

# The Face(book) of things to come: Crisis Communications in a networked world

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Inspired by Mary Gugliuzza's presentation about Crisis Communication

# Crisis 101

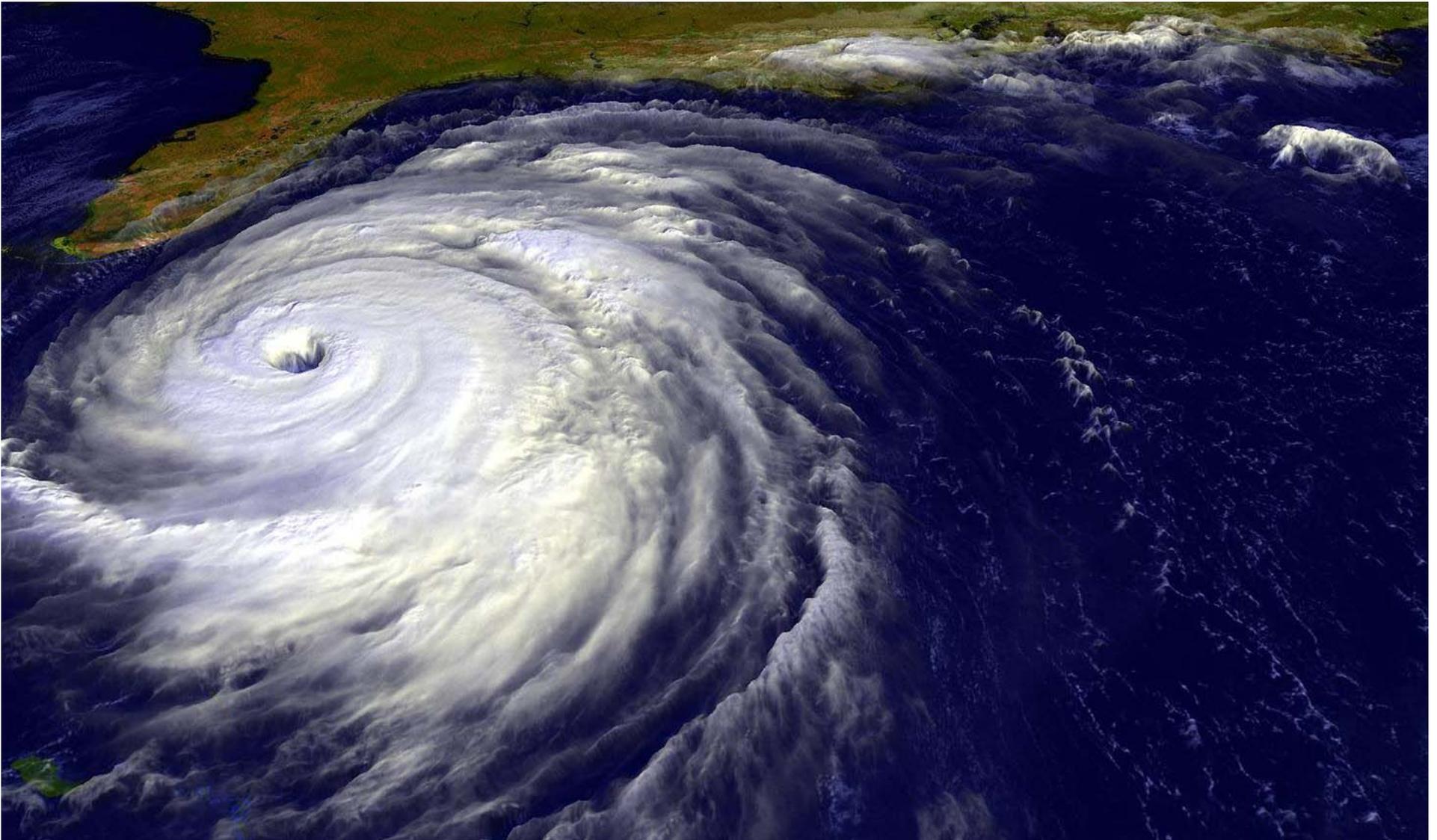
- Anything that's not "business as usual"
- Unexpected and uncontrolled
- Jeopardizes your institution's reputation
- Generates intense media & public interest

For example,

# Potential Crisis Situations

- Fatality
- Natural disaster
- Student unrest
- Student behavior
- Student conduct
- Faculty conduct
- Campus violence
- Health & Safety issues
- Environmental issues
- Lawsuits
- Criminal Acts
- Security
- Activism
- Racial Issues
- Implication by association

This is a potential crisis



This is real



**Who cares?**

# Your Audiences

- Students
- Faculty
- Staff
- Alumni
- Trustees/Regents
- Suppliers
- Donors
- Government Regulators
- Elected Officials
- Neighbors
- Media

# Crisis 2.0

- Millions of “citizen journalists”
  - Blogs
  - Email
  - Social networks (Facebook, MySpace)
  - Cell phones (w/ cameras)
  - YouTube
- With this age of invasive and pervasive transparency, you can't hide!

You can't hide, but you  
can plan...

