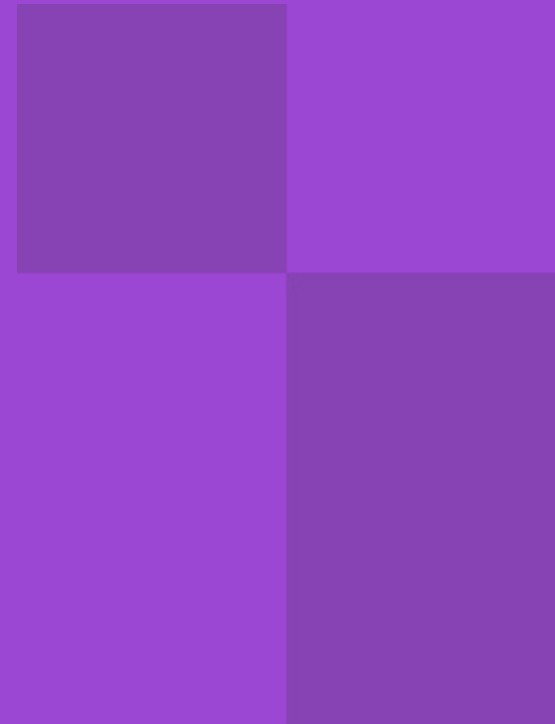




# Crisis response on a shoestring budget

Kate Rawlins  
Helpful Digital

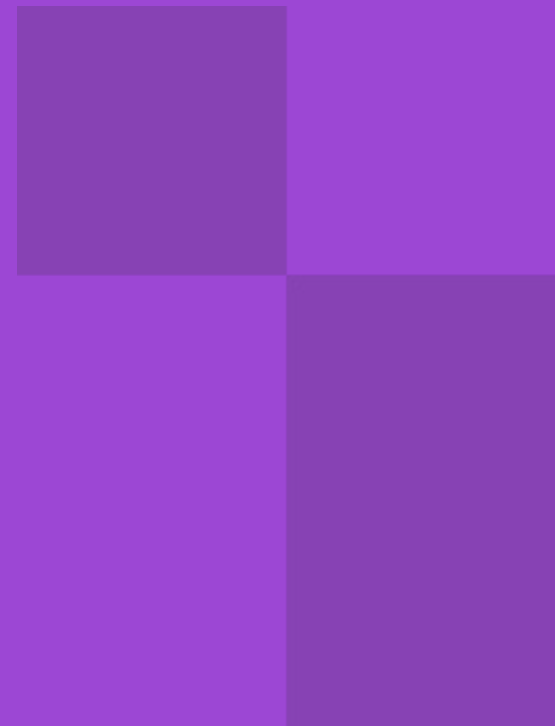


## @kate\_rawlins\_

- Specialist in crisis preparedness and digital communications across a range of industries, including:
  - **Local and central government**
  - **Security: counter-terrorism & major incidents**
  - **Oil and gas**
  - **Manufacturing and distribution**
  - **Banking and finance**
- Worked on the crisis communication responses for:
  - **Grenfell fire (United Kingdom)**
  - **Panama TR4 disease (Australia)**



# 5 lessons learnt over the past 12 months...



## Low cost and no cost responding

- Investment of time
- Prepared to be critical of trialing new approaches
- Willingness to change



# 1. Strengthen the capacity of teams and tools

# Spring clean the resource cupboard



Andy White, Flickr



AlexBor, PixaBay

# Knowing the skills of the team

- Skills with applications/tools
- Languages
- Geographical knowledge

Could you host this intel on the intranet?



# Saying 'no' when it doesn't look right





# Or when it doesn't sound right...



**No faith in humanity** @twifold · Jan 21

@brisbanecityqld When did George St around Queens Wharf project become 1-lane in both directions?



