes I believe companies who outsource their PR need to prepare for crises - everyone int & ext should work together -8:43 PM Feb 13th, 2012



[mollyhpierce](#) A4: Yes! You should work with your agency on crisis strategy but also have your own in-house training... [#commschat](#) -8:43 PM Feb 13th, 2012



[patricecloutier](#) A4: absolutely nobody is immune to a PR crisis even one on SM ... what happens if you're PR provider is the subject of a crisis? [#commschat](#) -8:43 PM Feb 13th, 2012



[stuart_baird @robertcgage #CommsChat](#) I remember that well Robert. Scenarios can engender unreality: reality sharpens

reactions, seen in riots -8:43 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@johnevs23](#): we also put clients in front of camera as video statement often crucial [#commschat](#) -8:43 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) Excellent :) [#CommsChat](#) -8:42 PM Feb 13th, 2012



[robertcgage](#) [@CommsChat](#) [@allthingsIC](#) A4: PR agencies don't always get under the skin of orgs. Photocalls yes, but when chips are down...? [#commschat](#) -8:42 PM Feb 13th, 2012



[cksyme](#) [@johnevs23](#) You mentioned a new approach to legal having to sign off on everything was needed. How do you create that? [#CommsChat](#) -8:41 PM Feb 13th, 2012



[johnevs23](#) [@RebeccaFZ](#) sure, we also put clients in front of camera as video statement often crucial [#commschat](#) -8:41 PM Feb 13th, 2012



[CommsChat](#) welcome [@allthingsIC](#) as we move onto Q4) Do companies which outsource their PR need to prepare for crises? [#CommsChat](#) -8:41 PM Feb 13th, 2012



[RebeccaFZ](#) [@RebeccaFZ](#) But ensuring the info given to journos/public is the most up to date and, crucially, accurate [#CommsChat](#) -8:41 PM Feb 13th, 2012



[patricecloutier](#) [@CommsChat](#) thanks [#commschat](#) -8:41 PM Feb 13th, 2012



[robertcgage](#) [@RebeccaFZ](#) [@pcmcreative](#) Some EP exercise participants should win oscars, they are that good..! [#Commschat](#) -

8:41 PM Feb 13th, 2012



[mollyhpierce](#) [@patricecloutier](#) Please do! We're here every week from 8 uk time [#commschat](#) -8:41 PM Feb 13th, 2012



[AllthingsIC](#) [#CommsChat](#) Hi, sorry I'm so late! Catching up now -8:41 PM Feb 13th, 2012



[pcmcreative](#) [@mollyhpierce](#) There are roleplay companies working with the health service. I was a hardened St John Ambulance officer. [#commschat](#) -8:40 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) Its also a good exercise for writing press statements under pressure [#CommsChat](#) -8:40 PM Feb 13th, 2012



[johnevs23](#) [@RebeccaFZ](#) sounds good! [#commschat](#) -8:40 PM Feb 13th, 2012



[CommsChat](#) [@patricecloutier](#) absolutely, you can find all the info here: <http://t.co/pkjNaITF> [#CommsChat](#) -8:40 PM Feb 13th, 2012



[johnevs23](#) [@cksyme](#) sorry, in what way? [#commschat](#) -8:39 PM Feb 13th, 2012



[RebeccaFZ](#) [@pcmcreative](#) 'hysterical casualty' - boy, can we change the chat topic as I really want to hear more! LOL [#CommsChat](#) -8:39 PM Feb 13th, 2012



[johnevs23](#) [@mollyhpierce](#) [@pcmcreative](#) good question! we do use stand ins 4 journos if we take it "offline" too which is great [#addedpressure](#) [#commschat](#) -8:39 PM Feb 13th, 2012



[patricecloutier](#) [@pcmcreative](#) i've had a few bosses who could have done that ! [#commschat](#) -8:38 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) If under 10 people then it can be individuals, but if bigger groups, they can form crisis teams and compete - fun! [#CommsChat](#) -8:38 PM Feb 13th, 2012



[pcmcreative](#) [@RebeccaFZ](#) Yes, was given scenarios to play out. I specialised in hysterical casualty at one point! [#CommsChat](#) -8:38 PM Feb 13th, 2012



[robertcgage](#) Ah fond memories of a Defence/Police EP exercise. Four hours of silence from top brass followed by "police speak". Happy days [#commschat](#) -8:37 PM Feb 13th, 2012



[cksyme](#) [@johnevs23](#) Speaking of legal, how do you foster that new approach? [#CommsChat](#) -8:37 PM Feb 13th, 2012



[patricecloutier](#) btw great convo ...is this a weekly chat? if so, mind if I promote it to other PIOs / crisis comms over here ? [#commschat](#) -8:37 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) Yes, usually the sml co's are easier and more receptive, corporates tie themselves up in knots... but it is changing [#CommsChat](#) -8:37 PM Feb 13th, 2012