# Planning is critical

- News travels at light speed
- Identify potential problems & issues before they are problems & issues
  - Set Technorati.com watches
  - Google News Alerts
- Policies and procedures must be in place
  - Dealing with traditional media
  - Dealing with “new media”
- Advanced planning enables better decision making during a crisis
- Reduces confusion

# Developing a Crisis Plan in today's always-on, globally networked world

- Assess and prioritize risks
- Examine operations and processes - honestly
- Evaluate and catalogue assets
- Keep it simple – bigger is not necessarily better
- Web-based focus is required

# What should be in the plan

- Trigger points for activation
- Response team members and alternates
- 24/7 contact information
- Templates for news releases, fact sheets, bios, crisis website
- List of trained spokespeople
  - Traditional and New media focus
- Required resources (location, hardware...)

Practice makes  
perfect

(We've had plenty of practice at UF)

# UF Crisis Communications School Closings

- Post ASAP on home/president's pages
- E-mail students, faculty & staff
  - “uf-crisis-warning@lists.ufl.edu
  - “uf-disaster-warning@lists.ufl.edu
- E-mail & fax local and state media
  - Do not forget the Blogs, Facebook, etc.
- DDD – Deans, Directors, Dept. Heads
- News Release
- Mobile Campus message
- UF Marquee Boards
- Activate Rumor Control line

# Home Page notice

University of Florida

UF Web with Google Search

- **About UF**  
Administration, Maps, Tours, Facts, Giving, Jobs, News, Spotlights, ...
- **Academics**  
Colleges, Courses, Libraries, ISIS, Advising, Continuing, Distance, ...
- **Admissions**  
Undergrad, Graduate, Transfer, International, Financial Aid, ...
- **Campus Life**  
Arts, Community Service, Athletics, Housing, Student Involvement, ...
- **Research**  
Centers & Institutes, Fellowships, Programs, Undergrad Research, ...
- **Services**  
Goods & Shopping, Health & Safety, Computing, Transportation, ...



**Stephanie Evans**  
Assistant Professor of Women's Studies and African American Studies  
College of Liberal Arts and Sciences  
Black Women in the Ivory Tower  
[FULL STORY >](#)

Video/Photos ◀ Spotlights ◀

|           |                  |
|-----------|------------------|
| Calendar  | Web Site Listing |
| Directory | Campus Map       |
| MyUFL     | WebMail          |
| ISIS      | Ask UF (FAQ)     |

- **Students**
- **Faculty & Staff**
- **Alumni, Donors & Friends**
- **Parents, Patients & Visitors**

**Research News** *Breakthroughs & discoveries*

- When the magazine girl begs 'come hither,' the (female) reader yawns. [more...](#)
- UF launches one of the nation's first organic agriculture degree programs. [more...](#)

**InsideUF** *Your campus news source*

- RTS to add Sunday service on nine bus routes. [more...](#)

**Tropical Weather**

- UF officials monitoring Tropical Storm Ernesto. [more...](#)

# Info page w/ links

University of Florida News

UF News Search

## UF officials monitoring Tropical Storm Ernesto

Filed under [Campus](#) on Sunday, August 27, 2006. [Edit this entry.](#)

**UPDATED Aug. 30, 2006 @ 5:54p.m.**

GAINESVILLE, Fla. — University officials are monitoring the track of Tropical Storm Ernesto and will take actions to advise faculty, staff and students if a change in the current storm track and strength occurs. Currently, plans call for classes and work activities to remain on a normal schedule for Thursday, Aug. 31. Based on current weather service prediction the University of Florida does not anticipate a change in its normal operations.

The University of Florida College of Pharmacy (Orlando) and College of Agricultural & Life Sciences (MREC) both at the Orlando Campus cancelled classes scheduled for Wednesday, Aug. 30th due to Tropical Storm Ernesto and is scheduled to resume regularly scheduled classes on Thursday, Aug. 31st.

Anyone living in areas outside of Alachua County that may be affected by the storm should take precautions to ensure personal safety.

For more information on Ernesto, visit the [UF Tropical Weather](#) page.

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Email to a Friend

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  - Law
  - Natural History



# Responding

- Quickly assess situation and outline options
- Stick to the facts
- Make a statement quickly so your organization defines the story
- Address all media outlets and communication channels

# Responding

- Monitor the media
  - Blogs are media too
- Correct misinformation quickly
- Repeat key messages often
- Make sure all spokespeople are speaking with “one voice”

**Tell the truth!**

# Facts

- Media will probably know before you do
- You can't wait till you have all the info to make a statement
  - Confusion and inaccurate information dominate
- The media wants simple easy answers but answers in a crisis are often complex
  - Media will assess blame
  - Media often gets information you don't have

# So, now what?

- Planning is key
- Practice your plan often
  - Traditional approach
  - “New Media” approach
- Update your plan at least annually
- Strive to be first
  - Tell your own bad news
  - Tell your own good news

# Questions?

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Presentation Slides:

[www.collegewebeditor.com/crisiscommunication](http://www.collegewebeditor.com/crisiscommunication)