

TWITTER AND FACEBOOK AND SHARES...OH MY!

What to do before, during
and after a crisis

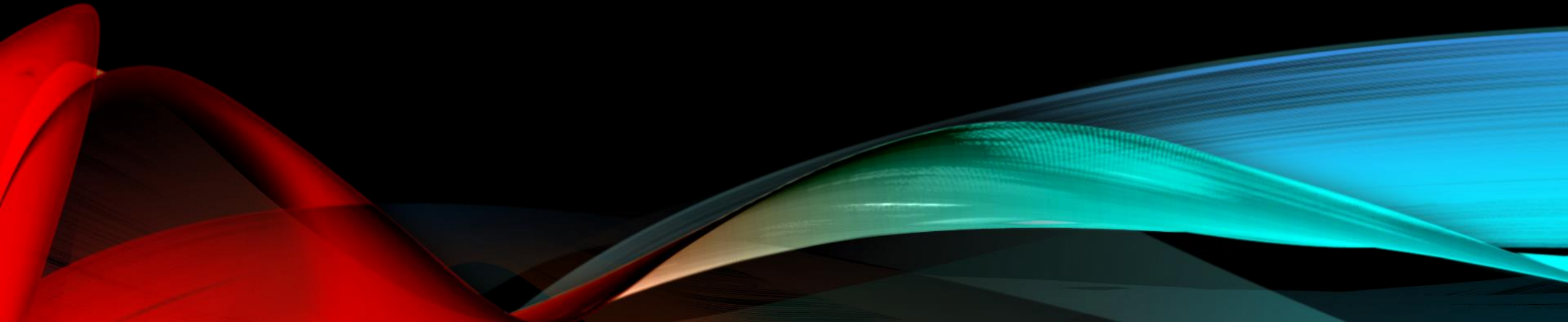
Mrs. Jill Filer,
Director of Communications
Harrisonville Schools

Dr. Tim Gallagher
Superintendent
Sherwood Cass R-VIII

SOCIAL MEDIA, MEDIA, & SCHOOL COMMUNICATION

Why have a social media presence?

- It's where the conversation is happening
- To develop a relationship
- Real-time communication



CRISIS COMMUNICATION PLANNING

Crisis Communication Beliefs

- In a crisis situation, student and staff safety is the top priority.
- Student & staff privacy will be protected in all situations.
- Internal communication (staff & parents) will come first. Staff & parents will be provided as much information as possible as soon as it is available.

Crisis Communication Procedures

- Establish roles
- What tools will you use & when?
- What will or won't you post on social media?

DURING A CRISIS

Lack of information leads to uncertainty

From Rick Kaufman – Communicating in a Crisis

- Speed of Communication
 - First impressions are lasting impressions
 - If you aren't first with the framing, others will tell your story
- Factual content of the Message
 - Get it right, repeat it, share it with others
- Trust & Credibility
 - Crucial to sustain support during, after crisis
 - Elements: empathy & caring; competence & expertise; honesty & openness; commitment & dedication

CRISIS STATEMENTS

- *Keep it simple & brief
- *Confirm facts; details not as important at this time
- *What is being done by who
- *Reassure your audience

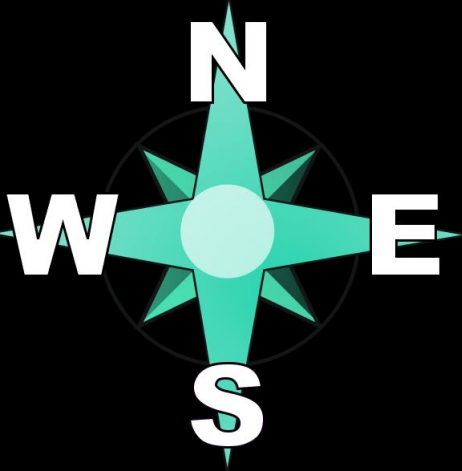
DEALING WITH THE MEDIA

- Media want visuals, sound – they will find someone to provide it
- Media can wait until you are ready; be aware of news cycle timing
- A statement is not always necessary
- Stick to your crisis statements/key messages
- Establish relationship with local police; in some matters, they can be the ones to talk to the media or you can do it together