[johnevs23](#) [@RebeccaFZ](#) we try and keep it to 10 or less, but really depends on what the client wants to get out of it [#commschat](#) -8:37 PM Feb 13th, 2012



[mollyhpierce](#) [@pcmcreative](#) How do you get into that line of work? Do crisis simulations employ actors? [#commschat](#) -8:37 PM Feb 13th, 2012



[charlibate](#) [@RebeccaFZ](#) I agree. The length of some corporate processes is not at all conducive to social media! [#commschat](#) -8:37 PM Feb 13th, 2012



[CommsChat](#) Just over 1/2way, time to say a big thanks to our sponsors [@mynewsdesk](#) [@cisionuk](#) [@kwdigital](#) & [@wolfstarpr](#) Please do check them out! [#CommsChat](#) -8:36 PM Feb 13th, 2012



[johnevans23](#) [@RebeccaFZ](#) [@CommsChat](#) absolutely, the biggest challenge for us is working through this! [#redtape#commschat](#) -8:36 PM Feb 13th, 2012



[RebeccaFZ](#) [@pcmcreative](#) Ooh, did you have to have fake injuries etc.? Sounds entertaining! Yes, we have a team of CMs behind the scenes [#CommsChat](#) -8:36 PM Feb 13th, 2012



[patricecloutier](#) a crisis comms approach should permeate the whole org from CEO to guys/gals doing the work ... trick is: delegation/policies [#commschat](#) -8:35 PM Feb 13th, 2012



[johnevans23](#) [@CommsChat](#) sure they do, but often big challenge as legal signs off everything hence new approach often needed [#commschat](#) -8:35 PM Feb 13th, 2012



[pcmcreative](#) [@RebeccaFZ](#) [@johnevans23](#) Interesting. I used to roleplay for emergency services as patient. Roleplay for SM crisis interests me [#commschat](#) -8:35 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevans23](#) Most packages should be adaptable - i.e. our training can be for 6 people or 60 people [#CommsChat](#) -8:34 PM Feb 13th, 2012



[johnevans23](#) [@patricecloutier](#) we make sure that it is not price prohibitive for sme et al. [#commschat](#) -8:34 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#) Good grief, yes they need to, as most corporate processes are seriously long-winded, where a flow/time chart would do [#CommsChat](#) -8:33 PM Feb 13th, 2012



[johnevans23](#) [@cksyme](#) ha sure! clearly we rely on a number of content from numerous sources to ensure "belt and braces" [#confident](#) [#commschat](#) -8:33 PM Feb 13th, 2012



[CommsChat](#) [@JohnEvans23](#) c-suite involvement makes sense. post- simulation, do many firms realise they need to make decision lines shorter? [#CommsChat](#) -8:32 PM Feb 13th, 2012



[patricecloutier](#) [@johnevans23](#) is this fire bell? how "accessible" is it to small firms or governments facing tight fiscal environments ? [#commschat](#) -8:32 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevans23](#) Ah similar then [#CommsChat](#) -8:32 PM Feb 13th, 2012



[AntonioKing1](#) Aside from the usuals, Marketing and CS departments need to see and understand what happens during social media crises. [#commschat](#) -8:31 PM Feb 13th, 2012



[mynewsdesk](#) [uk](#) [@robertcgage](#) :) like if we ran out of sun cream! [#commschat](#) -8:31 PM Feb 13th, 2012



[johnevans23](#) [@pcmcreative](#) [@RebeccaFZ](#) yes its all done on a closed circuit totally securely which is critical [#commschat](#) -8:31 PM Feb 13th, 2012



[mollyhpierce](#) An example of comms pro.s not doing their job when it comes to a crisis,
via [@harriet_minter](#):<http://t.co/3BfByNBK> [#commschat](#) -8:30 PM Feb 13th, 2012



[RebeccaFZ](#) [@pcmcreative](#) We have a closed mock web - with FB, Tw, Blogs, Forums, News sites etc. Its fun [#CommsChat](#) -8:30 PM Feb 13th, 2012



[cksyme](#) [#CommsChat](#) [@johnevens23](#) What do you think about the idea of using a huge event (like Super Bowl) just to test your monitoring skills? -8:30 PM Feb 13th, 2012



[robertcgage](#) [@RebeccaFZ](#) As Big Man and Scotrail found, frontline staff can be thrust into the limelight. [#commschat](#) -8:30 PM Feb 13th, 2012



[reynoldsws](#) RT [@RebeccaFZ](#): Com Mgrs must be prepared/trained to act on the brand's behalf, not caught unawares [#CommsChat](#) -8:29 PM Feb 13th, 2012



[patricecloutier](#) [@corrinnedouglas](#) sorry about that ... didn't mean to "hijack" the convo ... [#commschat](#) -8:29 PM Feb 13th, 2012



