

Reputation Management in a Digital World



A presentation by R&J Strategic Communications

Who We Are

- Welcome
- Who is R&J?
- Today's Agenda
 - What is a crisis?
 - How to prepare in advance of a crisis
 - How to recognize a crisis as early on as possible
 - Steps you can take to help your organization weather a crisis
 - Taking your questions



Our Presenters



John Lonsdorf
President



Scott Marioni
*Executive Vice
President*



Tim Gerdes
*Director of Digital
Marketing*



What is a Crisis?

- Anything that poses a threat to your business operation, profit or brand reputation
 - Internal crisis
 - External crisis



Example



Timeline

Video posted by Melissa DePino of incident

April 12

April 14

Initial response / apology on website
Initial response / apology as tweet

Memo from CEO on website
Video from CEO on website

April 15

April 16

Starbucks CEO Kevin Johnson Good Morning America appearance

Starbucks CEO Kevin Johnson on CNN Tonight after meeting with Rashon Nelson and Donte Robinson

April 17

Release and video announcing store closings / bias training and path forward

April 27

Starbucks CEO Kevin Johnson on CNBC "Squawk on the Street"

Starbucks settlement announcement

May 2

When a Crisis Happens to You

- It's not a matter of *IF*, but *WHEN*...
 - Never take a potential crisis situation for granted
 - Be prepared to act quickly
 - A skillful, thoughtful response can make all the difference



What to do Now, BEFORE a Crisis

- The “Bank of Good Will”
- But be vigilant!
- Set up media monitors
- Monitor social media channels
- Insist on transparency



The Crisis Plan

- Plan ahead!
- Have protocols in place
- Err on the side of caution
- Alert your team
- Be prepared to continue to do business



Crisis Management Messaging

- Having a consistent message across all channels is key, BUT...
- Start by gathering the facts, THEN:
 - Be truthful
 - Be transparent
 - Be relatable
 - Take accountability where appropriate
 - Be mindful of your brand values
 - Clearly articulate a path forward



Communicating Your Message

- What channels should I use?



PESO



Owned Media

- Owned content is still highly trusted
- Your website should be the main resource of information
- Your website should express your brands core values
- Owned content is also effective for internal crisis communications



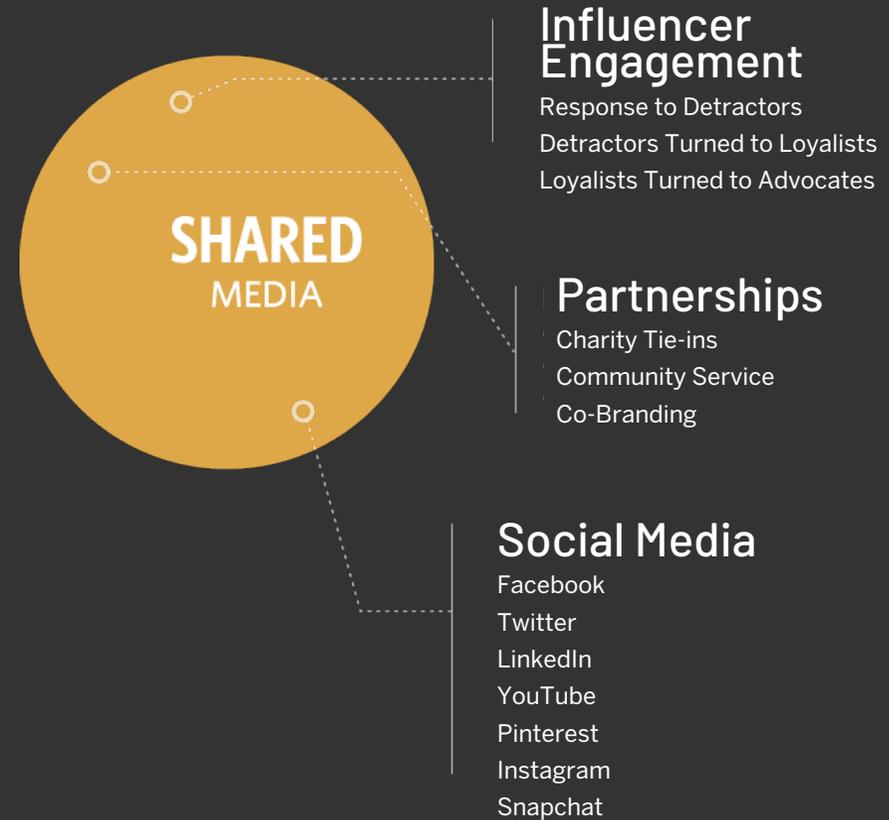
Internal Communications

- All employees – except for designated members of the Crisis Communications Team – are forbidden to speak with the public about any issue related to the company
- Internal training for front line personnel
 - Messaging
 - Scripts
 - Contact log



