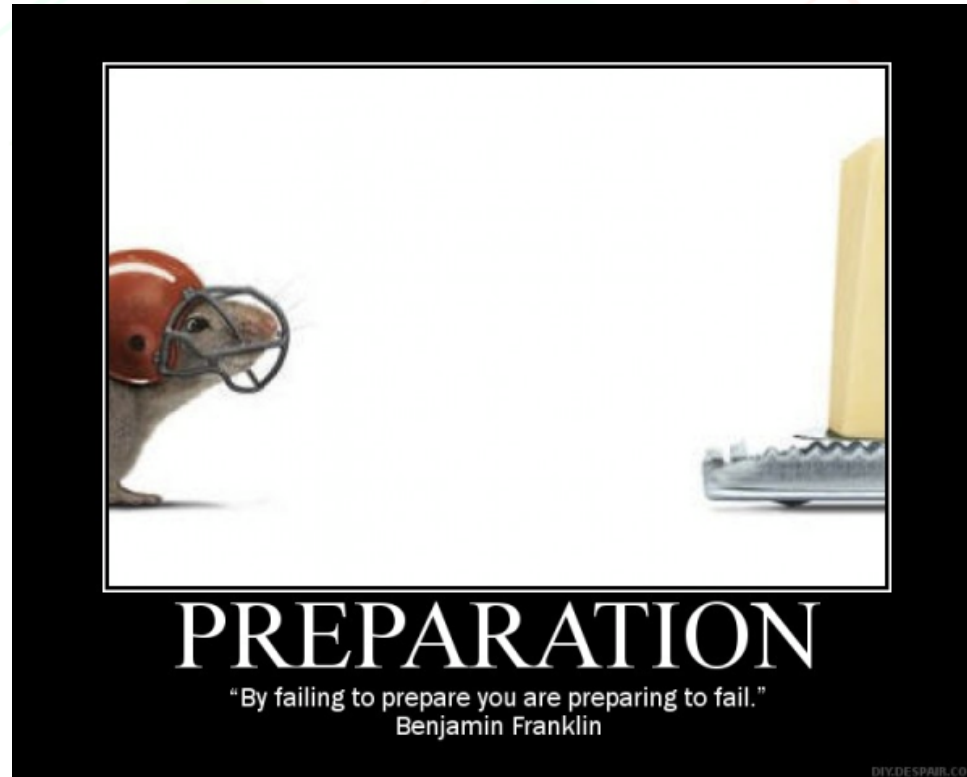


Avoiding Communication Pitfalls in a Social Media Age

***How to handle crisis communications and
keep your reputation intact***

Effective Crisis Communications



Always be prepared!

There's Been an Incident

- **What Are Your Priorities?**
 - Your passengers and their families.
 - Law enforcement and crash-scene investigators
 - Your employees
 - The insurance companies
 - The news media
 - Establish main contact point person for ABA and media

What is ABA's priority?

- Helping YOU!

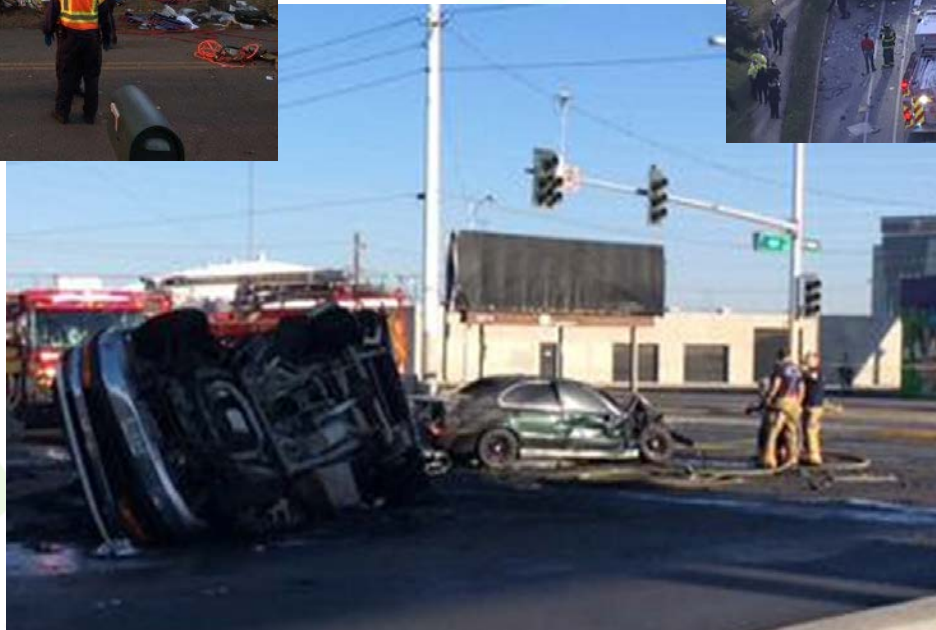
Most Companies Are Not Prepared for the Media

- In This 24/7 World, News Travels Fast
 - In most midsize cities, news of an accident will be on Twitter and Facebook within minutes.
 - Pictures and video will be available to the media from smartphones, well before news crews arrive.
 - For video, smartphones are the new first line of coverage.