**Brisbane City** @brisbanecityqld · Jan 21

Replying to @twifold

Hi, these lane reductions relate to the Queens Wharf Project. The project is an initiative of the Qld Gov and is being carried out by Destination Brisbane Consortium, who are responsible for all enquiries about the closures. They can be reached at [queenswharfbrisbane.com.au/contact/](https://queenswharfbrisbane.com.au/contact/). Thanks

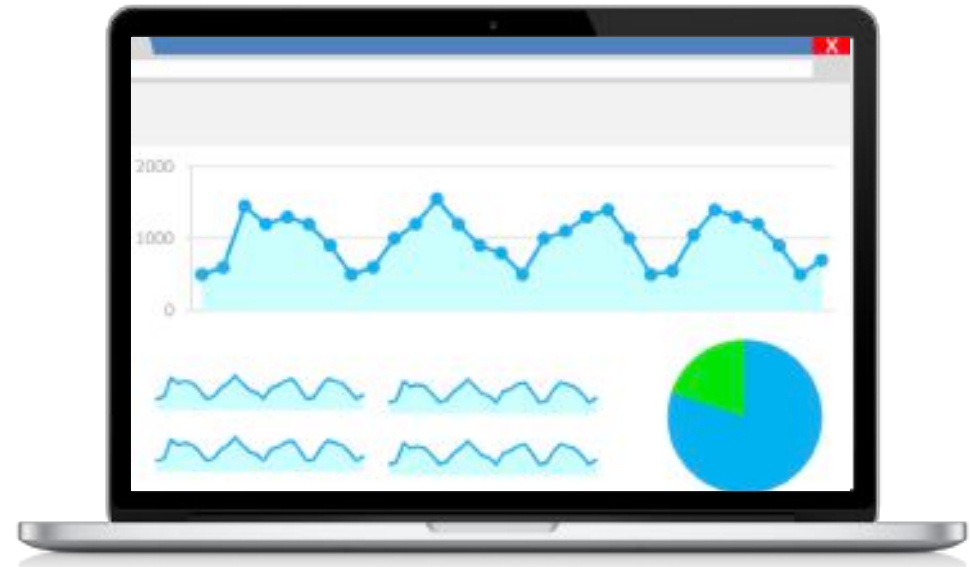


Contact - Queen's Wharf Brisbane  
[queenswharfbrisbane.com.au](https://queenswharfbrisbane.com.au)



# Monitoring reports

- Who monitors at your organization?
- What tools do you have available?
- Where does the reporting go?
- **What does the data tell us?**



**What do we already  
have?**

**Could we be using it  
better?**

## **2. Fight the good fight for audience attention**

# Balancing press and digital narratives

MailOnline

Home News U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money | VI

Latest Headlines | UK Election 2019 | Royal Family | Prince Andrew | News | World News | Arts | Headlines | Fr

Leo's homelessness could end with you.

## RNLI buys burkinis for Africans as it axes 100 UK jobs: How £3.3million of donations to lifeboat charity are spent abroad including aid for Tanzania swimmers and creches in Bangladesh

- Chief executive Mark Dowie warned the charity was 'facing major challenges'
- It made loss of £6.3million last year as demand for their service at record levels
- But the charity still intends to increase its annual spend on foreign projects

THE TIMES  
FRIDAY JANUARY 31 2020

Log in Sub

## RNLI funding burkinis for Africans while cutting jobs

David Brown

September 14 2019, 12:01am, The Times



# Balancing press and digital narratives



**Sarah Goddard**  
@FundraiserSarah



Sending huge twitter love to @RNLI today. You're doing amazing work at home and abroad. #ThankYou from a lifelong supporter!



**stefan peterson**  
@stefanswartpet

Replying to @martinmckee and @RNLI

We @UNICEF proud to collaborate w @RNLI to save children's lives worldwide

7:13 PM · Sep 15, 2019 · [Twitter for iPhone](#)



