

ASSIGNMENT # 3 CRISIS COMMUNICATIONS STRATEGY

THE UNIVERSITY OF WINNIPEG

**PUBLIC RELATIONS, MARKETING AND STRATEGIC COMMUNICATIONS
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SCANDAL 1

- Scandal: NOHBO let's a third-party post stuff on its Instagram account. The third party company publishes offensive content.
- How to handle scandal:
 - Delete the posts from NOHBO's Instagram account and immediately replace it with a post that's entirely green (NOHBO's brand colour). In the caption NOHBO asks for forgiveness regarding third party's offensive posts.
 - In the caption NOHBO says that it was a third party who posted the offensive content but that it should have taken precautions by checking the content before it was published.
 - In the caption NOHBO says that it deleted the offensive content because it is ashamed, it does not support such dishonorable content, and such dishonorable content does not deserve to be publicized.
 - If possible, NOHBO makes it up to the group that was directly impacted by third party's negative content (for example, if the offensive content was directed to women, then for a month, NOHBO will post stuff about the great things their female employees and customers are doing).
- How to prevent scandal from happening in the future:
 - Check third party content before its published.
 - Prohibit third parties from directly publishing on NOHBO's account. Third parties must send their content to NOHBO who will then approve and publish the content.
 - Establish guidelines that clearly say what type of content third party can and cannot publish on NOHBO's website.

SCANDAL 2

- Scandal: NOHBO's scheduled Instagram post about positive environmental things going on in the Boreal Forest is published on the day that an environmentalist disaster hits the Boreal Forest.
- How to handle scandal:
 - Don't delete the post.
 - Pause all scheduled posts.
 - Post another post on NOHBO's Instagram account. The post is a picture of the boreal forest or of plants or wildlife found in the forest. In the caption NOHBO apologizes for its insincerity, it talks about how much it supports efforts being made to save the Boreal forest, and it offers to help by donating some proceeds.
- How to prevent scandal from happening in the future:
 - Never rely on schedule posts. Post manually.

- Check the news before posting.

SCANDAL 3

- Scandal: A NOHBO employee gets into a comment war on NOHBO's Twitter account with a customer who left a negative comment.

- How to handle scandal:

- Immediately end the comment war.
- With the guidance of NOHBO's social media specialists, the manager of the employee who got into a comment war apologizes to the customer. Then, with the guidance of NOHBO's social media specialists, the employee who got into a comment war apologizes. The conversation is then moved to the phone.

- NOHBO's social media specialists alerts customers that

- Create a social media customer support account (@nohbosupport) on Twitter. In the bio add the date and times NOHBO's social media specialists check and respond to comments on that page. In the bio, also tell customers to feel free to express their concerns and frustrations regarding NOHBO "without fear of being involved in a comment war" (copy the line in quotes line in quotes. It helps NOHBO make fun of itself before anyone else can, it discourages customers from thinking NOHBO's customer support page is an insincere PR stunt, and it lets customers know that NOHBO has not forgotten what has happened and that it has learned from its mistakes).

- How to prevent scandal from happening in the future:

- Only NOHBO's social media specialists trained in customer service can answer to any and all comments.

- Only NOHBO's social media specialists trained in customer service have access to the passwords of NOHBO's social media accounts. When they leave NOHBO or obtain a role within the company in which they do not need the passwords, the passwords are changed. Use highly secure passwords.

- Create a social media customer support account (@nohbosupport) on Twitter.

- NOHBO's social media specialists can only reply to negative comments twice, then the conversation must be moved to the phone.

- First response to negative customer must be a standardized response that can be tweaked so it doesn't sound like an insincere or automatic response (e.g. "So sorry [INSERT PROBLEM HERE]! Call 555-555-5545 and we'll get this figured out asap."). Although the second response depends on what the customer says, the tone must remain professional but conversational.

SCANDAL 4

- Scandal: A new Instagram account against NOHBO appears on social media. They bash NOHBO's products, but the main complaints are that NOHBO's shampoo balls are not foaming as well as NOHBO said they would and that NOHBO's shampoo balls only work on people with fine hair. The account is quickly gaining more followers than NOHBO's Instagram account.

- How to handle scandal:

- NOHBO publishes an Instagram post that's entirely green (NOHBO's brand colour). In the caption NOHBO apologizes and says that the fact that its shampoo balls are not foaming as well as it said it would and that it only works on fine hair is an unacceptable problem NOHBO should have solved by now. NOHBO also says that its chemists are currently working to solve the problem.

- Create a social media customer support account (@nohbosupport) on Twitter. This lets customers vent and complain on a platform NOHBO can control and monitor. NOHBO can use these complaints to improve its products and services and to know if there is a main reason customers are unsatisfied.

- How to prevent scandal from happening in the future:

- Use a third-party sentimental analysis company and Google Alerts to monitor what NOHBO's customers and employees are saying about NOHBO on and off its social media platforms.

- Use Keyhole to check what kind of things people using hashtags associated to NOHBO are saying about NOHBO.

- Create a social media customer support account (@nohbosupport) on Twitter. NOHBO's social media specialists will be in charge of monitoring how customers feel about NOHBO. Twice a week (once on a weekday, once on a weekend), twice a day (once in the morning, once at night), they will study if people are leaving positive or negative remarks. They will address the negative remarks. They will look if the same negative or positive remarks are coming up.

SOCIAL MEDIA POLICY

NOHBO's social media policy can be separated into two parts: permission and content.

Permission

- Only NOHBO's social media specialists are allowed to post on NOHBO's account.
- Only NOHBO's social media specialists are allowed to answer to comments.
- If a social media crisis erupts, contact the social media expert (crisis@nohbo.com or 555-555-555)
- NOHBO's social media specialists must ensure posts follow NOHBO's brand, voice, visuals, vision; and that posts are something that would appeal to the ideal client (they must ask themselves "Would André Duschène like this? What would he say about this?")
- Employees who wish to publish content on NOHBO's social media account must relay that content to NOHBO's social media specialists so those specialists can approve it and post it.
- Employees are allowed and encouraged to post about NOHBO on their personal social media platforms as long as they clearly state how they are related with the company and as long as their posts follow the rules established by NOHBO's social media policy.
- Only NOHBO's social media specialists have access to the passwords of NOHBO's social media account.

Content

- Posts should never reveal trade secrets, company marketing/organizational/internal plans, or financial and legal information regarding the company.
- Racist, sexist, homophobic, ageist, discriminatory (e.g. discriminatory towards people with disabilities, or from a religion, etc.) content is prohibited.
- Religious and political content is prohibited.
- Posting information about NOHBO's customers, employees is prohibited.
- Bashing NOHBO's competition is prohibited.
- Responding to religious and political comments is prohibited.
- NOHBO's posts must avoid complicated words and jargon.
- When apologizing be straight forward, sincere, and use language a ninth grader could understand.
- Never use scheduled posts.
- All claims regarding NOHBO's products and services must be completely true (no lies or half-truths).
- Check the news before posting anything. Is there a scandal going on? If the scandal is about topics NOHBO talks about (e.g. the environment), then posts about that scandal.
- Remember posts are permanent. Screenshots are real.
- Remember posts are seen in other parts of the world. To the best of your abilities ensure posts won't offend NOHBO's followers from other countries and cultures.