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Imagery Date: 10/20/2014



THE EVENT- FIRE

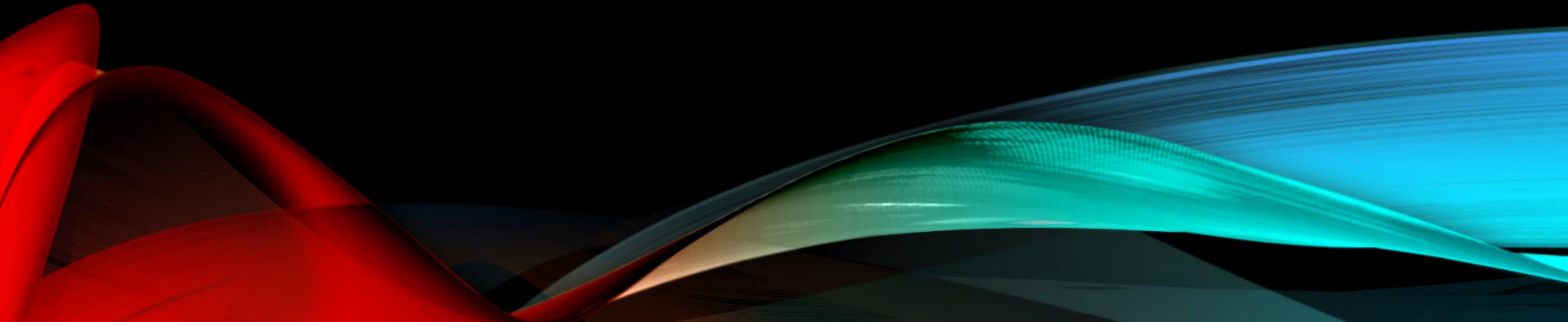
Details

- At approximately 1:00 pm the alarm sounds
 - Search to verify
 - Students moved outside (most were out in three minutes)
 - Smoke detected - high school boys locker room
 - Small explosions followed by blasts of smoke
 - All call on the radio- not a false alarm
 - All call on the intercom for all to evacuate the building
- 

THE ALARM SOUNDS

Details

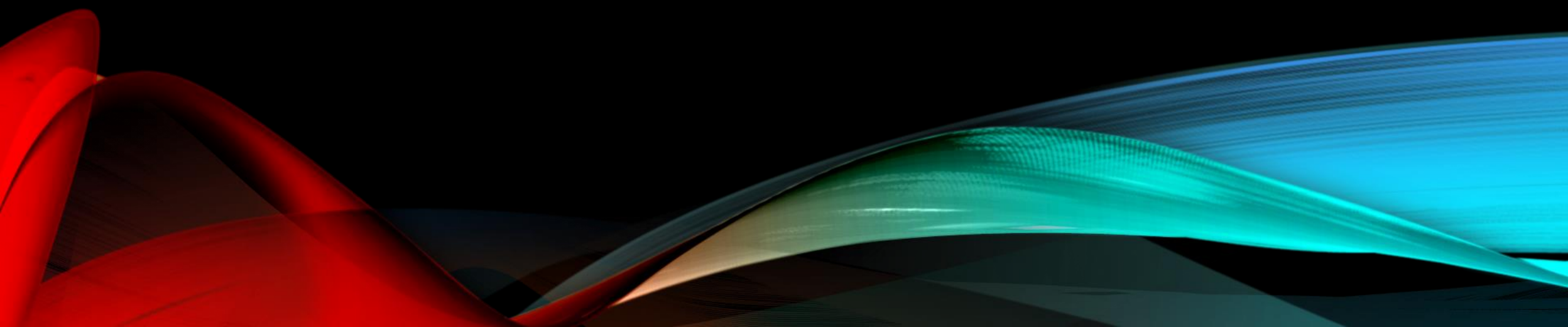
- Direct emergency responders
- 1:20- social media messages
- Used emergency responders to block the road
- Created a “waiting point” at a commuter lot



PRESS, SOCIAL MEDIA & CELL PHONES

Controlling the information

- Students will start sending information out quickly...so will staff.
- Media stations are following your Facebook & twitter accounts.
- Media access to responders/staff/students. Think about your message.
- Try to inform staff of information shared with the media before it airs (info that comes hours/days later).





