Surviving the Storm:
Practical Messaging & Communication

TABITHA HANES
Director of Communications
The Robins-Starr Humane Center
2519 Hermitage Road
Richmond, VA 23220
www.richmondsPCA.org
www.facebook.com/richmondsPCA
follow @RichmondSPCA on twitter
Tel: (804) 521-1319
Cell: (804) 616-0089
Fax: (804) 521-0540
thanes@richmondsPCA.org

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Every life is precious.

Frieda
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Before the clouds move in

**Build your shelter:** Have a presence and a policy before you have a problem

- Web presence
  - Establish your presence so the negative comments will not own the first search result
  - Social media profiles and actively maintained blogs do well in search results
Before the clouds move in

- Manage risks with a realistic policy
  - Attacks can originate within
    Make a simple social media & confidentiality policy part of new staff and volunteer training
  - Discuss as part of ongoing education
  - Include both policies for those who may represent the organization officially and constructive tips for personal social media use (i.e. “Don’t be stupid.”)
Forecasting the storm

MAJOR WINTER STORM IMPACT
FRI-SAT
• DIFFICULT TRAVEL
• FLIGHT CANCELLATIONS

THESE PEOPLE SHOULD HIT
THE LIQUOR STORES

THESE PEOPLE SHOULD
BUY A BOAT

ANYONE WHO LIVES UNDER
THIS BUBBLE IS TOTALLY SCREWED

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Forecasting the storm

- Online conversations move quickly and unanswered criticism can spread
- Keep an eye on the forecast by monitoring your organization’s reputation
  - Without a budget, listening to the conversation must be someone’s ongoing priority
    Prioritize: Twitter, Facebook, Yelp...
    Basic: Google Alerts, blog search
  - Paid services
Monitoring: HootSuite dashboard
Weathering the deluge

- Respond quickly
  - A quick response can diffuse the situation and even get more mileage for your organization
  - Responding onsite shows your message in line with the negative review when it’s shown in search results

- Identify the exceptions
  - Consider the source: Will a retort boost the profile of an otherwise latent thread?
  - Consider the number of followers, search prominence
Crafting your response

- When you own the forum
  - Establish a comment policy and apply it evenly
  - Deleting vs. answering comments

Our Facebook policy
by Nestle on Wednesday, April 20, 2011 at 12:00pm

You may know that we allow anyone to post anything on this page. It means we get to hear a whole range of comments and views, a lot of which is valuable, and we want to host a page where everyone feels comfortable sharing their views on us, our products and the wider world.

That said, we are concerned about the use of extremely offensive language, sometimes combined with personal abuse, that have cropped-up. We want to keep the page as open as possible to all views, and criticisms, and are concerned that some of highly hostile language puts some people off in joining the debate.

We'd be interested in whether you think we should make any changes to the way we manage the page to address this. Do let us know in the comments below if you have a view, and we're looking forward to hearing your thoughts.
Crafting your response

- **Content hosted elsewhere**
  - Be familiar with comment policies
  - Ethics of anonymous responses
  - Move the conversation off-site

- **Other voices at your disposal:**
  Take advantage of the “fans” who are willing to come to the organization’s defense
Comment Policies

Content Guidelines

General Guidelines

Yelp allows users to contribute different kinds of content, including reviews, photos, events, private messages, and more. Please review our content guidelines. Please also read the guidelines below for specific types of content that you might contribute to the site.

- Inappropriate content: Colloquial language and imagery is fine, but there is no need for threats, harassment, lawlessness, hate speech, and other displays of bigotry.

- Promotional content: Unless you're using a Business Owners Account to add content to your business's profile page, we generally frown upon promotional content. Let's keep the site useful for consumers and not overrun with commercial noise from every user.

- Find the right forum: Please make sure your contributions are relevant and appropriate to the forum. For example, reviews aren't the place for random rants about a business's employment practices, political ideologies, or other matters that don't address the core of the consumer experience. These things are better addressed in other forums.

- Privacy: Don't publicize other people's private information. While some businesses may be identified by the people behind them (e.g., real estate agents, doctors, etc.), you should generally avoid posting other people's full names, personal phone numbers, and email addresses — and avoid uploading close-ups of other people without their permission.

- Intellectual property: Don't swipe content from other sites or users. You're a smart cookie, so write your own reviews and take your own photos, please!

Additional Guidelines

Review Guidelines

The best reviews are passionate and personal. They offer a rich narrative, a wealth of detail, and a helpful tip or two for other consumers. Here are some additional thoughts for conscientious reviewers:

- Personal experience: We want to hear about your firsthand consumer experience, not what you heard from your co-worker or significant other. Try to tell your own story without resorting to broad generalizations and conclusory allegations.

- Accuracy: Make sure your review is factually correct. Feel free to air your opinions, but don't exaggerate or misrepresent your experience. We don't take sides when it comes to factual disputes, so we expect you to stand behind your review.

- Conflicts of interest: Your reviews should be unbiased and objective. For example, businesses and their employees shouldn't write reviews about themselves or their competitors.

- Review updates: Review updates should reflect a new experience or interaction with the business. Don't tell the same old story you’ve already told.
Contact information

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