Crisis communication & best practices in the age of digital
We live in the age of the Internet
How do you cut through the noise?

Over 6 million tweets
Over 1.6 million Tumblr posts
Over 1 million Instagram posts
Over 8000 hours of video published

00:20:00

Source: http://www.internetlivestats.com
Who is Talkwalker?

Talkwalker is a listening and analytics company that empowers **over 2,000** companies to optimize the impact of their communication efforts.

- Founded in 2009
- 5 offices worldwide: San Francisco, New York, Frankfurt, Singapore & Luxembourg (HQ)
- A team of 250 experts
- 70 engineers & data scientists

**We specialize in:**

- Protect
- Measure
- Promote

**Over 2,000 Global Customers**

**Recognized by:**

Gartner.  Forrester.
Protect, measure and optimize the impact of your brand communication.

**Brand Protection and Reputation Management**
- Issue Tracking
- Reputation Management
- Crisis Management

**Performance Measurement and Reporting**
- PR Measurement
- Social Measurement
- Brand Health Measurement

**Brand Insights and Campaign Recommendations**
- Influencer Management
- Content Ideation & Recommendations
- Consumer Insights
- Competitive Intelligence
- Trend Research
- Campaign Optimization
Social media: an opportunity for the utility industry

Social media: where people are

Social media: where they can find you

Social media: where they talk about you no matter what
Why do people connect with utility companies on social?

Source: Pike Research
4 main crisis origins for utility companies

- **Service problem (outage, maintenance, etc)**
  - Maybe because of a natural disaster (Dallas example)
- **Billing issues**
- **Rate hikes**
- **The unexpected!**
  - An employee goes off script
  - Somebody with influence tweets about your customer service
  - …
When the U.S. president comes knocking on social

Donald J. Trump
@realDonaldTrump

Coal is an important part of our electricity generation mix and @TVAnews should give serious consideration to all factors before voting to close viable power plants, like Paradise #3 in Kentucky!

5:03 PM - 11 Feb 2019
18,611 Retweets 87,144 Likes

Leader McConnell
@senatemajldr

I agree Mr. President. #Coal is an affordable & reliable source of energy we can find right here in #Kentucky. It powers the lights in our homes & employs thousands of hardworking Kentuckians. Coal has helped fuel our country’s greatness & it needs to be part of our energy future.

5:22 PM - 11 Feb 2019
2,286 Retweets 8,212 Likes
… And goes viral!
BEFORE a crisis

• Monitor your brand reputation
• Create strong internal guidelines
• Develop an early-warning system
  • Issue framework
  • Predictive alerts
• Assemble your crisis response team
  • Who should be notified in case of a crisis?
  • Who does what? What’s the chain of command?
  • Create action plans & contact lists
  • Brainstorm crisis scenarios (and subsequent responses)
Key stakeholders in a crisis

CEO

S A L E S

V P  M A R K E T I N G

L E G A L

V P  C O M M U N I C A T I O N

C R I S I S

C O M M U N I T Y  M A N A G E R
Brand monitoring in the age of digital

Number of mentions of @SFR or @SFR_SAV

Over the last 30 days

Results 43.7K

Severe network outage

Negative tweet from popular soccer player regarding customer service
Understanding what the complaints are about

Complaints over time
Over the last 30 days

Share of complaints by type
Tracking geolocation of mentions
What role does social play in a PR crisis?

Any brand crisis can either be:

- Amplified by social media: Caused by an external factor, but amplified on social
- Prolonged by social media: No longer existent in the media, but prolonged on social
- Born on social media: User-generated content, activist movement
DURING a crisis

- Take a step back: is it really a crisis?
- Pick up your crisis plan
  - Warn all the designated persons/departments
  - Adjust alerts
  - Start preparing your communication plan
What role can social media play for YOU?

During a crisis, use social media to:

- Communicate regular updates & essential info
- Easily get to the urgent questions
- Show rather than tell
AFTER a crisis

• Perform a post-crisis review
  • How did your team manage the PR crisis situation?
  • What needs to be improved in your crisis plan?
  • Where does your brand sentiment stand?
  • If needed, how will you rebuild your trust?
Key takeaways

• If you’re not currently using social listening / analytics, take another look!

• Digital = opportunity for utility companies

• Crises are scary, but can also be your time to shine!
QUESTIONS ?
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Impact starts here.

2000+ Customers Worldwide

187 languages – 150M Websites – 850K News Sites – 10+ Social Networks