Sherwood Cass School,
You have a new follower on Twitter.



Eryn Realmuto

@ErynRealmuto

I am an assignment editor @KMBC and a @Mizzou alumna. Opinions are my own and retweets are not endorsements.

 Follow

Forgot your Twitter password? [Get instructions on how to reset it.](#)

You can also [unsubscribe from these emails](#) or change your [notification settings](#). Need [help?](#)

If you received this message in error and did not sign up for Twitter, click [not my account](#).

Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103



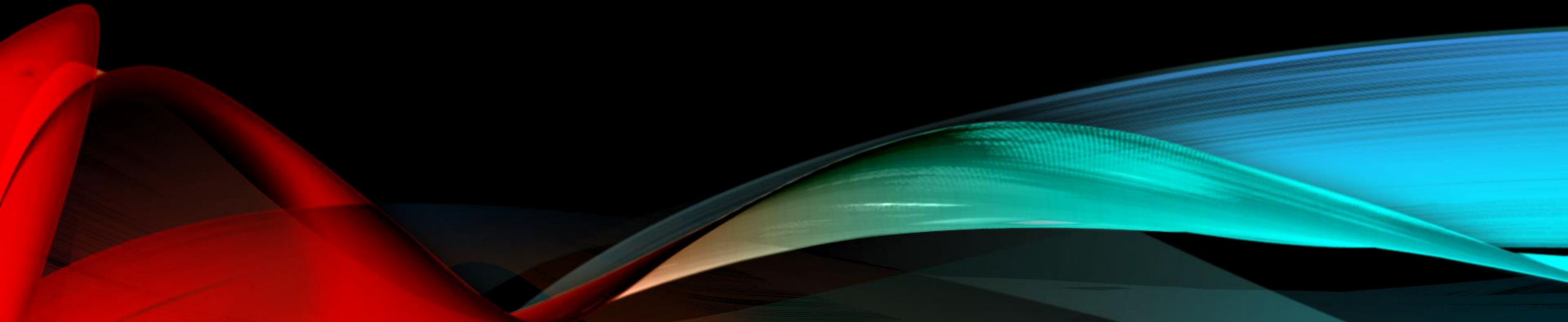
BUSINESSES ARE TROLLING

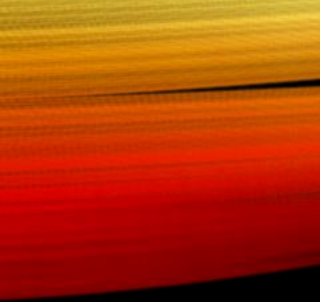
Within the first hour restoration companies were being recommended

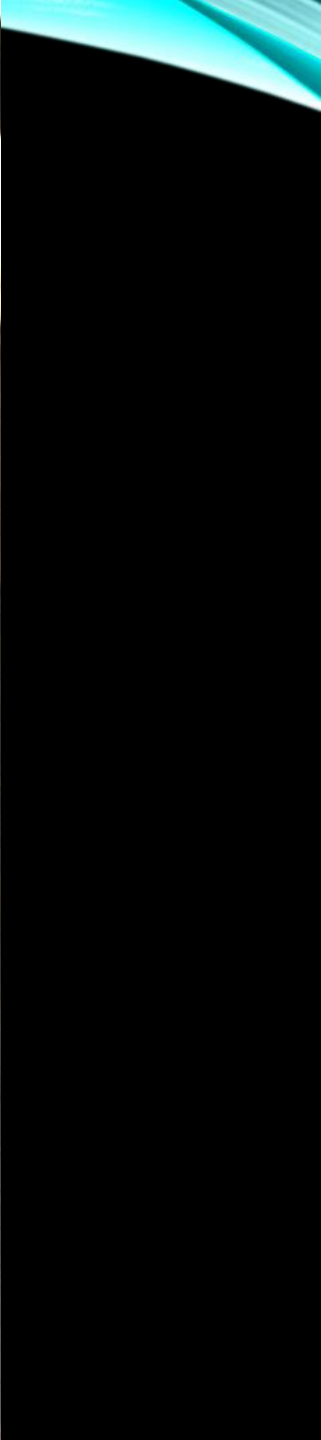
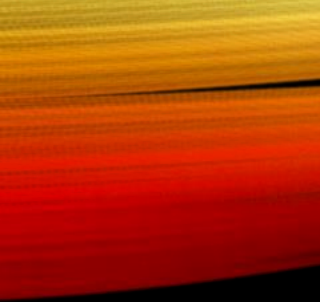
Within three hours restoration companies were contacting the district

