

Crisis Communication: How to Use Social Media to Your Advantage



**2015 NCAA[®]
CONVENTION**

Crisis Communication: How to Use Social Media to Your Advantage

[Jordan Schwartz](#), Associate Director of Social Media Strategy, NCAA

[Mike Koehler](#), President, Smirk New Media

[Charles Bloom](#), Senior Associate Athletics Director/External Operations, University of South Carolina

[Justin Doherty](#), Associate Athletic Director, University of Wisconsin



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Social Media Crisis Communication Overview

Mike Koehler, President, Smirk New Media



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Social media is first a tool for listening to what the public is saying about your brand

Who should you listen to?

External

Fans

Media

Online influencers

Internal

Student-athletes

Staff

Influential
supporters



Determine internally
difference between common
criticism and real crisis
red-flags

Fans: Bad behavior

Media: Sourced stories

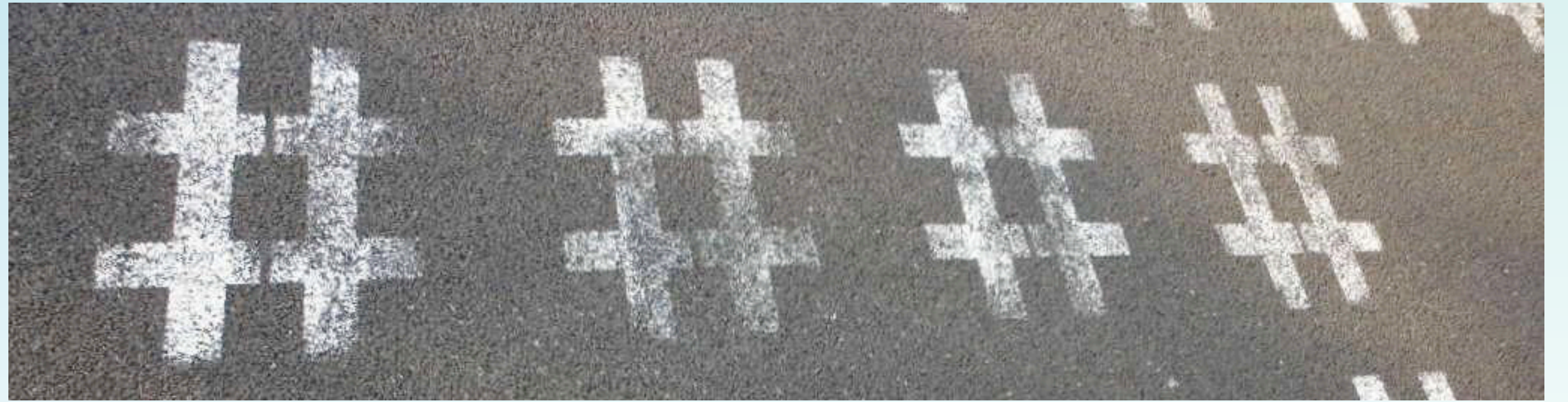
Online influencers: Outrage

Internal: Controversial statements, bad behavior.

Campaigns gone wrong



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Run all planned brand social media campaigns through worst-case scenarios

Beware #Hashtag hijacking. [h/t: fourthand140.com](http://fourthand140.com)



Dave Zirin @EdgeofSports Follow

The worst PR machine in sports? "@Redskins Tweet @SenatorReid to show your #RedskinsPride and tell him what the team means to you."

1:59 PM - 29 May 2014

21 RETWEETS 20 FAVORITES



John Flowers @MrJohnFlowers Follow

And like most Redskins seasons, the epic fail begins long before the season does. #redskinspride

2:38 PM - 29 May 2014 📍 New York, NY, United States

19 RETWEETS 17 FAVORITES



Washington Redskins @Redskins Follow 29 May

Tweet @SenatorReid to show your #RedskinsPride and tell him what the team means to you.



Be prepared for how quickly a social media fire can spread

Prepared reaction

- Prewritten responses, formatted for each platform
- Content for fans and influencers to share with their audiences
- Pro-brand #hashtags which run continually in background

Prepared reaction

Think multimedia in off-line crisis reaction as well:

- More than one statement, also one that is visual, 140-characters
- Who controls access to coach, team and brand accounts?
- What pre-done social media content will media need?



Don't be afraid to delete, ban and control the content and access that you can.

Questions?



