

POLICY NUMBER: CP-200-06
Social Media Crisis Response Plan
Communications and Marketing
CREATION DATE: July 15, 2016
APPROVAL DATE: August 15, 2016
EFFECTIVE DATE: August 15, 2016
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Social Media Crisis Response Plan

ORGANIZATIONAL SCOPE:

All Michener Staff, Faculty, Students, Student Groups, Alumni Groups and Volunteers

PURPOSE:

Michener’s social media assets are public-facing information channels. As such, they may become platforms for crises to play out, and for a crisis response. This action plan is meant to help limit, mitigate and manage a social media crisis. Although every situation needs to be evaluated on a case-by-case basis, this plan aims to provide a procedure for social media communications in the event of a social media-based crisis.

Crisis situation

A social media crisis is defined as an event on social media that is out of the ordinary and that is negative in nature, such as a disgruntled student or staff/faculty member or someone ‘trolling,’ shaming or bullying through the comments section of our social media channels.

Fortunately these incidents are not common to Michener’s online community, however the ‘Immediate Response’ flowchart is meant to provide guidance on how to address a social media crisis.

Action plan

- 1) Ongoing monitoring and social media listening
 - a. This element should protect Michener from a social media crisis. On a daily basis throughout the workweek, Michener’s Content Lead monitors Michener’s social assets.
 - b. In the event of unusual social media activity, these services will help us detect the activity within a few hours over the workweek.
- 2) Immediate response
 - a. The Immediate Response flowchart outlines the instant response the Content Lead uses to respond to concerns (and compliments). In the event of a larger crisis, this flowchart will provide guidance on instant response – the issues need to be acknowledged so that the person feels heard, but no ownership will be taken until there is further information.
- 3) Escalation plan

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- a. In the event of a social media crisis, the first person notified should be the Content Lead (who is administrator of all social media channels) in order to take immediate action and then flag the issue to the Director of Communications and Marketing.
 - b. In the case of a scenario involving concerned students, the Registrar should be notified and consulted for appropriate statements.
 - c. In the case of a scenario involving concerned staff of faculty, the Director of Human Resources or a Human Resources representative should be notified and consulted.
 - d. If the crisis escalates and requires response from the executive team, it will be flagged to the Executive VP of Human Resources and Operations, the Senior Director of Academic Planning and Operations and the Director of Communications and Marketing.
- 4) Frontline response
- a. In the case of student concerns, Michener’s Student Success Network is timely, responsive and supportive. If a social media stakeholder is directed to the Student Success Network, the Content Lead will flag the student for the Student Success Network so they are informed.
- 5) Ongoing response
- a. As the situation develops, the Content Lead should keep an open line of communication with the social media stakeholders, answering any questions that come in with vetted and prepared statements.