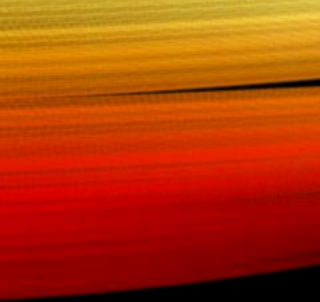


VIEW FROM THE INSIDE

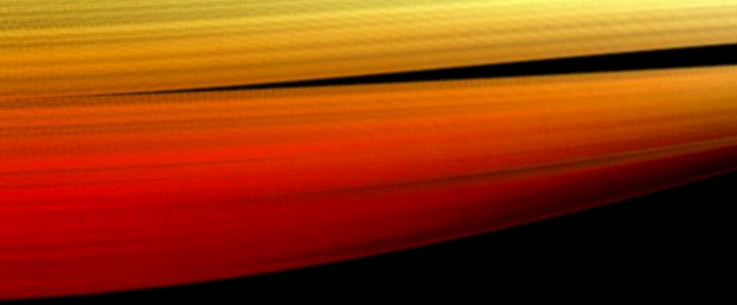


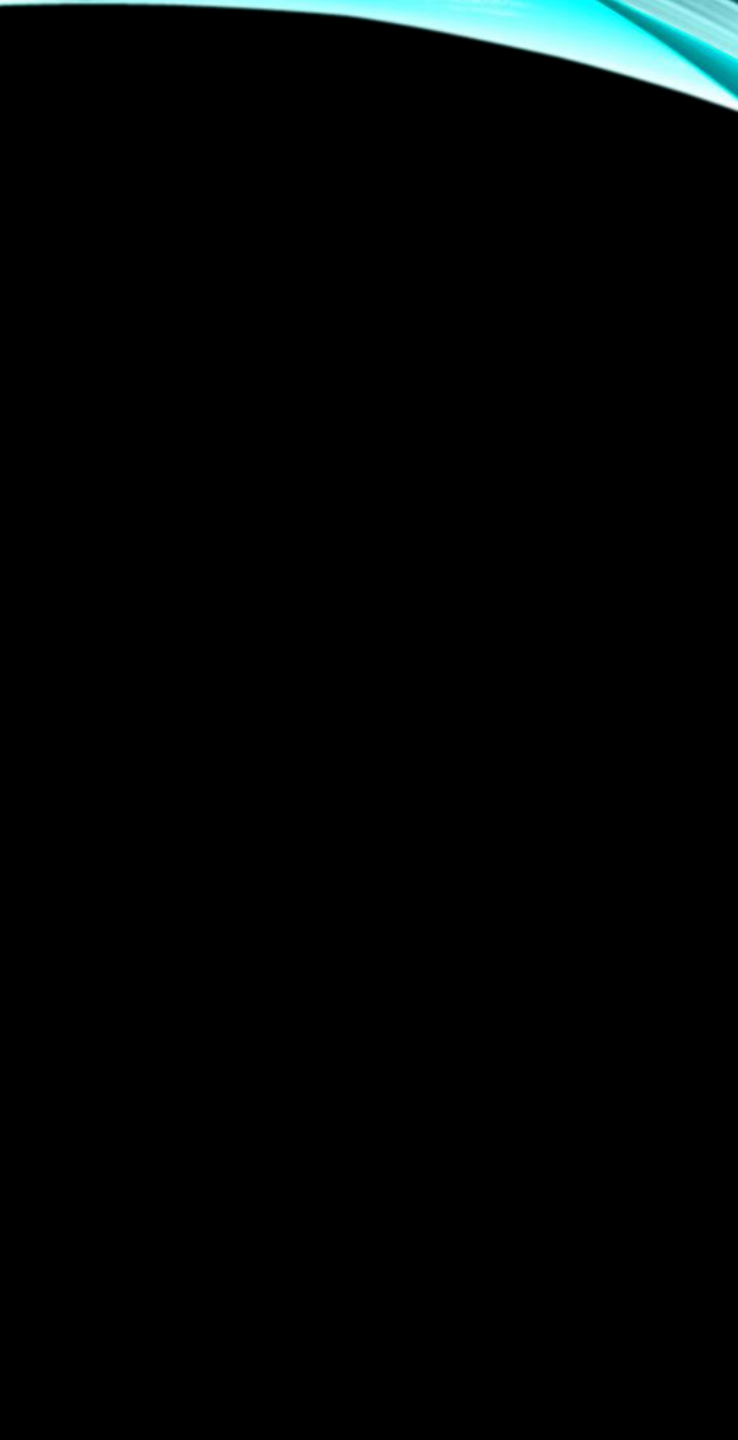
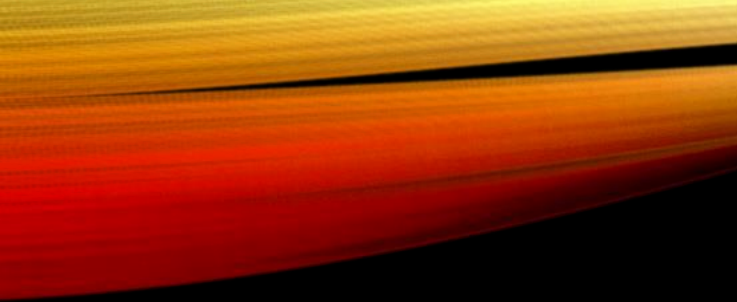