[pcmcreative](#) [@RebeccaFZ](#) Do you have a closed mock web? You can't play them out live. How does it work? [#CommsChat](#) -8:29 PM Feb 13th, 2012



[patricecloutier](#) we had a big debate last week on [#smemchat](#) on using real vs fake to test social media and open/closed loops . diverging opinions [#commschat](#) -8:29 PM Feb 13th, 2012



[mollyhpierce](#) [@PRgirlAshley](#) It was this, in fact:<https://t.co/qSKOm8Dw> [#commschat](#) -8:29 PM Feb 13th, 2012



[robertcgage](#) [@mynewsdesk_uk](#) Happy to participate in any crisis on St Lucia, if you are planning one.... [#commschat](#) -8:29 PM Feb 13th, 2012



[corrinne douglas](#) Wondering if [@likeaword](#) knows [#commschat](#) has a [#smem](#) theme tonight and [@patricecloutier](#) is on? -8:29 PM Feb 13th, 2012



[RebeccaFZ](#) Com Mgrs must be prepared/trained to act on the brand's behalf, not caught unawares [#CommsChat](#) -8:28 PM Feb 13th, 2012



[robertcgage](#) [@patricecloutier](#) Everyone should also be aware of the crisis comms or it could lapse into chaos. [#commschat](#) -8:28 PM Feb 13th, 2012



[mollyhpierce](#) [@PRgirlAshley](#) Yes, [@hannahminter](#) (I think) linked to a post earlier this evening about DKNY and recent crisis reaction [#commschat](#) -8:27 PM Feb 13th, 2012



[RebeccaFZ](#) [@pcmcreative](#) Yes, we do simulations using Twitter/Facebook mock-ups [#CommsChat](#) -8:27 PM Feb 13th, 2012



[patricecloutier](#) [@cksyme](#) yes ...for superbowl ... tested SM monitoring ... didn't get to actually plug the info onto a crowdmap though [#commschat](#) -8:27 PM Feb 13th, 2012



[johnevans23](#) [@mynewsdesk_uk](#) lets talk! [#commschat](#) -8:26 PM Feb 13th, 2012



[patricecloutier](#) A3: everyone should be involved ... they may all become the face of your response by design or accident ... [#commschat](#) -8:26 PM Feb 13th, 2012

13th, 2012



[cksyme](#) [#CommsChat](#) [@patricecloutier](#) Have you used CrowdMap for simultaions? Didn't you write a blog on it recently? -8:26 PM Feb 13th, 2012



[CommsChat](#) Agree RT [@mynewsdesk_uk](#): Would be a great experience to try... [#CommsChat](#) -8:26 PM Feb 13th, 2012



[johnevans23](#) [@CommsChat](#) as many as poss! comms, mkting, HR, legal and c-suite if poss [#commschat](#) -8:26 PM Feb 13th, 2012



[mynewsdesk_uk](#) Mynewsdesk could provide social media newsrooms to use in the simulation! [#commschat](#) -8:25 PM Feb 13th, 2012



[johnevans23](#) [@cksyme](#) [@patricecloutier](#) sure. eg BP, so many groups to deal with sometimes overlapping channels but different content types [#commschat](#) -8:25 PM Feb 13th, 2012



[pcmcreative](#) Ever thought about the bad thing that can go wrong and run away on social media platforms like Twitter? chatting now on [#commschat](#) tag -8:25 PM Feb 13th, 2012



[RebeccaFZ](#) [@mollyhpierce](#) Yes, Legal depts should take part, along with Mkg/PR depts, CMgrs, Customer Support, etc. [#CommsChat](#) -8:25 PM Feb 13th, 2012



[PRgirlAshley](#) If you're in PR, you should be your best under stress. [@mollyhpierce](#) ..brings out employee reactions to stressful situations [#commschat](#) -8:25 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevans23](#) Deal with a crisis across channels, testing the effectiveness of different responses [#CommsChat](#) -8:24 PM

Feb 13th, 2012



[mollyhpierce](#) [@RebeccaFZ](#) [@johnevents23](#) Yep-finding out about the legal, in particular, ramifications of a potential crisis will sharpen reaction [#commschat](#) -8:24 PM Feb 13th, 2012



[mynewsdesk_uk](#) Would be a great experience to try. Perhaps [#commschat](#) folk could all go on a group crisis simulation away day together and report back? -8:23 PM Feb 13th, 2012



[CommsChat](#) [@JohnEvans23](#), you mentioned departments, Q3)Which departments should take part in the simulation? [#CommsChat](#) -8:23 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevents23](#) Completely! Need to get all relevant personnel/depts involved. [#CommsChat](#) -8:22 PM Feb 13th, 2012