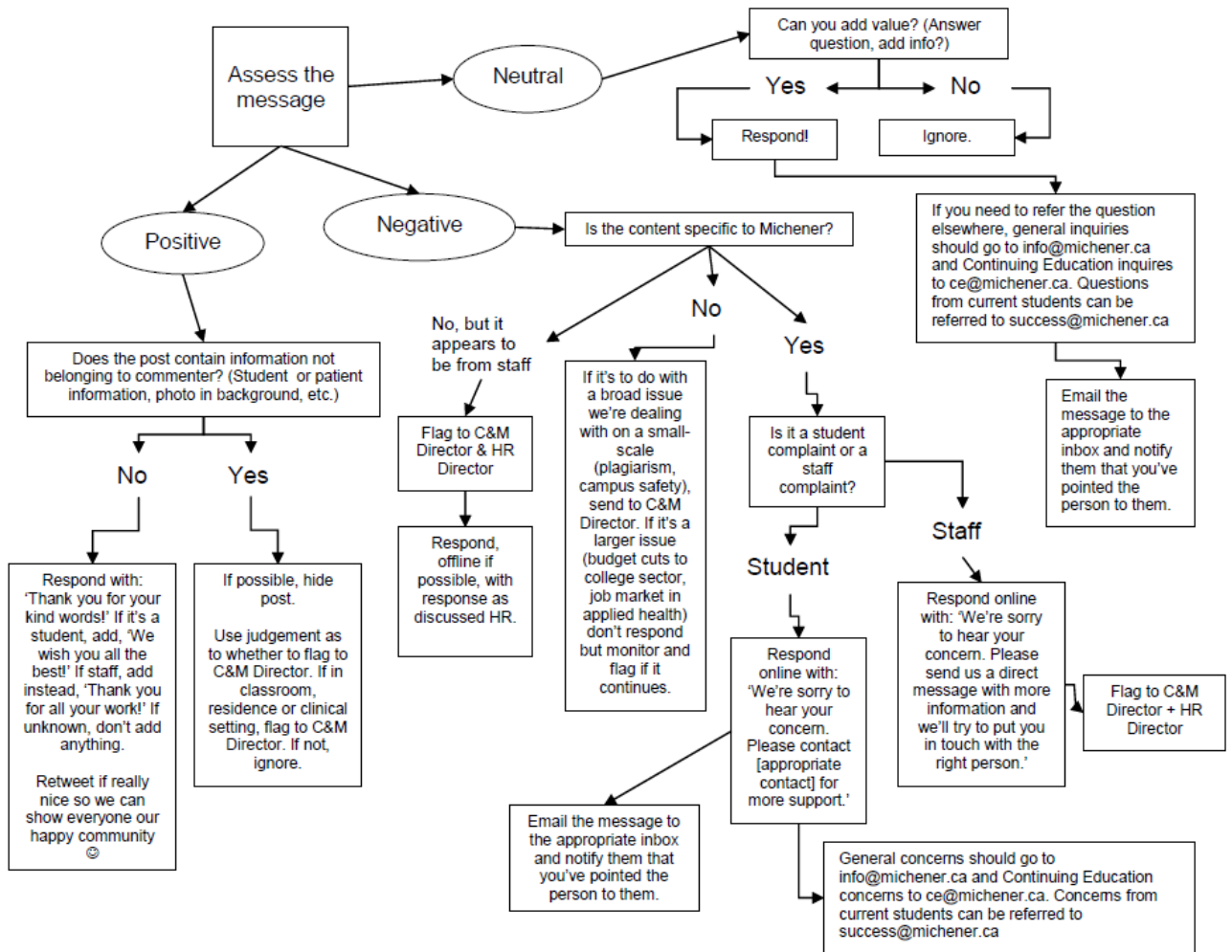
*Note: When a user posts on the Michener Facebook page, it is automatically public. The post can be hidden so only the user and their friends can see it, or it can be deleted. On Twitter, we cannot remove the tweets that tag us, but they do not appear on our page.

Contact Information

The Communications and Marketing department shall be the point of contact for all matters that relate to this policy. Any questions, concerns or complains relating to Michener’s Social Media policy should be emailed to communications@michener.ca.

IMMEDIATE RESPONSE FLOWCHART

Social Media Response



SAMPLE IMMEDIATE RESPONSE STATEMENTS

- 1) Hi (name), Thanks for your message. We're sorry to hear about your concern. Please send us a message with more information and we'll put you in touch with the right department. Many thanks, Michener Communications.

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2) (Twitter handle), We're sorry to hear about your concern. Please contact Communications at communications@michener.ca for support.

Associated Documentation

- [Social Media Policy](#)
- [Social Media Procedures & Guidelines](#)
- [Professionalism Policy](#)
- [Privacy Policy](#)
- [Fair Dealing Policy on the Use of Copyright-Protected Works](#)
- [Intellectual Property Policy](#)
- [Computer Use Policy](#)

REVISION HISTORY –

DATE	REVIEWER	CHANGE(S) MADE
July 15, 2016	Jacqueline Waldorf	Plan created