September
Entree Choices

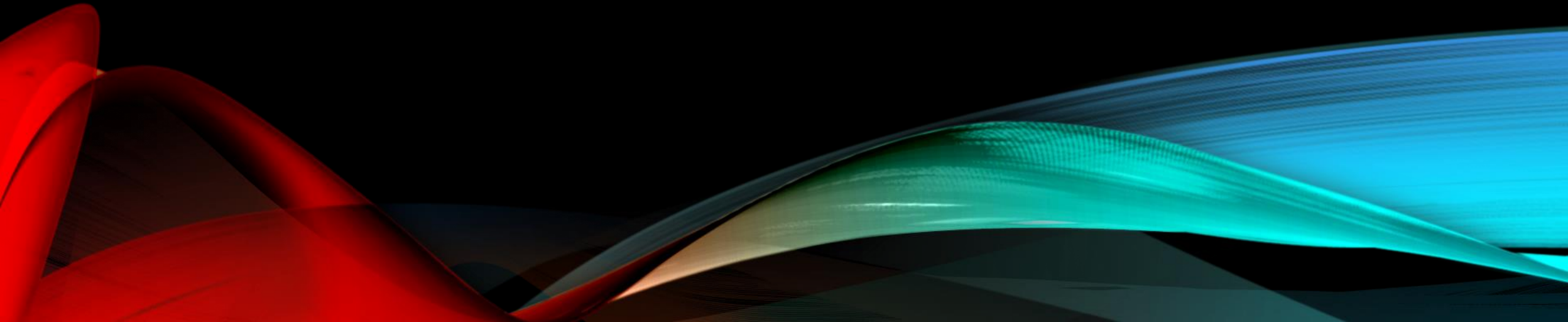
Burnt Ends
lots and lots
of
Burnt Ends

THINGS TO CONSIDER BEFORE A FIRE

- Emergency responders are familiar with your building.
 - Evacuation plans are clear and practiced
 - Staging areas are known
 - Relocation plan if needed (move students to a large complex for management and reunification)
 - Reunification process and possible locations (on/off campus)
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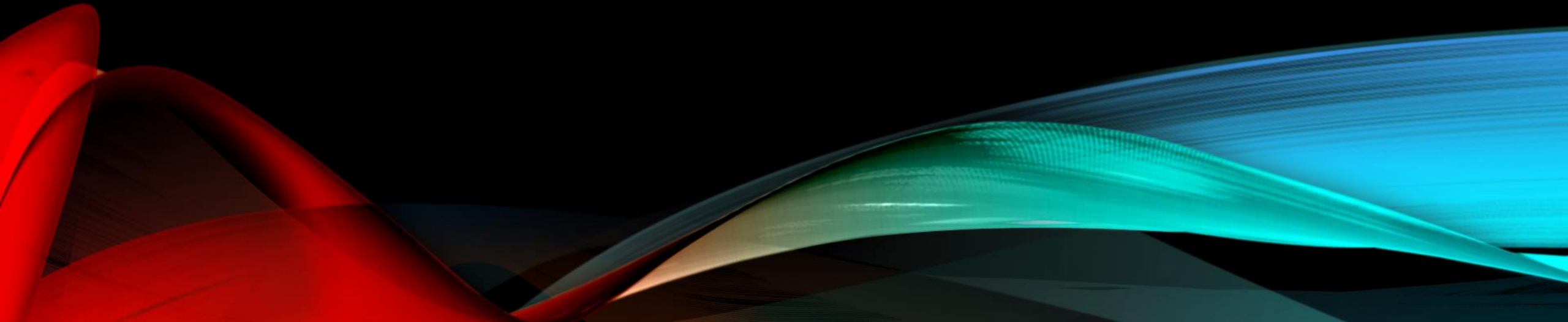
THINGS TO CONSIDER BEFORE A FIRE

- Command locations are identified (could differ depending on the situation)
- Communication releases are centralized
- Utilities- several people are trained to shut these down
- Supplies- water, snacks, medical



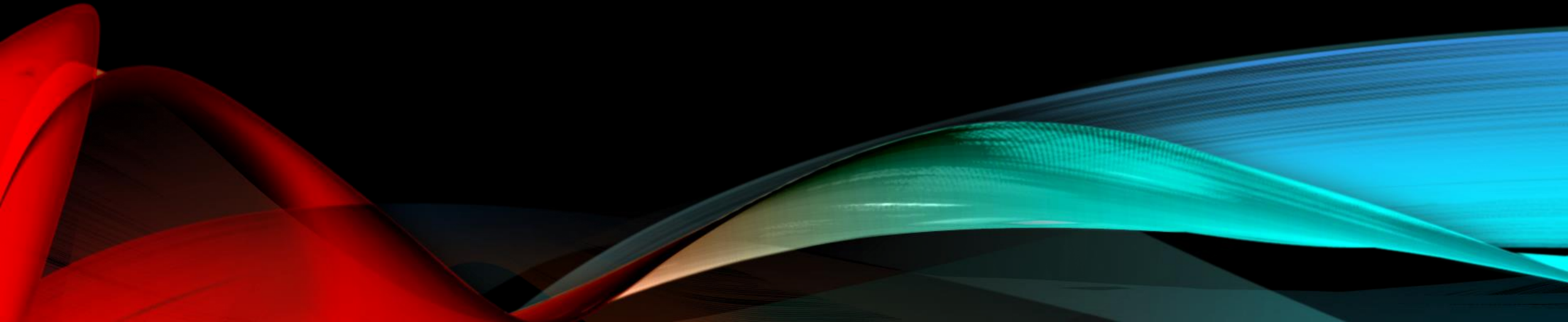
THINGS TO CONSIDER BEFORE A FIRE

- How will you communicate if your power is out?
- Can you access your student information if your server is down?
- MiFi for communication/access of laptops or devices
- How to deal with secondary emergencies
 - Student/staff needs medication
 - Student/staff has an unexpected health crisis



TOTAL COST?

- Small Fire
- No one hurt
- Loss of 6 school days
- Over \$350,000
- First day back....bomb threat☹




HARRISONVILLE – FIRE AT HS

Details

- Fire alarms sound at 8:45; evacuate school
- Determine fairly quickly that will need to move to reunification site
- School was closed for almost a week due to smoke damage

Initial Message


- All students, staff evacuated safely
 - Crisis procedures worked well; all responded appropriately
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HARRISONVILLE – FIRE AT HS

