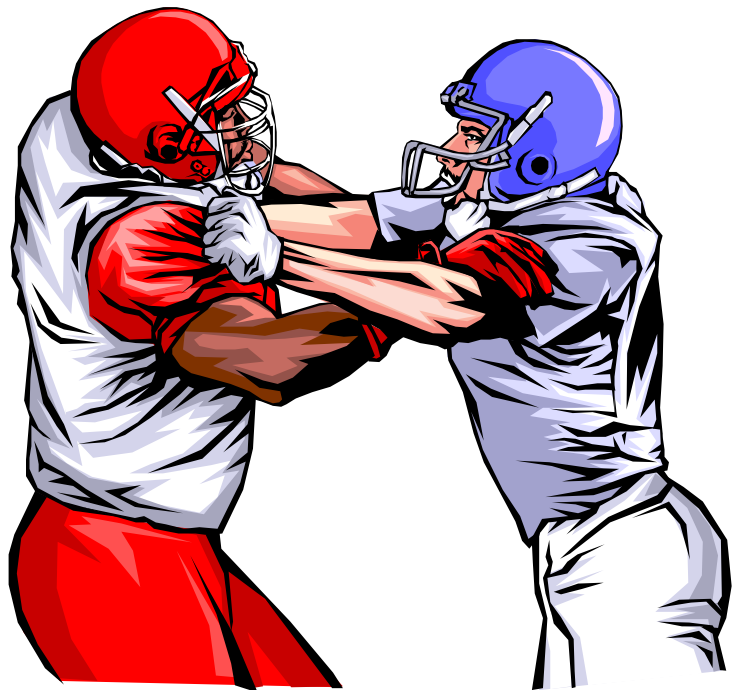


Crisis Communication: From TV to Twitter

**Presentation to
NorMet and NSHC Communications Committees
December 9, 2011**

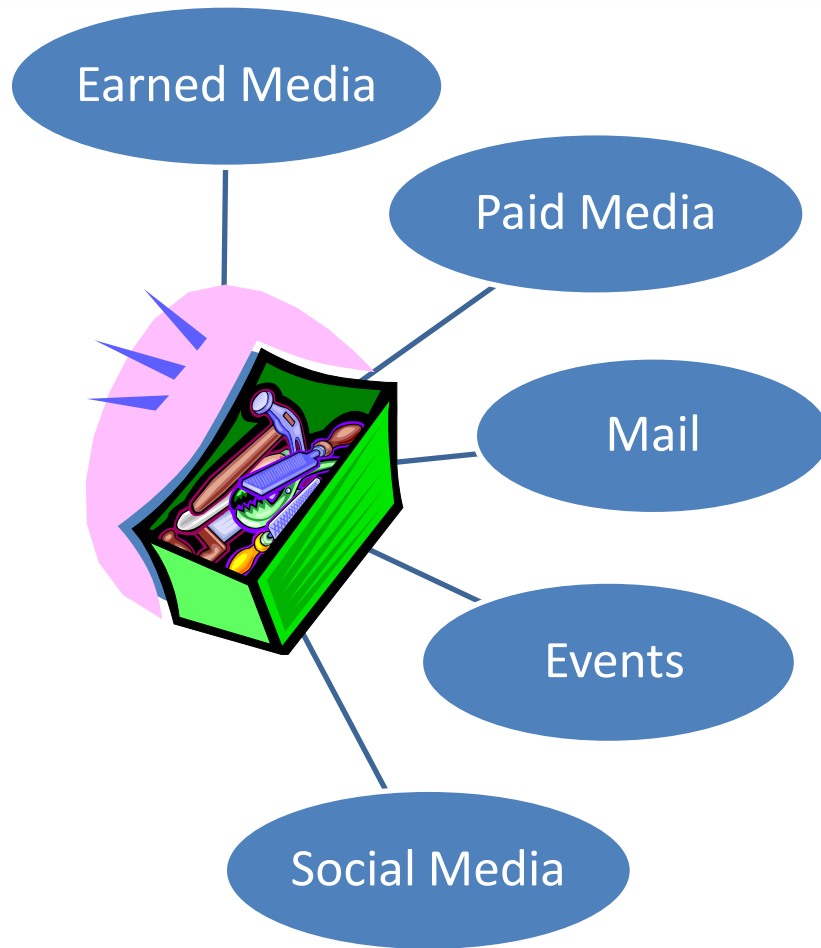
Steve Greenberg, President
Greenberg Public Relations



Game On

Social media, like all communication tools ,
has to be used offensively and defensively.