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Social Media in the Crisis and Command Center

Charles Bloom, Senior Associate Athletics Director/External Operations, University of South Carolina

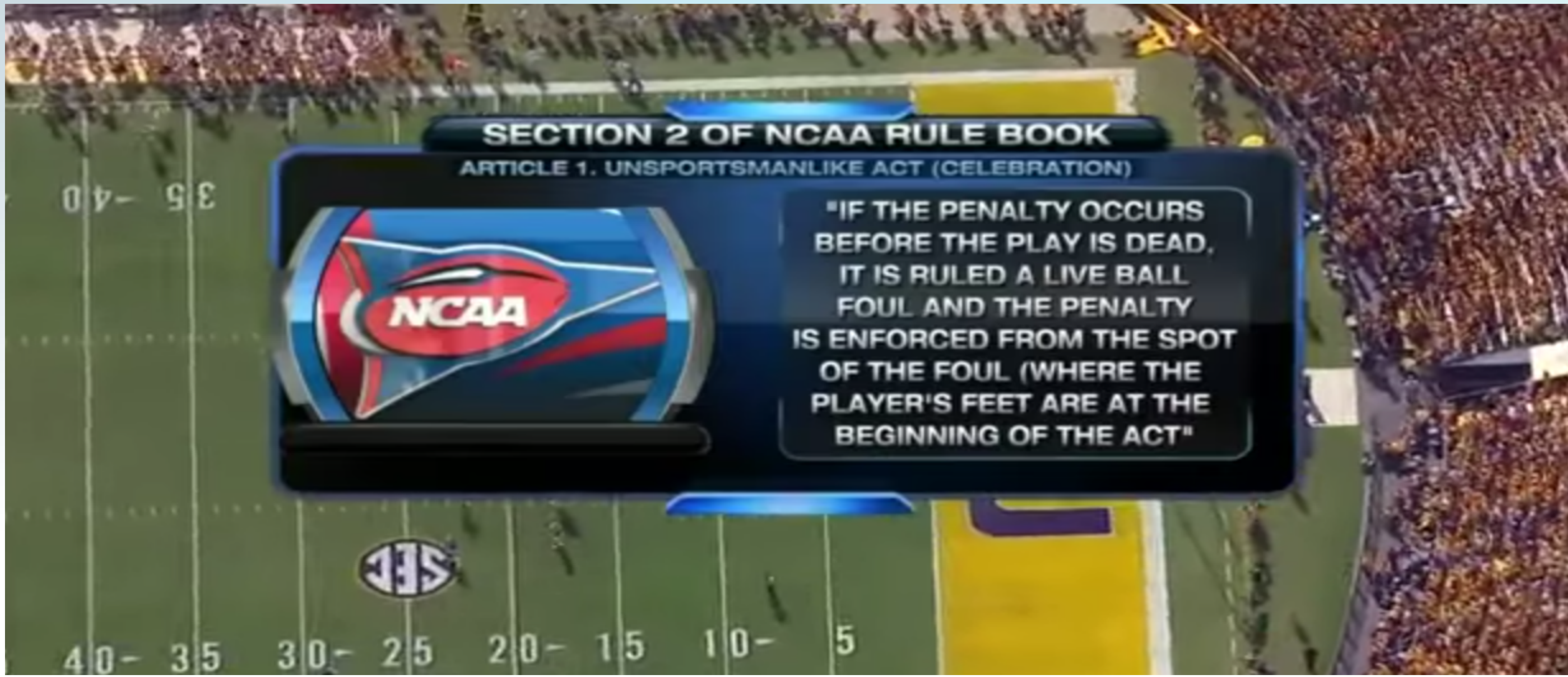


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LSU vs. Florida Fake Punt

October 8, 2011



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Charles Bloom · @SECPRGuy

8th Oct 2011 from Twitlonger

4

0

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Quote from Steve Shaw, SEC Supervisor of Football Officials, on taunting penalty called on LSU in first half.
"Based on what was seen on the television replays, the LSU player turned towards two Florida players and made a taunting gesture. The rule as stated in the rule book was accurately applied."

Reply · Report Post



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Follow @TwitLonger 226K followers

TwitLonger is developed entirely by [Stuart Gibson](#) (@stuartgibson). TwitLonger is in no way associated with Twitter, but they sure do a swell job over there ♥



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Charles Bloom

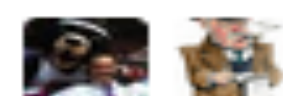
@CharlesBloomSC

As an FYI to taunting rule, NCAA Football Rules Committee consists of coaches who make and approve all rules.