[johnevents23](#) [@patricecloutier](#) [@cksyme](#) its on a case by case, depends on scenario where the issue stems from, who are the priority audiences [#commschat](#) -8:22 PM Feb 13th, 2012



[cksyme](#) [@patricecloutier](#) Great question.I think it's a hybrid. We want to turn public our way as well so they don't think we r hiding. [#CommsChat](#) -8:22 PM Feb 13th, 2012



[PRgirlAshley](#) RT [@patricecloutier](#): [@CommsChat](#) we move at the speed our our audiences + use the tools they use or we face irrelevance [#commschat](#) -8:22 PM Feb 13th, 2012



[AntonioKing1](#) [@CommsChat](#) Thinking on your feet. No crisis is planned or the same. so You've got to be able to handle all the curve balls. [#commschat](#) -8:22 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) Customer/public are the main priority as they 'create the news' but, must also address main news channels [#CommsChat](#) -8:22 PM Feb 13th, 2012



[johnevans23](#) [@RebeccaFZ](#) and seeng non social depts like HR, legal etc see it for "real" often makes them focus on the threat [#commschat](#) -8:21 PM Feb 13th, 2012



[corrinnedouglas](#) RT [@patricecloutier](#): I see it from an emergency mgmt perspective <http://t.co/SODAQLrv#commschat> -8:21 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevans23](#) How does your simulation training work? We use tools and mock-ups of relevant SM channels [#CommsChat](#) -8:20 PM Feb 13th, 2012



[patricecloutier](#) [@cksyme](#) but is the media our primary audience still or are we best communicating directly with public/clients? [#commschat](#) -8:20 PM Feb 13th, 2012



[patricecloutier](#) but to test the 2nd stream = enhancing situational awaress/op picture, it's better to test your SM monitoring on real-life events [#commschat](#) -8:19 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevans23](#) Agreed! Plus, put into competing groups can help foster pressure [#CommsChat](#) -8:19 PM Feb 13th, 2012



[cksyme](#) Hate to disagree w/[@patricecloutier](#), but holding statements can keep media in your corner. Not as a put-off, but "we're on it." [#CommsChat](#) -8:19 PM Feb 13th, 2012



[robertcgage](#) [@johnevans23](#) [@patricecloutier](#) SM can create a wrong perception almost instantly. So the 12 min argument is a

good one. [#commschat](#) -8:19 PM Feb 13th, 2012



[patricecloutier](#) there should be two streams in training with SM: 1= info/PR comms and issues management ... that you can do with drill scenario [#commschat](#) -8:19 PM Feb 13th, 2012



[mollyhpierce](#) You're forced to act under pressure in a crisis simulation-brings out employee reactions to stressful situations [#commschat](#) -8:18 PM Feb 13th, 2012



[johnevs23](#) [@mynewsdesk_uk](#) [@CommsChat](#) its about making it as life like as possible. nothing like the pressure of a barrage of live tweets [#commschat](#) -8:18 PM Feb 13th, 2012



[RebeccaFZ](#) People can play 'brand attackers' and 'brand defenders' so they see the impact of different actions on communities [#CommsChat](#) -8:18 PM Feb 13th, 2012



[RebeccaFZ](#) RT [@mynewsdesk_uk](#): Simulation will give the user experience in channel mgmt, speed of response, messaging, dialogue pressure [#CommsChat](#) -8:17 PM Feb 13th, 2012



[johnevs23](#) [@patricecloutier](#) [@robertcgage](#) and often changed within minute [#commschat](#) -8:17 PM Feb 13th, 2012



[robertcgage](#) [@patricecloutier](#) They created a perception in 7/7 with the "power surge" line. The reality, however, was very different long term [#commschat](#) -8:17 PM Feb 13th, 2012



[patricecloutier](#) I see it from an emergency mgmt perspective <http://t.co/SODAQLrv> [#commschat](#) -8:17 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@johnevs23](#): Simulation will give the user experience in channel mgmt, speed of response, messaging, dialogue pressure [#commschat](#) -8:16 PM Feb 13th, 2012



[RebeccaFZ](#) When we ran our crisis simulation last time around, people really enjoyed the fast pace and thinking under pressure [#CommsChat](#) -8:16 PM Feb 13th, 2012



[Lizziehthomas](#) [@reynoldsws](#) welcome! use the [#CommsChat](#) hashtag to join in the chat -8:16 PM Feb 13th, 2012



[alexpathham](#) [#commschat](#) The initial 'panic' feeling of an online crisis in SM as its so quick, can't be emulated without simulation. -8:16 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@CommsChat](#): 2)What can employees learn from a mock crisis that they cant learn from training without simulation? [#commschat](#) -8:16 PM Feb 13th, 2012



[AmelieMet](#) A2 Definitely the speed of incoming messages asking the same question. [#commschat](#) -8:16 PM Feb 13th, 2012