Smartphone Video

- Smartphones are Everywhere – Everyone wants to snap and post to social media and news organizations



Most Companies Are Not Prepared for the Media



- The Media and Reporters are Not Your Friends
 - Most reporters are not specialists on the motorcoach, travel and tourism industry. They will most likely not know anything about your company or who to speak with.
 - Reporters pursuing a story can sometimes be aggressive.
 - The wrong word to the right reporter can have detrimental impact on the story and your reputation.

If There's an Accident

- Reporters Will Cover the Story
 - It's their job.
 - We can't make the accident go away.
 - We will be professional, truthful and honest.
 - ABA can assist you and help you protect your company's reputation.

“No Comment” Does NOT Work

- It looks like you’re hiding something.
- Putting a tarp over your name doesn’t make the accident go away.



There Are Many Media Outlets and Lawyers



- You can't run from the media or the legal system
 - The truth will always get out, either in the media, a deposition or in court.
 - The media faces competitive pressures and can be unrelenting, especially if it suspects wrongdoing.
 - Injury lawyers are always ready to pounce .
 - You don't have to face this alone.

The Media's Impact

In a digital world, stories never go away.

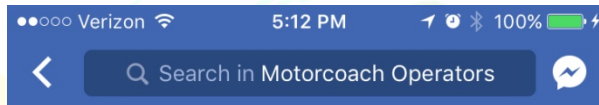
No longer just the local paper, radio, 6 and 10 p.m news .

- A New York accident, July 2011, 7,520 results
- A Montana accident, Jan. 2012, 16,320
- A Las Vegas accident, Sept. 2015, 93,700
- A Biloxi accident, Mar. 2017, 15.9 million

Facebook and Twitter

- Both are Very Big News Providers
 - Twitter: 317 million accounts worldwide
 - Facebook: 201 million users in just the U.S.
 - Every news organization uses Twitter and Facebook for pictures and video
 - The first picture of the Asiana Airlines San Francisco crash was uploaded on social media within 60 seconds of the crash.

Social Media Can Create/Break Stories



About Discussion Photos Events Files

Whoever this was made inside edition!!! 😂😂😂



HOME > TECHNOLOGY > TWITTER

New York plane crash: Twitter breaks the news, again

Twitter has once again led the media and the blogosphere in breaking news.



Twitter lead the media and the blogosphere in breaking news about US Airways flight 1549 crashing in New York's Hudson river

By Claudine Beaumont

11:29AM GMT 16 Jan 2009

Within minutes of US Airways flight 1549 ditching in New York's Hudson river, the blogosphere was buzzing with the news. Emails, Twitter messages, mobile phone photos and hazy videos about the crash flitted across cyberspace. Some reassured friends and loved ones that all was well; others simply documented the unfolding drama as all 155 passengers and crew made their way to safety using the jet's inflatable emergency chutes.



Christmas tweets



How ABA Helps You Protect Your Company



- Virginia Company's "Reputation Management"
 - "the crash involved a bus company with a good driving record"
 - "was in the top 25 percent of companies that were inspected over the last two years"
 - "the veteran driver, 52, has been a professional for 12 years and has a good safety record"
 - "there is no indication the driver was tired, it looks as though there was just an unfortunate accident on the Turnpike"

What ABA Does for You

- How We Do It
 - Act as your company's spokesman.
 - Advise and consult with you in preparing written statements to the media and forming a media plan, including social media posts.
 - Assist your company by providing accurate information to balance any inaccurate reporting made by the media.
 - Assist your company with statements to family members and customers.

Six Steps for Effective Crisis Communications



1. Protect Your Reputation

- Be assertive and react quickly
- Get the facts straight
- During crisis monitor social media and online news stories, when what is being said is wrong – you have the right to fix it.

2. Be Honest and Concise

- Full transparency with ABA and reporters is key
- Reporters will do their homework – and we don't want to be blindsided by some troubling fact they may uncover
- The media will ask detailed questions about the driver
- **Bottom Line:** Help us help you. Reporters are likely to find any troubling information that may harm your company. So tell us everything upfront so we are prepared.

Six Steps for Effective Crisis Communications



3. Show Empathy

- Acknowledge the tragedy. Stonewalling doesn't work.
- As soon as the accident occurs, you are going to be sued.
- Attorneys and others will look for any statement that looks like an admission of guilt, so be careful choosing your words.
- Express sorrow and compassion in a proactive way without admitting guilt.

4. Have a Plan

- Spend time as a management team beginning now to develop a crisis plan, a business continuity plan.
- NTSB Family Assistance Program.

Six Steps for Effective Crisis Communications



5. Do Not Let Your Driver Speak to the Media

- The driver is a principal figure in the crash and the investigation; **DO NOT** allow them to talk with reporters, that's **NOT** their job.
- If he or she is uninjured, the driver's role is to help the passengers, be your eyes and ears at the scene until company representatives arrive, and cooperate with authorities.

Six Steps for Effective Crisis Communications



6. Rely on ABA

- After a crash, you will likely be too busy to deal with reporters on deadline.
- Let us take the media off your plate.
- Make sure you have all information to date available for ABA (company safety record, driver history, accident history, what happened, trip itinerary, travel plan, etc.)



Call Me Anytime

Melanie Hinton

Director,

Communications and Media Relations

mhinton@buses.org

(202) 218-7220 (office)

(703) 408-4107 (cell)