RETWEETS

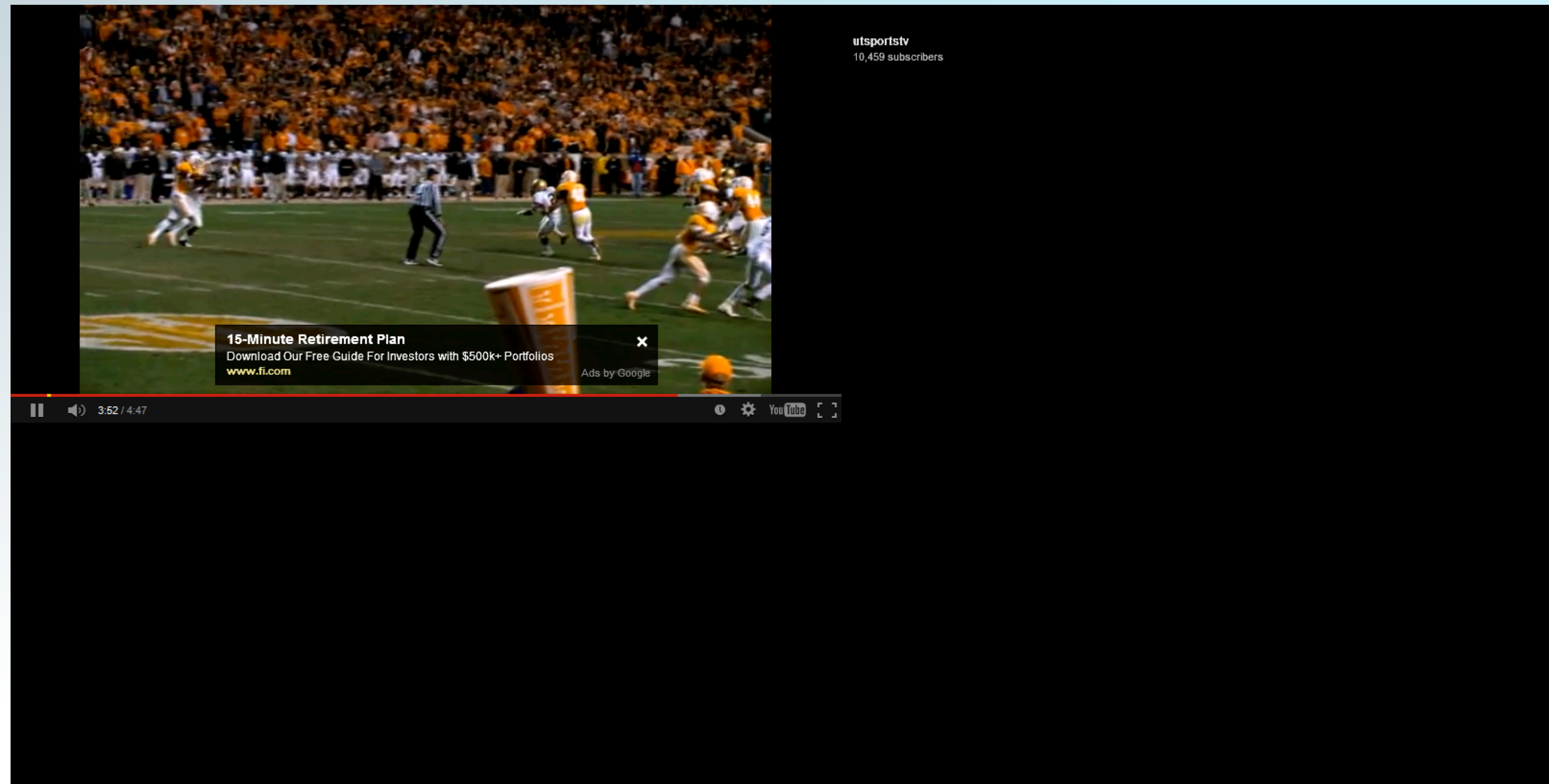
2



6:44 PM - 8 Oct 2011



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Vanderbilt vs. Tennessee Last Play

Nov. 20, 2011



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TwitLonger Ad-free Account Write a Post