[johnevans23](#) [@CommsChat](#) Simulation will give the user experience in channel mgmt, speed of response, messaging, dialogue pressure [#commschat](#) -8:16 PM Feb 13th, 2012



[mynewsdesk_uk](#) Best solution is instant comms (eg Twitter) combined with social media newsroom. Integrated digital comms vital. [#commschat](#) -8:15 PM Feb 13th, 2012



[reynoldsws](#) RT [@RebeccaFZ](#): [@CommsChat](#) Crisis simulations help people feel part of a 'real' situation [#CommsChat](#) -8:15 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) But wouldn't you want to carry out a prior risk scenario exercise? [#CommsChat](#) -8:15 PM Feb 13th, 2012



[corinnedouglas](#) RT [@patricecloutier](#): all this means that any response plan (emergency or BCP/COOP) need crisis comms approach with use of SM [#commschat](#) -8:15 PM Feb 13th, 2012



[robertcgage](#) [@CommsChat](#) A2 - crises rarely conform to textbooks. They grow organically. Simulations can grow like this too. [#commschat](#) -8:15 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#) Crisis simulations help people feel part of a 'real' situation [#CommsChat](#) -8:14 PM Feb 13th, 2012



[patricecloutier](#) [@robertcgage](#) i think the risk/hazard is a bit irrelevant in the sense that perceptions are created within minutes [#commschat](#) -8:14 PM Feb 13th, 2012



[johnevans23](#) [@patricecloutier](#) [@cksyme](#) some statement of acknowledgment is important to buy time often [#commschat](#) -8:14 PM Feb 13th, 2012



[wissit](#) As Twitter is so quick - this will change crisis comm more than anything else.. hard to do the right thing [#commschat](#) -8:13 PM Feb 13th, 2012



[CommsChat](#) 2)What can employees learn from a mock crisis that they can't learn from training without simulation? [#CommsChat](#) -8:13 PM Feb 13th, 2012



[johnevans23](#) [@RebeccaFZ](#) absolutely true, much of the time jounos too. they source so much from twitter now. most used channel for them [#commschat](#) -8:13 PM Feb 13th, 2012



[CommsChat](#) [@RebeccaFZ](#) that takes us nicely into Q2! [#CommsChat](#) -8:13 PM Feb 13th, 2012



[robertcgage](#) [@patricecloutier](#) [@CommsChat](#) Don't we move at the speed of the crisis too tho? Japan earthquake = fast. Disease/epidemic = slower. [#commschat](#) -8:13 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#) holding messages can work in some scenarios but I think there's better solutions - what do you think? [#CommsChat](#) -8:13 PM Feb 13th, 2012



[helenblundell](#) [@cksyme](#) [@JohnEvans23](#) Hello, Helen from APIL here. A series of holding statements is vital to buy time while assessing situation [#commschat](#) -8:13 PM Feb 13th, 2012



[mynewsdesk_uk](#) [@patricecloutier](#) agree - think about [@kennethdalGLISH](#) & how quickly he could have used Twitter to calm storm over Handshakegate. [#commschat](#) -8:13 PM Feb 13th, 2012



[AmelieMet](#) Good evening all. Love the topic - especially interested in it from an event managers perspective. [#commschat](#) -8:12 PM Feb 13th, 2012



[patricecloutier](#) [@cksyme](#) holding messages are also becoming moot ... <http://t.co/Y2Ipa3N7> [#commschat](#) -8:12 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevens23](#) Planning essential, plus shared info and 'dry runs' [#CommsChat](#) -8:12 PM Feb 13th, 2012



[BigLugPR](#) [#CommsChat](#) Esh from South Africa here. I do Comms for an online marketing agency. -8:12 PM Feb 13th, 2012



[CommsChat](#) Welcome everyone, including those from Canada and Vienna! Just use the hashtag to join in [#CommsChat](#) -8:12 PM Feb 13th, 2012



[alexpackham](#) [#commschat](#) Crisis are short term but any strategy/solution needs to keep long term strategies in mind. -8:11 PM Feb 13th, 2012



[RebeccaFZ](#) [@johnevs23](#) Plus its usually the online communities that hear about an issue before the brand need good relation with community [#CommsChat](#) -8:11 PM Feb 13th, 2012



[reynoldsws](#) [@CommsChat](#) I'm from [@birchwoodknight](#) and recruit into the comms space so keen to learn more, sorry I'm late [#CommsChat](#) -8:11 PM Feb 13th, 2012



[wissit](#) Hi from Vienna - just found your chat - will have a look on it! [#commschat](#) -8:10 PM Feb 13th, 2012



[johnevs23](#) [@RebeccaFZ](#) [@robertcgage](#) planning is absolutely critical inc process and protocols across the organisation [#commschat](#) -8:10 PM Feb 13th, 2012