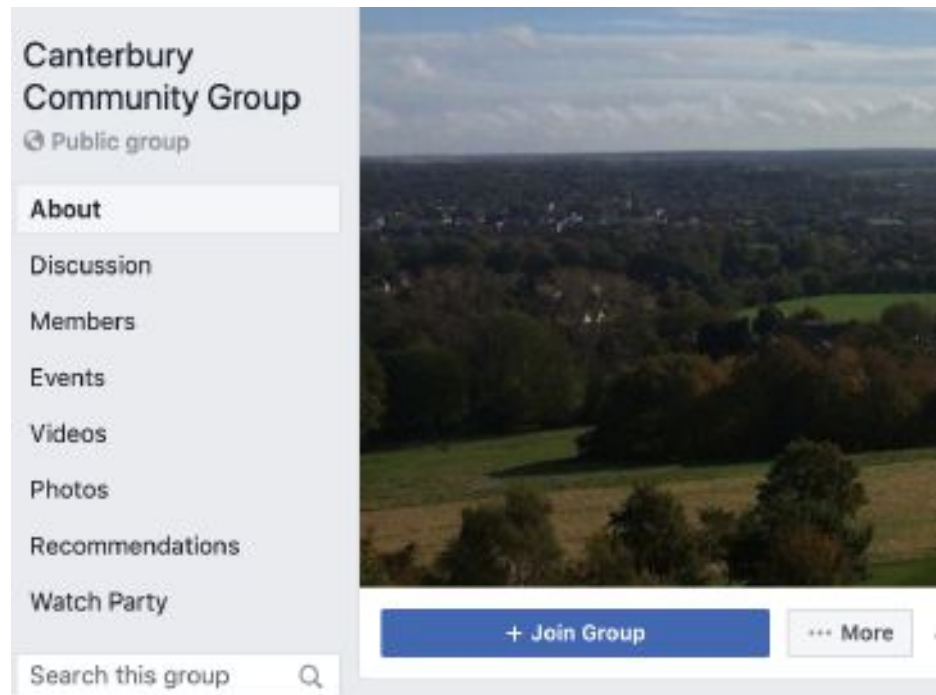
**Institute of Fundraising**  
@IoFtweets

We stand with @RNLI in their response to the unfair criticism they've faced – and are heartened to see lots of members responding in solidarity. The public reaction shows that lots of people care and continue to be generous with their support. [#RNLI\\_disgrace](#) [#RNLI](#) [twitter.com/RNLI/status/11...](#)

# Thinking beyond the press for audience attention



Some call it toxic, but a lively local Facebook group has brought young and old together to trade memes and debate



# Prioritising influence over celebrity

Canterbury Community Group  
Public group  
About  
Discussion

+ Join Group



**Edd Withers**  
Works at Edd Withers



**Becky Horsbrugh**

@BeckyRLH

Freelance Journo: Ch4News/AlJaz. Past: AP Asiadesk. Drowning prevention campaigner. Swimming before it was trendy. 1st Brit to swim Bangla Channel. Bit deaf

Hackney, London Joined June 2009

Local influencers



Industry influencers







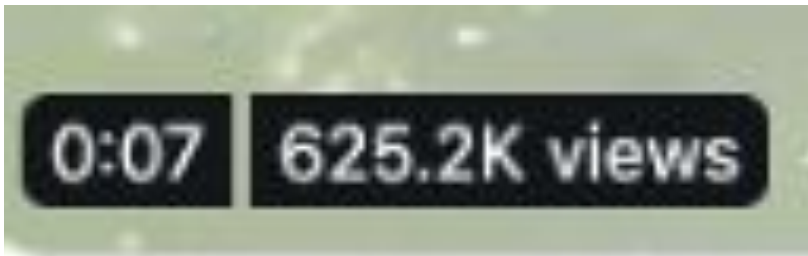
**Becky Horsbrugh**  
@BeckyRLH



It's swimming schemes like this one in Bangladesh the [@RNLI](#) has helped devise. A country where around 40 children drown every single day. They work with local groups and use their expertise to teach others essential skills. They should be admired not criticised



0:07 625.2K views



## For the cost of a coffee...

- Ask your Strategic Comms team of influencers they work with
- Approach these influencers in peace time and start building a collaborative relationship on social
- Opportunity to gain an allies, share resources and establish a network of trusted voices



# Create accessible content for your audience

- Language



WHO Thailand @WHOThailand · Jan 22

Protect yourself from getting sick 🤧

ป้องกันตัวเองจากการเจ็บป่วย

The infographic is split into two vertical panels. The left panel has a blue background and contains the following text: 'Protect yourself from getting sick' in white, 'Avoiding unprotected contact with sick people (including spitting in public, touching one's eyes, nose or mouth) and with live farm or wild animals' in yellow, an illustration of a sick man with a fever, and icons of a cow, pig, chicken, and bird. The right panel has a white background and contains the following text: 'ป้องกันตัวเองจากการเจ็บป่วย' in blue, Thai text: 'หลีกเลี่ยงการสัมผัสกับคนป่วยโดยไม่ป้องกัน (รวมถึง หลีกเลี่ยงการก่น้ำลายในที่สาธารณะ หลีกเลี่ยงการสัมผัสดวงตา จมูก หรือปาก) และ หลีกเลี่ยงการสัมผัสกับสัตว์ป่าหรือสัตว์ที่เลี้ยงในฟาร์ม' in blue, the same illustration of a sick man, and the same animal icons. Both panels feature the WHO logo at the bottom.