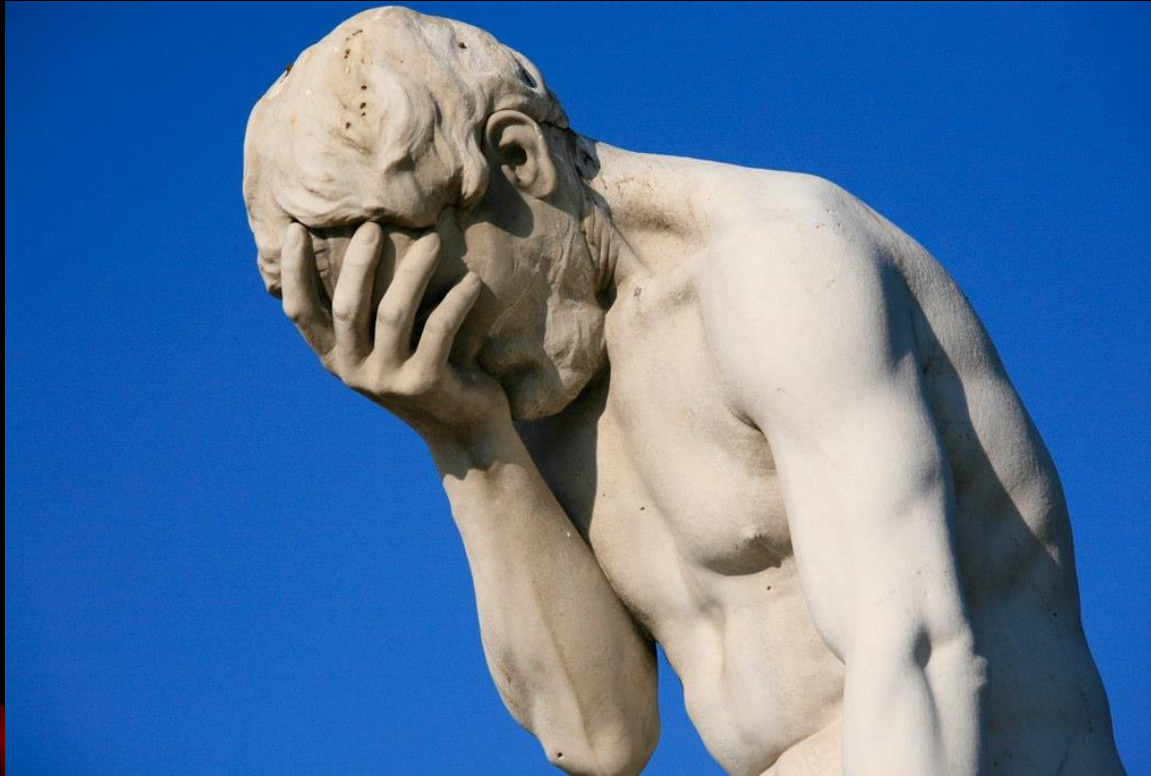
Communication

- Automated calling system & text messaging
- Same information posted on website


What We Learned

- Use students (and their cell phones) to help in communication
 - Drills are important (we had just had one the day before)
 - Continuous review/improvement of crisis plan is invaluable
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STAFF-STUDENT RELATIONS

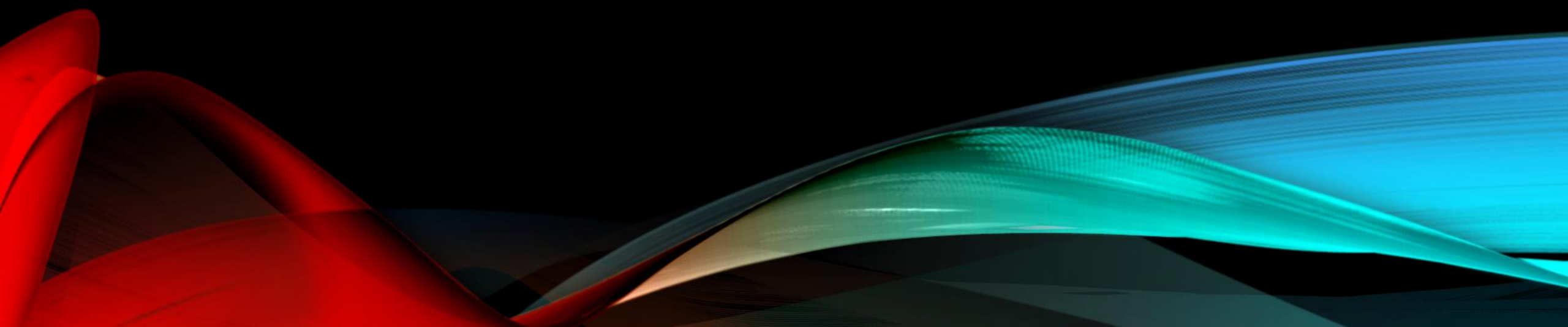


Situation and Initial Steps (first 90 minutes)