[patricecloutier](#) all this means that any response plan (emergency or BCP/COOP) need crisis comms approach with use of SM [#commschat](#) -8:10 PM Feb 13th, 2012



[cksyme](#) [#CommsChat](#). [@JohnEvans23](#) -do you advocate having a variety of "holding messages" to use while you gather info, depending on situation? -8:10 PM Feb 13th, 2012



[patricecloutier](#) [@CommsChat](#) we move at the speed our our audiences + use the tools they use or we face irrelevance [#commschat](#) -8:10 PM Feb 13th, 2012



[johnevs23](#) [@CommsChat](#) [@patricecloutier](#) you're right, those 12 mins count. decisions must be made, but not always reaction immediately [#commschat](#) -8:10 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#) Identifying a possible crisis is where the

process starts. [#CommsChat](#) -8:10 PM Feb 13th, 2012



[robertcgage](#) [@RebeccaFZ](#) So true. And many are getting better at it. Still seems to be a long way to go though [#commschat](#) -8:09 PM Feb 13th, 2012



[wissit](#) +1 MT [@patricecloutier](#): Im gonna get things going first qn should really read: how crucial are the first 12 MINUTES of a crisis [#commschat](#) -8:09 PM Feb 13th, 2012



[RebeccaFZ](#) [@robertcgage](#) If a company has a crisis strategy plan worked out in advance, that can really help [#CommsChat](#) -8:08 PM Feb 13th, 2012



[CommsChat](#) [@JohnEvans23](#) and [@patricecloutier](#), how realistic is that tight timeframe, do we think? [#CommsChat](#) -8:08 PM Feb 13th, 2012



[alexpachham](#) Getting involved in [#commschat](#) Social Media Exec at ODEON Cinemas -8:08 PM Feb 13th, 2012



[sarahrroberts](#) [@johnevents23](#) [@commschat](#) completely agree especially with Concordia crisis of late [#CommsChat](#) -8:07 PM Feb 13th, 2012



[mynewsdesk_uk](#) True! RT [@patricecloutier](#): first question should really read: how crucial are the first 12 MINUTES of a crisis [#commschat](#) -8:07 PM Feb 13th, 2012



[RebeccaFZ](#) [@patricecloutier](#): Agreed! Should always be monitoring online chatter... spot a crisis early [#CommsChat](#) -8:07 PM Feb 13th, 2012



[patricecloutier](#) we're in an era of message competition not message control. if we don't use the SM arena within minutes = irrelevant [#commschat](#) -8:07 PM Feb 13th, 2012



[MickDickinson](#) Bonjour. Mick here from BuzzedUp. Looking for tips for if and when the s*** hits the fan :) [#surelynot#commschat](#) -8:07 PM Feb 13th, 2012



[robertcgage](#) [@johnevs23](#) [@CommsChat](#) One size doesn't fit all though. Some crises are slow burn. Require a more considered response [#commschat](#) -8:07 PM Feb 13th, 2012



[patricecloutier](#) I'm gonna get things going ... first question should really read: how crucial are the first 12 MINUTES of a crisis [#commschat](#) -8:06 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@CommsChat](#): So, Q1) [@JohnEvans23](#), how crucial are the first 12 hours of social media activity in a crisis? [#commschat](#) -8:05 PM Feb 13th, 2012



[johnevs23](#) [@CommsChat](#) 1st 12 hours offer opportunity to respond. Late pick = bigger fires to fight. so early reaction and monitor a must have. [#commschat](#) -8:05 PM Feb 13th, 2012



[patricecloutier](#) hello from Toronto, Canada [#commschat](#) -8:05 PM Feb 13th, 2012



[sarahrroberts](#) Evening all, I'm Sarah and I do PR in education, don't do much crisis comms so looking for some tips! [#CommsChat](#) -8:04 PM Feb 13th, 2012



[CommsChat](#) Welcome [@Robertcgage](#) and [@RebeccaFZ](#) ! [#CommsChat](#) -8:04 PM Feb 13th, 2012



[cksyme](#) [#CommsChat](#) now on social media crisis training exercises w/Weber-Shandwick's John Evans <http://t.co/AZ6jvrZg> [#crisispr](#) -8:03 PM Feb 13th, 2012



[CommsChat](#) So, Q1) [@JohnEvans23](#), how crucial are the first 12 hours of social media activity in a crisis? [#CommsChat](#) -8:03 PM Feb 13th,

2012



[robertcgage](#) [@CommsChat](#) Rob from Cardiff. I do PR and aircraft. Love a good crisis...[#commschat](#) -8:03 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#) I'm Rebecca [@emoderation](#). Interested in this chat as we do similar crisis work.[#CommsChat](#) -8:02 PM Feb 13th, 2012