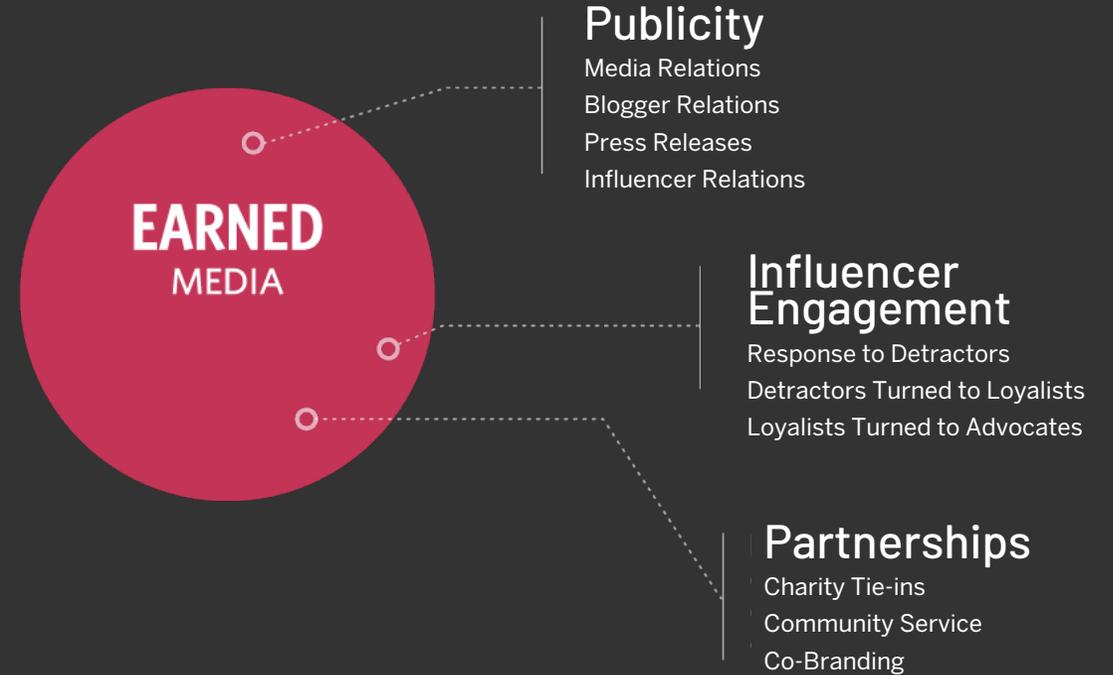
Shared Media

- Communication has evolved to be bidirectional
- Your audience has a platform and can define your brand
- The audience does their research online before interacting with your brand
- Especially in a crisis, it's vital to tell your story



Earned Media

- Assign spokesperson(s)
- Disseminate information as you have it
- Don't allow a vacuum
- Engage where your audience will find you

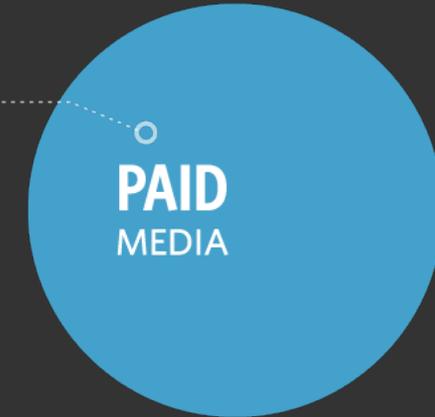


Paid Media

- A traditional ad campaign is not a typical first response in a crisis
- Boosting social media content to address a crisis can help voice your message
- Paid content can help change the conversation

Paid Media

Sponsored Posts
Paid Influencers
Print
Lead Generation



What Now?

- What damage was done?
 - External
 - Internal
- Was the crisis a symptom of a much larger problem that still needs to be addressed?
- Ongoing monitoring and maintenance
 - Most crises never truly “go away”
 - What can I do so this doesn’t happen again?

In Summary

- Be proactive!
 - Bank of Good Will
 - Be vigilant to recognize a potential crisis early on
- Have a crisis management plan
- Sound, effective messaging
- Consider all forms of communication – Paid, Earned, Shared and Owned
- Keep the company “open for business”
- Review. Learn. Fix.



Any Questions?



Thank You!



John Lonsdorf
jlonsdorf@randjsc.com



Scott Marioni
smarioni@randjsc.com



Tim Gerdes
tgerdes@randjsc.com