4

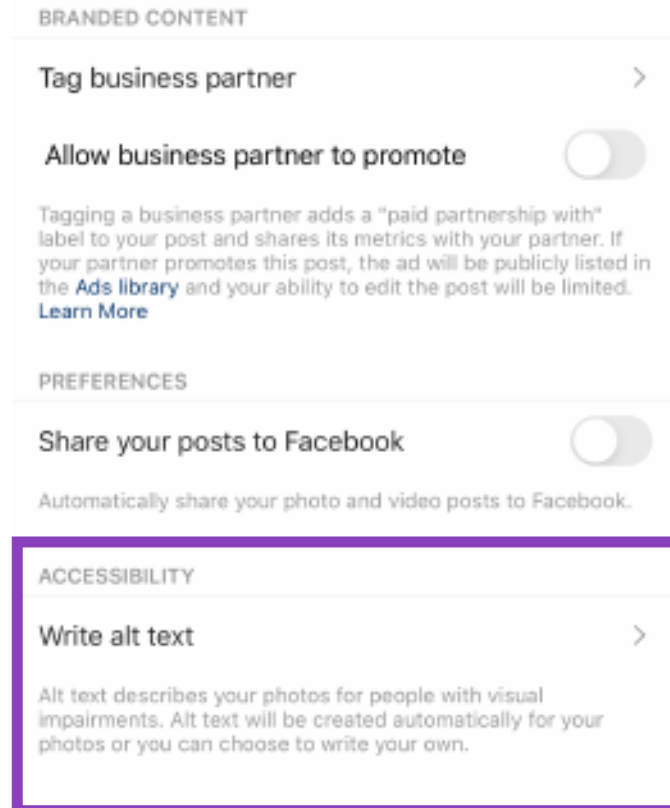
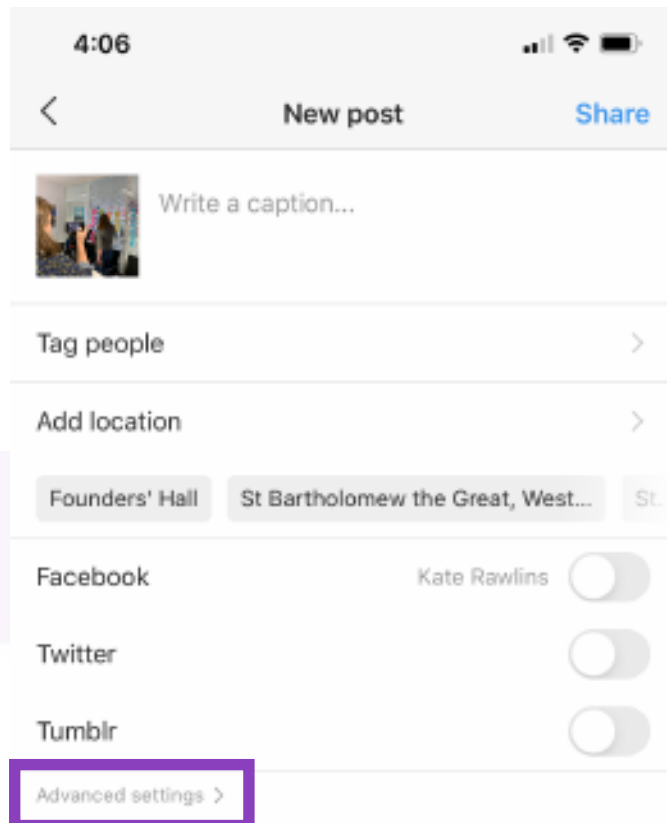
130

112



# Remember...

- To include information in graphics in the text – or add ‘alt text’



# Remember...



- To use emojis appropriately



**World Health Organization (WHO)** @WHO · 4h

Stay healthy while travelling!