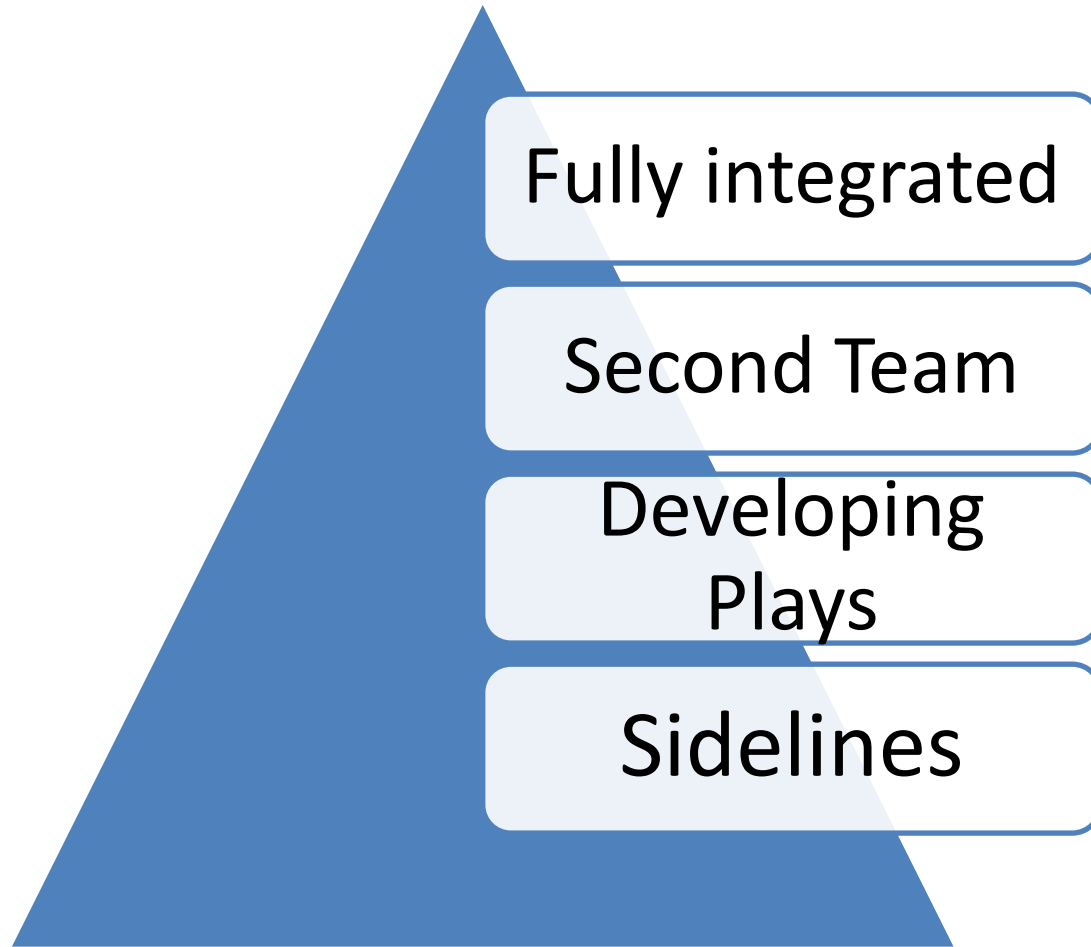
The Communicator's Toolbox



Continually Improve Your Game Plan

Social media will not be an effective tool in a crisis – and probably not a tool at all – if it is not well-cultivated prior to needing it in a crisis.