Charles Bloom · @SECPRGuy 84 27
 20th Nov 2011 from Twitlonger Tweet Like

STAPLES MAKE IT MORE HAPPEN™  **Toshiba L55d-B5364, A8 Pr...** **\$649.99** SHOP

 **Mckleinusa West Town Fl...** **\$219.99** SHOP

 **M By Staples Arc System R...** **\$1.86** SHOP

Statement from Steve Shaw, SEC Coordinator of Officials concerning final play of Vanderbilt-Tennessee game

"On the last play of the Vanderbilt-Tennessee game, in overtime, the Tennessee defender intercepted the pass, his knee did not touch the ground and he returned the interception for a touchdown. During the play, the head linesman incorrectly ruled that the Tennessee player's knee was down when he intercepted the pass by blowing his whistle and giving the dead ball signal. The play was reviewed as if there was no whistle on the field and as a result, overturned the incorrect ruling. By rule, if there was a whistle blown, the play is not reviewable."

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Vanderbilt vs. Tennessee Last Play

Nov. 20, 2011





Gamecock Athletics ✓

@GamecocksOnline



Following

Fans please seek safe shelter immediately and exercise caution. Unsafe weather conditions in area. #Gamecocks #UGAvsSC



RETWEETS

68

FAVORITES

27



Georgia at South Carolina Football Weather Delay Sept. 13, 2014



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The scoreboard in Columbia says it all for Saturday's SEC Live contest. (USATSI)



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Gamecock Athletics ✓

@GamecocksOnline



Following

We're going to try to do "2001" as the team enters for warm-ups after the end of the lightning delay. Stay tuned. #Gamecocks #UGAvsSC



RETWEETS

41

FAVORITES

37



4:42 PM - 13 Sep 2014



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Gamecock Football

@GamecockFB



Following

And we're underway! #Gamecocks with the first possession today - GREAT atmosphere despite the delay. Thank you, fans!
#UGAvsSC



RETWEETS

34

FAVORITES

51



5:07 PM - 13 Sep 2014



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Questions?



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Wisconsin Communications Scenario

Justin Doherty, Associate Athletic Director, University of Wisconsin



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How the Wisconsin Badgers survived AXE-GATE



A brief history of Paul Bunyan's Axe



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Here's how it started

Sound Around @_SoundAround_ · Nov 24
Gary Andersen outlines new policy on Paul Bunyan's **Axe**: After tensions last year, the **axe**, a longtime symbol o... bit.ly/1r3JwrC

JS NewsHub

New policy targets Paul Bunyan's Axe
By NewsHub @newshub

After tensions last year, the axe, a longtime symbol of the rivalry, will be taken inside the stadium before the game, then handed over to the winning team after the game.



[View on web](#)

← ↻ ★ ... [Expand](#)

The Mike Heller Show and 23 others follow
Adam Hoge @AdamHoge · Nov 24
Sounds like he thinks he's losing the **Axe** Sat. RT @js_badgers: **Gary Andersen** outlines new policy on Paul Bunyan's **Axe** bit.ly/1HDv7HI

← ↻ ★ ... [View summary](#)

Mike Pearson and 6 others follow
GopherHole.com @GopherHole · Nov 24
#Gophers fans are fired up at #Badgers **Gary Andersen's** weak attempt at avoiding getting run over as U grabs **Axe** => ow.ly/EOEIr

← ↻ 9 ★ 12 ...

The Victory Lap @TheVictoryLap_ · Nov 24
Gary Andersen says Paul Bunyan's **Axe** won't be on the sideline Saturday because he doesn't want a riot #TakeALap thevictorylapblog.com/2014/11/gary-a...

← ↻ ★ ...

Kirk Herbstreit and 21 others follow
SB★Nation CFB @SBNationCFB · Nov 24
Let's see what Melvin Gordon thinks about the **Axe** not being on the sideline this week: buckys5thquarter.com/2014/11/24/727...


"Oooh, what?" Gordon replied after being told the full details of the decision by reporters. "I don't like that. From history, you know, you see the videos, they run over, they take the Axe. That's kind of what makes the game fun. That hurts, when they do take it, but I think that's just what makes the game fun, man, when you're able to chop down the goal post."

← ↻ 1 ★ 2 ... [Expand](#)


Cory McCartney and 2 others follow
David Bazzel @DavidBazzel · Nov 24
LOVE THIS!! Melvin Gordon isn't in favor of the **Axe** being "hidden" for Saturday's game vs. Minnesota. buckys5thquarter.com/2014/11/24/727... via @B5Q

← ↻ ★ ...