🤧 When coughing & sneezing cover  &  with flexed elbow or tissue - throw tissue away immediately & wash hands

😷 If you choose to wear a face mask, be sure to cover  &  - avoid touching mask once it's on

[#coronavirus](#) [#travel](#)

**flexed elbow or tissue – throw  
tissue away immediately and  
wash hands**



**If you choose to wear a face mask, be  
sure to cover mouth and nose -  
avoid touching mask once it's on**



**Immediately discard single-use mask  
after each use and wash hands after  
removing masks**



World Health  
Organization

**3. Give people what they want to see**

# Pre-prepared graphics



**DogsTrust**

## SUMMER SAFETY TIPS

Walk your dog when it's cooler; early morning or late evening

Ensure your dog has plenty of water and shade all day



If you can't hold your hand on tarmac for seven seconds, then it's too hot for your dog's paws



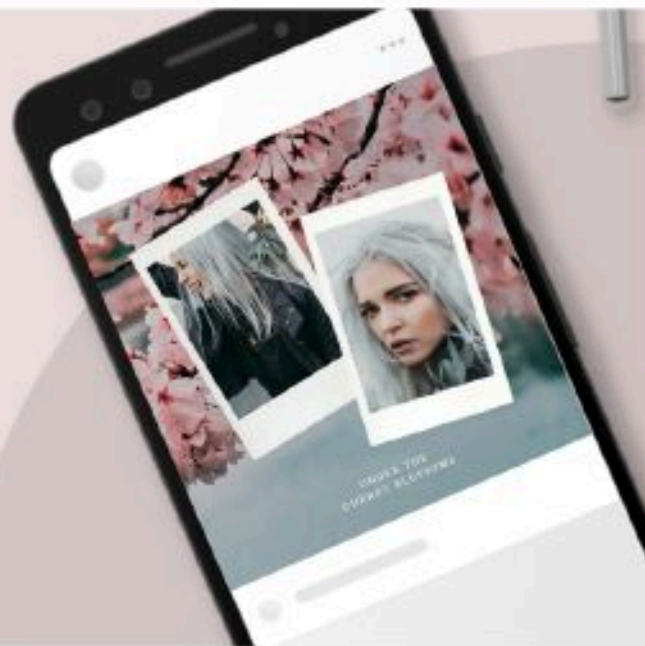
# Have templates at the ready

Q social graphics



## Social Graphic Templates

Boost your profile as a pro marketer with stunning templates for Facebook, Twitter, Instagram and more. Quick and easy to customize, allowing you to create more high-quality graphics than ever before.



Instagram Post

Facebook Post

YouTube Thumbnail

Pinterest Graphic

Twitter Post

Facebook A >



# We're a visual world...

- Images and videos perform well on social media
- That doesn't mean we need to create graphics if it's not our place
- ... but someone else probably will

**So how do we limit misinformation?**



# Publishing data in raw formats

- Make correct information openly available
- Host it online in raw formats like .CSV and .RTF
- If that's what the data is, why hide it? Invest time in explaining the narrative that supports the reality



# Don't use content that's not yours

- Use royalty free images:
  - PixaBay
  - Unsplash
  - Pexels
  - Pixnio
- There are bots that troll for copyrighted images
- Check where stock images have been used before...



Hey @Optus, I just learned you are using an image of my driver's licence as an example on your website without asking me. Can I have some money please?

Licence expiry date

26/01/2021

Please check that the driver's licence number and state of issue or passport number and country of origin have been entered correctly. Incorrect entry may delay the assessment.



# 4. Understand the narrative - and be forward focused

# Understanding underlying issues



# Thinking beyond the reply



# Dark sites

The screenshot shows the BP United States website. At the top left is the BP logo and "United States". At the top right, there is a stock price for BP: GBP 519.4 (-3.0) USD 40.36 (+0.33) and a link to "BP Global". A search bar is located below the stock price. A green navigation bar contains links for "Who we are", "Where we operate", "What we do", "Community", "Media room", and "Careers". Below the navigation bar is a breadcrumb trail: Home > Community > Gulf commitment. On the left side, there is a vertical menu with categories: "STEM education" (+), "Veteran programs", "BP Foundation", "Gulf Commitment" (-), "Gulf environmental restoration", "Gulf economic restoration", and "Deepwater Horizon accident and response". The main content area is titled "Gulf commitment" and features a video player showing three workers in hard hats and safety gear. On the right side, there is a vertical sidebar with icons and text: "Contact us", "Sign up for BP U.S. news alerts", "Doing business with BP Supplier Diversity", and "Innovators".

BP is committed to supporting economic and environmental efforts in the Gulf of Mexico.

# Landing pages



## Frequently asked questions

[Home](#) / [Refunds](#) / [Frequently asked questions](#)

Frequently asked questions for Thomas Cook refunds



### Refunds

I was abroad on 23 September

I was due to travel and booked directly with Thomas Cook

I was due to travel and did not book directly with Thomas Cook

Fraud

What happens when I make a claim?

