

How Facebook and Other Social Media Platforms Can Help Your Company in a Traumatic Event

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Your Employee Assistance Program Provider

Housekeeping Items...

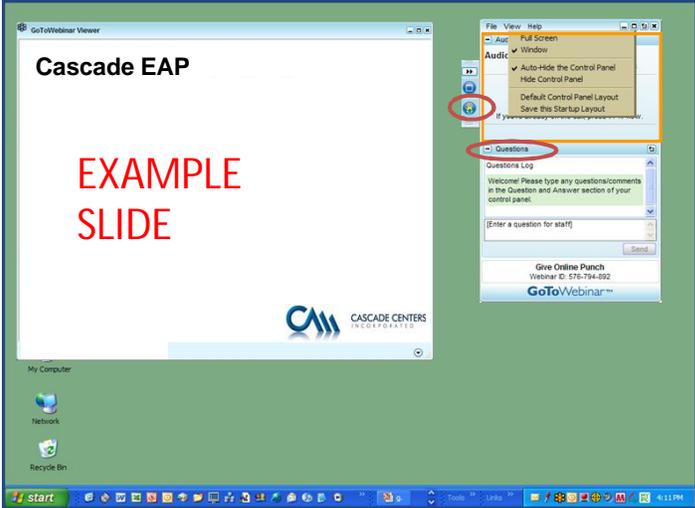
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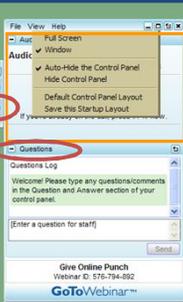


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Poll Question:

What social media platforms does your company currently use?

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. YouTube
- e. Others - Pinterest, Tumblr, etc.

Social Media

"The term "social media" refers to Internet-based applications that enable people to communicate and share resources and information. Some examples of social media include blogs, discussion forums, chat rooms, wikis, YouTube Channels, LinkedIn, Facebook, and Twitter. Social media can be accessed by computer, smart and cellular phones, and mobile phone text messaging (SMS)."

*-- Congressional Research Service Report
Social Media and Disasters: Current Uses, Future Options, and Policy Considerations*



Why Use Social Media?

- Presents real-time information about an incident or disaster.
- Helps you locate employees and determine their safety or needs.
- Controls the flood of information by filtering out rumors and providing timely, accurate and authoritative updates.
- Informs, updates and assures loved-ones of employee's safety.



What Can Social Media Provide?

- **Speed**--Through social media, companies can quickly distribute information to a broad audience. The use of social media cuts out the middleman and ensures that information is delivered directly from a designated individual who has access to the social media account, straight to employees.
- **Relevance**--Because of the speed of delivery, companies can ensure that the information that is currently being distributed is relevant to current events as they unfold and what employees need to know as those events are unfolding.
- **Accuracy**--Companies determine who will administer their social media accounts. Given this, they can ensure that the administrator is reliable, trustworthy and well-informed. This allows companies to ensure that all employees are receiving the same information, at the same time, from a reliable source.

"In an emergency, you must treat information as a commodity as important as the more traditional and tangible commodities like food, water, and shelter."

--Jane Holl Lute, Deputy Secretary, Homeland Security



Another Poll Question...

How would you use social media in the face of a crisis?

- a. Communicating with employees
- b. Disseminating safety plans
- c. Releasing information on the crisis
- d. Linking to sites for emergency services
- e. All of the above



Using Social Media



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Where to begin...

- Identify your target audience. Do you want to use social media for internal purposes only? Do you want to disseminate information only to your employees, or do you want to disseminate information to the general public as well?
- Determine appropriate types of information for dissemination;
- Disseminate information your employees and/or the public is interested in (e.g. what phase the incident is in, etc.) and
- Identify any negative consequences arising from the application —such as the potential spread of faulty information—and work to eliminate or reduce such consequences.

-- Congressional Research Service Report
Social Media and Disasters: Current Uses, Future Options, and Policy Considerations

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Initial Questions

- Do you want the public discussing your emergency or disaster without you?
- Do you want to know what the public is saying about you?
- Do you know how to participate and respond?