Jason Kirk @JasonKirkSBN · Nov 24
Melvin Gordon's face while learning the **Axe** won't be on the field during Minnesota-Wisconsin buckys5thquarter.com/2014/11/24/727...



Here's what we did about it





 **Badger Football** @BadgerFootball · Nov 24

#AxeWeek

Clarification on Paul Bunyan Axe post-game presentation

Head Coach Gary Andersen: "I would like to clarify our policy in regards to the post-game presentation of Paul Bunyan's Axe. The only change is that the Axe will not be staged in the bench area. Instead, it will be presented in the end zone, closest to the winning team's locker room. I support this policy that has been put in place by our administration and was put into action during our game with Nebraska. It is important for us to maintain the traditions of our trophy games while also doing what we feel is in the best interests of the student-athletes."

This policy mirrors what was done during the Nebraska game with the Freedom Trophy. The Axe will be brought to the field late in the fourth quarter and staged near the goalpost of the winning team. The winning team will then be allowed to celebrate on the field with the Axe as has been the tradition.

  38  50 

[View more photos and videos](#)



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THE TAKEAWAYS ...

1. Get everyone on the same page
2. Be responsive (2-hour story is better than a 2-day story)
3. Monitor all forms of media (speed often comes before accuracy)



Questions?



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NCAA Communications Scenario

Jordan Schwartz, Associate Director of Social Media Strategy, NCAA



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The Scenario: Concussion Lawsuit Settlement

- Lawsuit had been going on for some time
- One of several lawsuits facing the Association
- Concussions had been in the news with the approaching football season

The Context

- Knew it would be national news
- Needed proactive effort
- Critical: internal collaboration

Our approach

- Multiplatform engagement
- PR/web/social
- Goals:
 - Break the news
 - Get our message out



NCAA to provide \$70M for concussion testing, diagnosis of current, former student-athletes under proposed settlement: ow.ly/zHxnY



RETWEETS 169 FAVORITES 68



9:08 AM - 29 Jul 2014



NCAA reaches proposed settlement in concussion lawsuit: ow.ly/zHxu5



RETWEETS 23 FAVORITE 1



9:08 AM - 29 Jul 2014



Reply to @InsidetheNCAA

These two tweets garnered 192 retweets, 251 link clicks and more than 170,000 impressions.



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NCAA reaches proposed settlement in concussion lawsuit

July 29, 2014 8:47am

The NCAA will provide \$70 million for concussion testing and diagnosis of current and former NCAA student-athletes as a part of its agreement to settle claims in several consolidated concussion-related class actions.

The [settlement agreement](#), which also includes educational initiatives and \$5 million in concussion research, will resolve the pending class actions, which are now consolidated in federal court in Chicago. The agreement conditions are subject to approval by Judge John Lee of the United States District Court for the Northern District of Illinois.

"We have been and will continue to be committed to student-athlete safety, which is one of the NCAA's foundational principles," said NCAA Chief Medical Officer Brian Hainline. "Medical knowledge of concussions will continue to grow, and consensus about diagnosis, treatment and management of concussions by the medical community will continue to evolve. This agreement's proactive measures will ensure student-athletes have access to high quality medical care by physicians with experience in the diagnosis, treatment and management of concussions."

Highlights

The NCAA today agreed to settle claims against the Association over concussion-related diagnosis.

If approved, the agreement will end the lawsuit related to the consolidated Arrington litigation. This includes 14 cases.

The settlement includes \$70 million for concussion testing and diagnosis for current and former NCAA student-athletes.

Q&A with Donald Remy, NCAA chief legal officer

Q: What does this settlement agreement mean for NCAA schools?

A: NCAA members should continue their commitment to the diagnosis, treatment and management of concussions for student-athletes. The NCAA will communicate any additional information pending approval of this agreement by Judge Lee.

Q: What happens next?

A: This settlement agreement with the plaintiffs and

- 3,076 page views
- Average time on page: 5:04

Analytics/Recap

- Twitter coverage was pretty straight forward with reporters focusing on the ban on same-day return and comparing the settlement to the NFL's.
- @SportsCenter, which at the time had 584% more followers than @NCAA, only received 62% more retweets because they were 31 minutes behind our announcement.
- By comparison, after a prominent COI report made the year prior, @SportsCenter received 2530% more retweets than we did because they were 57 minutes ahead of us, which shows the importance of breaking our own news.

Questions?



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