### Who has my money?

When you booked your holiday, you paid Thomas Cook or an appointed travel agent and, when the company ceased trading, your money was lost. Fortunately, because Thomas Cook's package holidays were ATOL protected, we are able to reimburse you the money you paid for your Thomas Cook holiday from the ATOL scheme's compensation fund.

### What is and isn't covered by ATOL?

The ATOL scheme provides financial protection for package holidays. When a tour operator sells a package holiday, this must include flights, along with accommodation, transfers and/or car hire to be ATOL protected. On occasion some excursions or tours are included in the original package, however this would have been made clear when you originally booked and would appear under one booking on your Thomas Cook booking documents. Many optional extras may not be included within the original package and therefore would not be reimbursed by the ATOL scheme.


### What do I do if it has been longer than 60 days and I have not received an email or my money?



## Thinking ahead: how and why?

- All crises evolve – listening and forecasting is key to owning the narrative.
- Consider having two response groups: one dealing with the now, another focused on recovery
- What will the record say about the response in years to come?

020 7  
ans Approval & Site Inspection. Charter  
Approval. Same Day Quote. RICS Charter  
Approval, Party Wall, Fire Risk Assessment

 [www.rbkc.gov.uk](http://www.rbkc.gov.uk) > grenfell-response

### Progress on Grenfell Recov

#### Progress on Grenfell Recovery Strate

Service for the bereaved and survivors.

Projects Fund. A review of The Curve C

Early Help Team. Enhanced emotional

 [www.rbkc.gov.uk](http://www.rbkc.gov.uk) > committees > D

### Grenfell Recovery Strateg

enfell tragedy, which set out our a  
the Council's plans are

# 5. Have the right processes

(and know what to do with them)

# Knowing how to contact your people

- Creating a WhatsApp group of key contacts
- Being honest about the knowledge of contacts with other areas of the organisation
  - Website (banners etc.)
  - IT
  - Marketing
  - Press



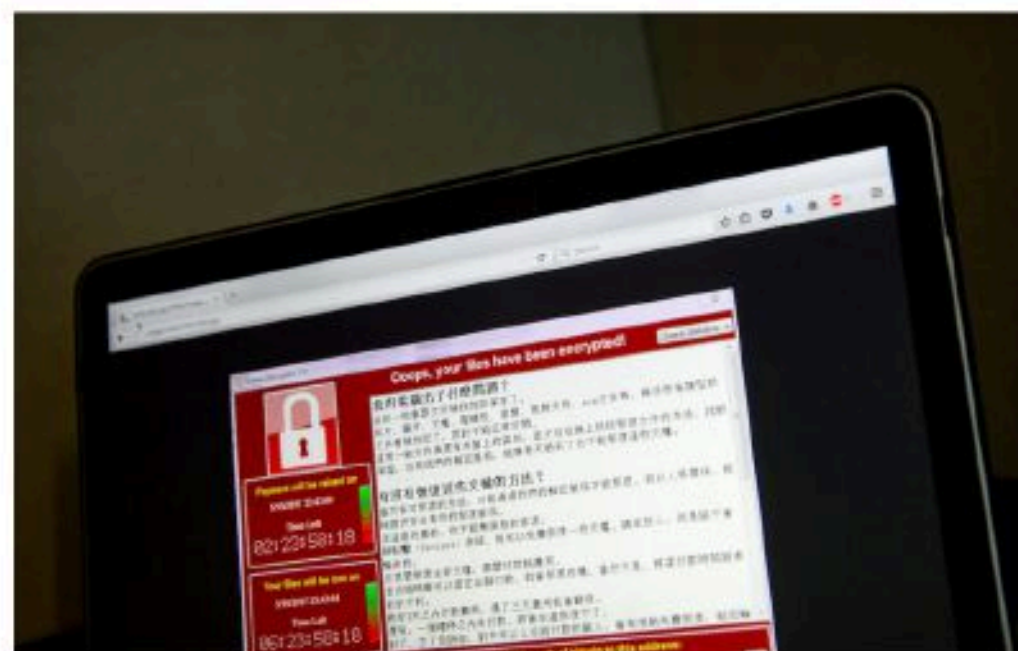
## Knowing how to access your information