When to Use Social Media



Shootings and Violent Incidents

Before

- Discuss Safety routes
- Emergency services access information

During

- Letting people know you are okay
- Communicating with police

After

- Remembering victims
- Discussion forums and boards to deal with trauma or grief
- Other useful exchanges of information



Employee Death

Before

- Discussing the signs of depression (relevant to suicides), prevention and help
- Safety/risk management
- Discussing long-term illness and chronic diseases (Wellness)

During

- Tips and tools for coping with grief, ambiguity, stress
- EAP and other services available to assist employees, families and co-workers

After

- Memorial page/wall
- Donation center or links



Natural Disasters

Before

- Discuss safety plans
- List emergency services
- Contact information (EOC/Command Center personnel)

During

- Status updates
- Two-way communication

After

- Locating Employees
- Memorials
- Future support ideas



Types of Social Media



Top 15 Most Popular Social Networking Sites- August 2014

- 1. Facebook
- 2. Twitter
- 3. LinkedIn
- 4. Pinterest
- 5. Google Plus+
- 6. Tumblr
- 7. Instagram
- 8. VK (European, similar to FB)
- 9. Flickr
- 10. Vine
- 11. Meetup
- 12. Tagged
- 13. Ask.fm
- 14. MeetMe
- 15. Classmates

-- Derived from the eBizMBA Rank which is a continually updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both Compete and Quantcast



Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of August 2014, Facebook has over 900 million estimated unique monthly visitors, more than half of them using Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends".

(Source: Wikipedia.com)





In July of 2013, Southwest Airlines used Facebook to share information following a flight that made an emergency landing due to "collapsed nosegear". Here's what they did:

- Southwest suspended all promotions to focus on the crisis
- They issued three posts, kept them all short and stated the facts without opinion, conjecture or spin
- The third post was labeled "final update" to put the issue to rest
- Less than 24 hours later, Southwest received a total of approx. 23,000 "likes" and more than 3,400 comments
- Most fans praised Southwest for being up front and direct in their communication




Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".

The service rapidly gained worldwide popularity, with over 300 million estimated unique monthly visitors as of August 2014, generating over 340 million tweets daily and handling over 1.6 billion search queries per day. Since its launch, Twitter has become one of the top 10 most visited websites on the Internet, and has been described as "the SMS of the Internet." Unregistered users can read tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices.

(Source: Wikipedia.com)





- Tweets are publicly visible by default, however senders can set restrictions of messages to only their followers
- Users can tweet via Twitter's website, applications on smart phones, or by SMS messaging
- Tweets can be grouped together by topic or type with hashtags (e.g. #socialmedia)



LinkedIn is a social networking website for people in professional occupations. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of August 2014, LinkedIn has over 250 million estimated unique monthly visitors in more than 200 countries and territories.

The site is available in English, French, German, Italian, Portuguese, Spanish, Dutch, Swedish, Romanian, Russian, Turkish, Japanese, Czech, Polish, Korean, Bahasa Indonesia, and Bahasa Malaysia.

(Source: Wikipedia.com)



LinkedIn

- Allows users (employees and employers) to create profiles and “connections” representing real-world professional relationships
- Users can find jobs, people, business opportunities recommended by someone in one’s contact network
- Employers can list jobs and search for potential candidates
- Users can “like” and “congratulate” updates and new employments
- Users can join interest groups, mostly employment related, cover topics around professional and career issues



Last Poll Question

What concerns do you have when using social media in this way?

- a. Permanence of posts
- b. Lack of understanding
- c. Lack of employee engagement
- d. Reaching the wrong audience
- e. Other



When NOT to Use Social Media...

- If the information is NOT for public dissemination (privileged information, management staff communications, employee-only or proprietary information), private settings on websites are not always private!
- If the information cannot reach all employees or if other means are more effective
- If information can be misunderstood or misconstrued
- When information is vague or incomplete



Examples of Inappropriate Use

- For personal gain, fund-raising or profit;
- For advertising businesses (yours or others);
- For personal photos and photos posted without a release;
- For incriminating information;
- For announcing major changes to employees;
- For personal communication among employees.



Using Social Media Appropriately

Research articles on the appropriate utilization of Social Media and tailor the information to your particular work environment;
Set rules, boundaries and expectations for Social Media usage and remember to respect /reflect company values;
Social Media sites should be monitored at all times;
Settings should ensure no inappropriate use (foul language or derogatory comments about the company or others);
Ensure that accurate and adequate information is provided to all appropriate employees to dispel rumors;
Update frequently as appropriate ,“keep it fresh to keep it read”.



Questions?



Thank You for Attending!

For more information/ideas...

- www.fas.org/sgp/crs/homsec/R41987.pdf
- www.emilms.fema.gov/is42/indexMenu.htm
- www.dailycaller.com/2011/08/26/after-disasters-social-media-struggles-to-keep-up-with-expectations/
- www.informationweek.com/government/information-management/red-cross-unveils-social-media-monitorin/232602219
- <http://www.pewinternet.org/2014/02/20/mapping-twitter-topic-networks-from-polarized-crowds-to-community-clusters/>



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