[CommsChat](#) A quick overview of topics is here:<http://t.co/MxOmlFSJ> it's great if you can introduce yourself briefly in your first tweet [#CommsChat](#) -8:01 PM Feb 13th, 2012



[CommsChat](#) Welcome to [@JohnEvans23](#) from Weber Shandwick which has recently launched [#Firebell](#) crisis simulation software in Europe [#CommsChat](#) -8:00 PM Feb 13th, 2012



[CommsChat](#) Hi everyone, it's 8pm, so welcome to [#CommsChat](#) on social media crisis simulations. I'm Lizzie, staff writer [@communicatomag](#) [#CommsChat](#) -8:00 PM Feb 13th, 2012



[CommsChat](#) [@cksyme](#) [#CommsChat](#), every Monday 8pm UK time, 3 minutes to go, hope you can make it? -7:58 PM Feb 13th, 2012



[RebeccaFZ](#) [@CommsChat](#): Five minutes to go, put the kettle on and fire up your laptops for [#CommsChat](#). A quick overview:<http://t.co/BWU5IvUp> [#CommsChat](#) -7:57 PM Feb 13th, 2012



[cksyme](#) [#CommsChat](#) - Is the chat in 7 hours, 4 minutes, or 4 minutes? I must have got my UK time vs MST time mixed up. -7:56 PM Feb 13th, 2012



[RebeccaFZ](#) [@Lizziehthomas](#) Tea ready, plus a choc biscuit! ;) [#CommsChat](#) -7:56 PM Feb 13th, 2012



[johnevens23](#) RT [@CommsChat](#): Five minutes to go, put the kettle on and fire up your laptops for [#CommsChat](#). A quick overview: <http://t.co/MxOmIFSJ> -7:56 PM Feb 13th, 2012



[CommsChat](#) Five minutes to go, put the kettle on and fire up your laptops for [#CommsChat](#). A quick overview: <http://t.co/MxOmIFSJ> -7:55 PM Feb 13th, 2012



[Lizziehthomas](#) Five minutes to go, put the kettle on and fire up your laptops for [#CommsChat](#). A quick overview: <http://t.co/FY35gct6> -7:55 PM Feb 13th, 2012



[CommsChat](#) ten minutes to go. I'm looking forward to seeing what everyone comes up with for Q5! [#CommsChat](#) -7:51 PM Feb 13th, 2012



[IABCstudents @IABC](#) Free Web Seminar 7 March: How to Build and Maintain Your Personal Brand by [@heatherhuhman](#) <http://t.co/E0mWT31R> [#prstudchat](#) [#commschat](#) -7:51 PM Feb 13th, 2012



[RebeccaFZ @CommsChat](#) Looking forward to it! [#CommsChat](#) -7:50 PM Feb 13th, 2012



[CommsChat @chkchk #CommsChat](#) runs from 8pm- 9pm, hope to see you here! -7:47 PM Feb 13th, 2012



[chkchk @commschat](#) they get a better picture of how to respond when truly under pressure - and more importantly, how they colleagues do [#commschat](#) -7:38 PM Feb 13th, 2012



[CommsChat](#) 5)What sorts of mock scenarios would you come up with to put an organisation through its paces? [#CommsChat](#) -7:30 PM Feb 13th, 2012



[CommsChat](#) 4) Do companies which outsource their PR need to prepare for crises? [#CommsChat](#) -7:30 PM Feb 13th, 2012



[CommsChat](#) 3) Which departments should take part in the simulation? [#CommsChat](#) -7:30 PM Feb 13th, 2012



[CommsChat](#) 2) What can employees learn from a mock crisis that they can't learn from training without simulation? [#CommsChat](#) -7:30 PM Feb 13th, 2012



[CommsChat](#) 1) How crucial are the first 12 hours of social media activity in a crisis? [#CommsChat](#) -7:29 PM Feb 13th, 2012



[CommsChat](#) Half an hour to go til we start. The following tweets will be our topics for the night: [#CommsChat](#) -7:29 PM Feb 13th, 2012



[mollyhpierce](#) Looking forward to [#commschat](#) from 8 w/[@johnevens23](#) on crisis simulation - follow [@CommsChat](#) for updates. -7:23 PM Feb 13th, 2012



[CommsChat](#) Just under an hour til [#CommsChat](#) with [@JohnEvans23](#) ! topics here: <http://t.co/MxOmIFSJ> -7:05 PM Feb 13th, 2012



[mynewsdesk_uk](#) RT [@Harriet_Minter](#): DKNY's social media nightmare <http://t.co/EJVzBLTq> Might be worth a read before tonight's [#commschat](#) -6:57 PM Feb 13th, 2012



[cksyme](#) Social media in crisis mock training discussed on

today's [#CommsChat](#). <http://t.co/bA6slKIZ> [#crisispr](#) -5:01 PM Feb 13th, 2012