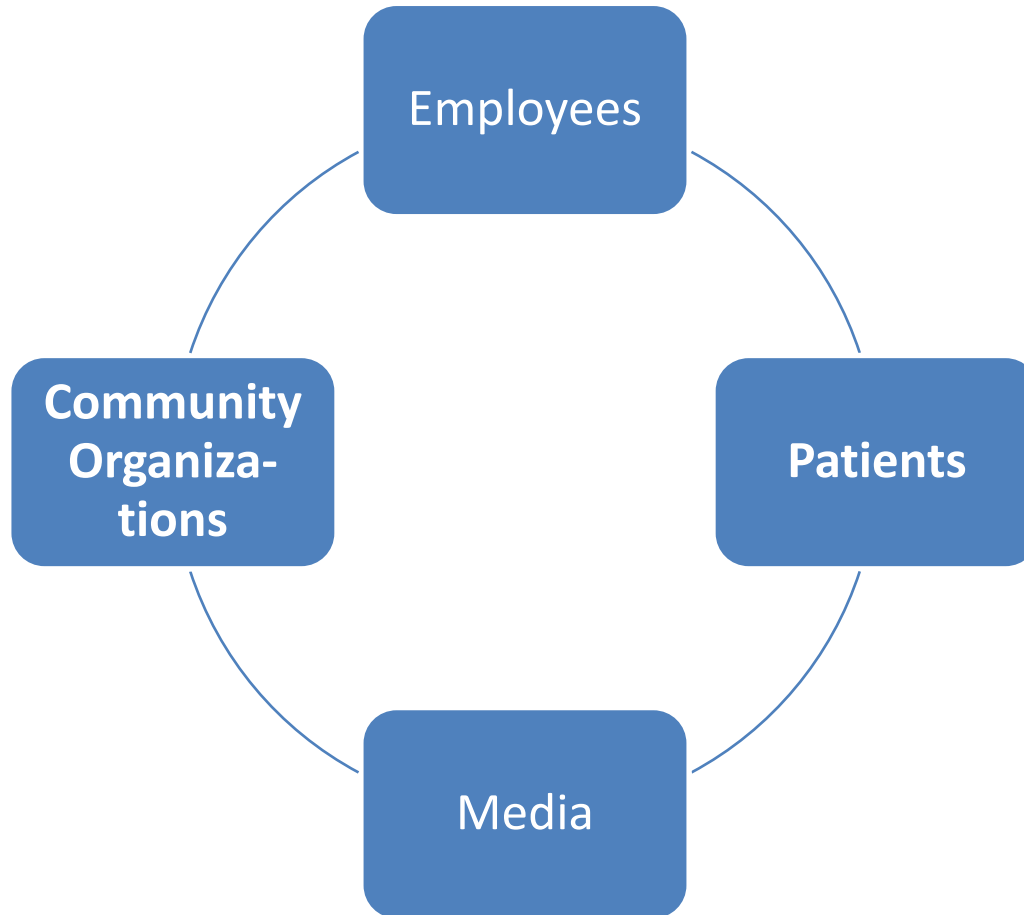
Where Does Your Organization Stand in the Social Media Playing Field



Take Action Now to Build Social Media Networks



Field a Team



Your Key Plays

- Build up “followers” and “likers”
 - Learn to follow and like on regular basis
- Network to the max in hyper-speed with identified audiences (team members)
- Communicate and connect, constantly
 - You and/or staff network from the desk, the phone, home – anywhere and everywhere
 - Hone your editing skills – 140 character limit
 - Grab and add links; offer links to more detailed info about your institution
 - Establish now your Social Media Accounts – can be accomplished in minutes

Main Guiding Principle

- Social Media – like ALL communications – needs to be carefully managed
 - In non-crisis situations
 - So it will “work” in crisis situations

Not All Crises Are Equal

- Medical emergency – crisis erupts in a community perhaps related to public health
 - Act offensively to point community to services your institution offers that can solve or help alleviate the public health crisis
- Hospital experiences disturbing event and comes under attack
 - Act defensively to deflect rumors and inaccurate accounts of crisis at your facility

The Social Media Constant

Whether or not you are using social media on a pro-active basis, you are likely to have an avalanche of social media being played against you in a crisis situation!

In this Game, Time Is Crucial

- Speed and accuracy must become inclusive terms
 - Internet is instantaneous and retractions are tough to accomplish
- This is not your average press release sign-off process
- Determine how you are going to monitor in a crisis
 - You're developing message, learning the facts, dealing with CEO and media. YOU will not have time to monitor social media to see what's being said about you.
 - Ensure you are notified when your institution is “tweeted,” “posted,” etc.

Remember the “Hippo” in the Room

- HIPAA rules still apply
 - Know the law well and that:

You must never disclose patient identity in any way at any time through any medium.

You Can and Must Get in the Game

- Talk to senior managers about social media's value early and often
- Establish your accounts and social media presence
- Don't forget about your website – will take many of the first hits and “googlers” will be directed here
- Even if resource-challenged, engage in social media practices as best you can – use it or lose it
 - Like all tools must be kept up-to-date (like press release distribution list)
 - If you don't tweet, post, blog – they will not follow

End Zone Is within Reach

Social media is a powerful communication tool that will change the way you play the game, but it can be a “win-win” for all involved, especially in a crisis.



Questions or Comments?

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