- Can you function off the network? (online only)
- Who has the logins?
  - Social media accounts
  - Media centre
  - Websites

See all Tech

Technology Intelligence

### WannaCry cyber attack cost the NHS £92m as 19,000 appointments cancelled



A computer hit by the WannaCry attack CREDIT: AP



# Approved responses for social media

## Our Approved Channels

Twitter: @channel1 @channel2

Facebook: Channel 1 Channel 2

LAST APPROVED: 09/12/2018 @ 18:00 by Kate Rawlins: Group Crisis Leader (Sunday)


Due for Revision: 10/12/2018 @12:00 by Tim Lloyd: Group Crisis Leader (Monday)

| Topic  | Twitter response (280 characters)  | Facebook response  | Direct message response   |
|--|--|--|---|
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# Pausing marketing & BAU

- Know who to ask
- Remind them to ask partners/stakeholders



**YOUR LONDON AIRPORT** **Gatwick Airport LGW**   
@Gatwick\_Airport Follow 

Unconfirmed reports of a drone sighting led to runway suspension for a total of 14 mins. Operations fully resumed and police investigating.

1:04 PM - 2 Jul 2017

23 Retweets 30 Likes 

 17  23  30 

**GX** **Gatwick Express**   
@GatwickExpress 

 Have you been affected by the [#drones](#) at Gatwick ? If your travel plans have been changed, we've made the following arrangements to help get you on the move without any further hassle.

 Info here  [gatwickexpress.com/travel-informa...](https://gatwickexpress.com/travel-informa...)

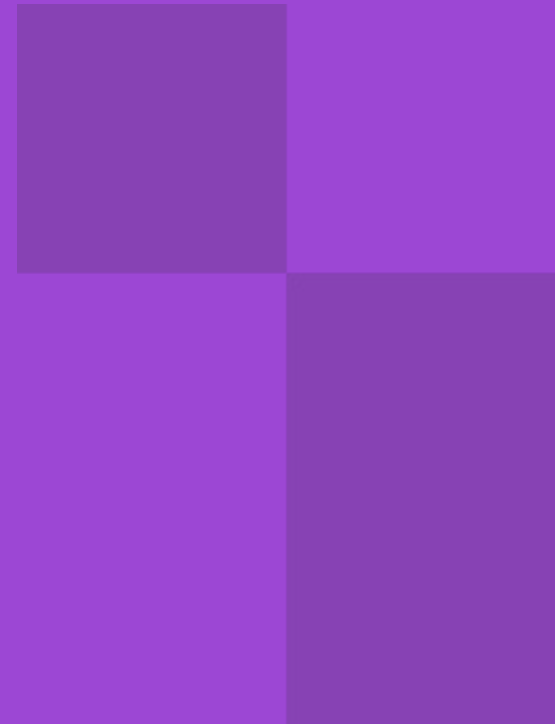
# Paid for content

- Know the process for purchasing paid for posts on social
- Know who has the authority/power to switch a campaign off





**WHY?**





# Wash-ups

- Be critical and specific
  - What worked?
  - What didn't work?
- Challenge **why** things were unsuccessful
- Prioritise making changes



# Keeping a diary

- High level details of performance
  - Times: receiving and actioning
  - People
  - Context
  - Decisions

Provide enough detail to allow you reflect and recall, later.



# Final pieces of advice...



- ✓ **Current contact directory**

- core staff
- marketing/campaigns
- IT
- call centre
- partners
- Influencers/advocates

- ✓ **Access to logins**

- social channels
- website
- media centre

- ✓ **Off-network collaboration**


- Google Drive/Dropbox
- WhatsApp

- ✓ **Social media monitoring dashboards**

- ✓ **Generic graphic templates**

- ✓ **Access to darksites and landing pages**

## **Go bag 'essentials'**



- ✓ **Social media response template**

- ✓ **Staff skills directory**

- ✓ **Draft response organization chart**

- ✓ **Response role description cards**

## **Upgrades**

# To recap...

- You can respond well on a budget, if you're willing to invest time
- Preparing starts today
- A need to be critical of trialing new approaches
- Willingness to change
- Practice your response capabilities

# Thank you.

Free helpful resources:

[www.helpfuldigital.com/PublicSectorComms](http://www.helpfuldigital.com/PublicSectorComms)

Kate Rawlins

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@kate\_rawlins\_

kate@helpfuldigital.com