- Patron shares a concern with a principal
 - Texts between a “wrestling coach” and a student are shared with the school
 - Staff member was interviewed and placed on administrative leave
 - Board members were notified, consultation with legal counsel
 - Decided to get in front of the situation with a district announcement
- 

First 24 hours

- Reported to law enforcement, they declined to pursue the situation
- Reported to Children's Division- came out that evening
- District statement goes out
- News outlets following social media pick up on the story...and descend.
- Law enforcement now wants to pursue the situation
- Interviews with law enforcement, Children's Division, district and family



First 24 hours

- All staff meeting held the next day
 - More news stations request interviews
 - News outlet in London England requests a phone interview a few days later
 - Kept message clear and concise
- 

HARRISONVILLE – STUDENT DEATHS

Accident after school; blocks from HS

- Car struck a student; student transported to hospital where he died
- Other students witnessed the accident
- HS admin on site immediately; district admin notified
- Called together team for crisis response

House fire on a Friday night

- HS Principal calls on Sat. morning – rumors of HS student dying in house fire (Twitter)
- Contacted local authorities to confirm

HARRISONVILLE – STUDENT DEATHS

Our Process

- Wait for law enforcement to confirm deaths; ensure family has been contacted before we do anything
- Personal phone calls to students' teachers – current & former
- Staff Email
- Email/Call to district parents
- Staff meeting as soon as possible
- Counselors/faith based partners on hand for school
- Shared funeral arrangements/memorials on SM, website

HARRISONVILLE – STUDENT DEATHS

Media Relations

After School Accident

- Directed to law enforcement that night
- Superintendent did interview morning after accident
- Worked w/family to release a statement

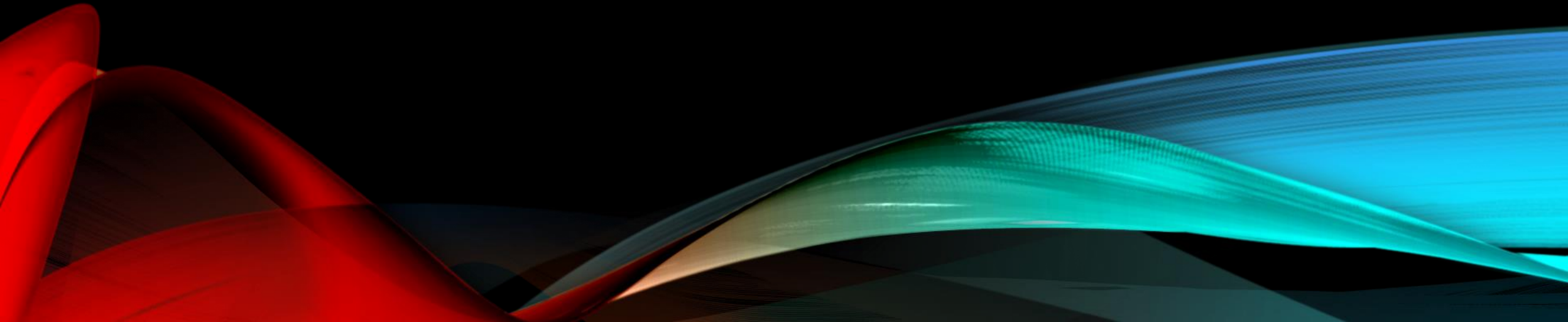
House Fire

- No media statement or interview (weekend)
- Connected to local youth pastor who did an interview
- Media got info/photo off Twitter

PARTING THOUGHTS

“Managing any crisis successfully is less about saying the right things & more about doing the right things.”

- Rick J. Kaufman, APR





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