[Bradrichardryan](#) RT [@CommsChat](#): Join us from 8pm for a [#CommsChat](#) on crisis simulation in social media training. What mock crisis scenarios can you come up with? -4:18 PM Feb 13th, 2012



[johnevans23](#) looking forward to talking to the guys at [@commschat](#) this evening about crisis simulation [#firebell#webershandwick](#) 8pm onwards [#commschat](#) -3:41 PM Feb 13th, 2012



[pcmcreative](#) RT [@CommsChat](#): Join us from 8pm for a [#CommsChat](#) on crisis simulation in social media training. What mock crisis scenarios can you come up with? -3:29 PM Feb 13th, 2012



[MGreer PR](#) RT [@CommsChat](#): Join us from 8pm for a [#CommsChat](#) on crisis simulation in social media training. What mock crisis scenarios can you come up with? -3:26 PM Feb 13th, 2012



[CommsChat](#) Join us from 8pm for a [#CommsChat](#) on crisis simulation in social media training. What mock crisis scenarios can you come up with? -3:25 PM Feb 13th, 2012



[Harriet Minter](#) DKNY's social media nightmare <http://t.co/TYIEozuV> Might be worth a read before tonight's [#commschat](#) -12:35 PM Feb 13th, 2012



[LogistikGroup](#) Looking forward to this: RT [@commschat](#) 'we're looking forward to tonight's [#CommsChat](#) on mock social media crises <http://t.co/x18Mb1MW>' -11:24 AM Feb 13th, 2012



[Lizziehthomas](#) RT [@CommsChat](#): we're looking forward to tonight's [#CommsChat](#) on mock social media crises <http://t.co/FY35gct6> with [@johnevans23](#) -11:23 AM Feb 13th, 2012



[CommsChat](#) we're looking forward to tonight's [#CommsChat](#) on mock social media

crises <http://t.co/MxOmIFSJ> with [@johnevens23](#) -11:22 AM Feb 13th, 2012



[pgeorgieva](#) Nissan: Spread the message with a wall painting - <http://t.co/BgggcL3S> #PR #SM #PRStudChat #CommsChat -10:59 AM Feb 13th, 2012



[birchwoodknight](#) looking forward to reading [#commschat](#) tonight with [@johnevens23](#) from [@WeberShandwick](#) on social media crisis comms <http://t.co/kjPLGtWD> -10:37 AM Feb 13th, 2012



[BigLugPR](#) Looking for great [#commschat](#) webinar sessions [#crisiscomms](#). Anyone got some good leads we can follow? Thanks. <https://twitter.com/#> -6:57 AM Feb 13th, 2012



[jakefarrell7](#) RT [@benwhitelaw](#): Blogged: Why being able to explain what a community manager can do is important <http://t.co/s2zuX52D> [#commschat](#) [#cmgr](#) -9:30 PM Feb 12th, 2012



[OiPhilpot](#) RT [@benwhitelaw](#): Blogged: Why being able to explain what a community manager can do is important <http://t.co/s2zuX52D> [#commschat](#) [#cmgr](#) -8:30 PM Feb 12th, 2012



[benwhitelaw](#) Blogged: Why being able to explain what a community manager can do is important <http://t.co/s2zuX52D> [#commschat](#) [#cmgr](#) -8:16 PM Feb 12th, 2012



[CommsChat](#) Any ideas [#commschat](#)? MT [@themaria](#): Hey community mgrs/aspiring CMs: I'm gonna teach a class next month. What would you want to learn about? -7:28 PM Feb 12th, 2012



[PRMediaBlog](#) RT [@CommsChat](#): On Monday from 8-9pm on [#CommsChat](#), we'll be asking you to come up with mock crisis scenarios for social media training -7:51 PM Feb 11th, 2012



[JonClements](#) RT [@CommsChat](#): On Monday from 8-9pm on [#CommsChat](#), we'll be asking you to come up with mock crisis

scenarios for social media training -7:51 PM Feb 11th, 2012



[LizzieThomas](#) [@johnevs23](#) great stuff, we're looking forward to it too! Have a great w/e everybody, and see you on Monday on [#CommsChat](#)! -5:17 PM Feb 10th, 2012



[CommsChat](#) RT [@johnevs23](#): looking forward to discussing [#crisiscomms](#) on monday [#commschat](#) [#firebell](#) -5:15 PM Feb 10th, 2012



[johnevs23](#) looking forward to discussing [#crisiscomms](#) on monday [#commschat](#) [@LizzieThomas](#) [#firebell](#) -5:14 PM Feb 10th, 2012



[JadeGamlin](#) RT [@LizzieThomas](#): On Monday from 8-9pm on [#CommsChat](#), we'll be asking you to come up with mock crisis scenarios for social media training -4:39 PM Feb 10th, 2012