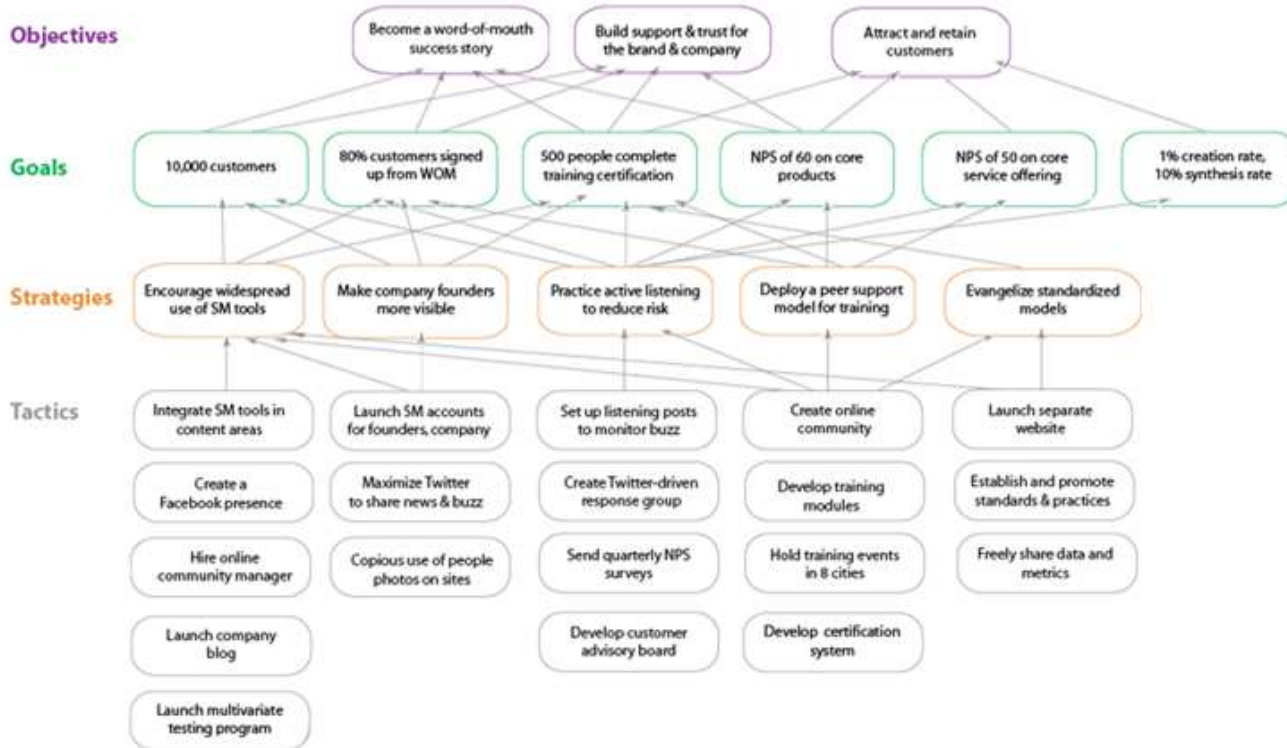


Minefield of social media

Social media crisis management

Your social media plan



Until someone comments ...

The screenshot shows a Facebook post with a grid of nine images at the top. Below the grid is a 'VIDEOS' section with a video thumbnail showing a group of soldiers in military uniforms. The video has 24k likes and 4.9k comments. Below the video is another thumbnail showing a man in a suit standing in front of the White House, with 25.1k likes and 59k comments. The post includes several comments:

- Comment 1: [Redacted] just wanted to let you know I pray for the day that you are no longer president to hurry and arrive. You sir have divided this country. I am ashamed of the way this country is heading. You must be a fool to not see that your idiotic progressive and liberal Ways have been the downfall of this country. Life was so much better before you became president. I voted for you your first term because I believed in your lies of change. This is not the change we wanted!!! Thank GOD you are almost gone!
Like · Reply · 172 · November 13 at 10:48am
89 Replies · 2 hrs
- Comment 2: [Redacted] For all the veterans I wrote this poem.
https://petitions.whitehouse.gov/_/fabian-advocate..... See More
WE the PEOPLE YOUR VOICE IN OUR GOVERNMENT FABIAN advocate for social equality and help fulfilling is singing career, his... PETITIONS.WHITEHOUSE.GOV
Like · Reply · 185 · November 25 at 5:53pm · Edited
17 Replies
- Comment 3: [Redacted] YOU ARE NOT A COMMANDER-IN-CHIEF.
You are a gutless fraud who spent 20 years sieg heiling your uncle Jeremiah Wright. While a true American, Colonel Allen West was battling our enemies in harm's way.
You deliberately DID NOTHING to save the men in Benghazi, but knew how to lie and evade telling us the truth.
You refused to march in solidarity against Islamic Terrorism when the rest of world's true leaders did.
You fully support ISIS, the Ayatollahs and Hamas.
And you still cannot utter the words 'I-S-L-A-M-I-C T-E-R-R-O-R-I-S-M'.
A Little Kenyan Moslem boy is all you are and all you will ever be.
Like · Reply · 53 · November 15 at 3:23am · Edited
19 Replies
- Comment 4: [Redacted] Bravo for our heroic men and women. Bravo for our president who fights for justice for all against bigotry and racism in America disguised as Christian values. Bravo for our nation for becoming a leader for peace not war.

At the bottom of the post, there are links for 'English (US)', 'Privacy', 'Terms', 'Cookies', and 'Advertising', along with 'All Choices' and 'More'. The footer reads 'Facebook © 2015'.

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A Little Kenyan Moslem boy is all you are and all you will ever be.

Like · Reply · 👍 55 · November 15 at 8:22am · Edited

██████████ Donald Trump needs to invest some time and energy into learning about Islamic Law. Today, in the determination of Islamic law (amongst majority of people who are Muslim), the system certainly does not make way for 'murder against no-believers' or 'beheadings' or harm towards women. I am a Catholic, and completely against what Trump is proposing in this statement, it will be a very sad day if Donald Trump becomes president.

Like · Reply ·  132 · 1 hr

↳ 37 Replies · Just now

██████████ Hi Hitler version 2.0. You keep preaching about barring Muslims from entering the USA. What about all the white supremacists shooting blacks, hispanics, and bullies? I think you need a good view of what's already happening in this country instead of targeting a religious group like Hitler targeted Jews.

Like · Reply ·  278 · 3 hrs

↳ 76 Replies · Just now

██████████ First Mexicans...now Muslims. I'm as against open borders as anyone, but this isolationism can't continue. Who's next...Canadians, Europeans, any Asians, Jews, Athiests? This man doesn't want to be president...he wants to be Supreme Leader. Stop and think about what you're doing. And by the way...I'm a Republican. Trump is NOT the one.

Like · Reply ·  25 · 3 hrs

↳ 15 Replies · 5 mins

██████████ Love and respect you Mr Trump let's take are country back from the scumbags!!

Now what?

RID

Respond

Ignore

Delete

Respond



Governor Rick Snyder shared a link.
22 hours ago

Like · Comment · Share

61

608 people like this.

Top Comments ·



Write a comment...



Eric Cole How about a billion to fix the roads

Like · Reply · 2 · 22 hours ago



Governor Rick Snyder replied · 4 Replies · 50 minutes ago



Kelly Weaver You cut \$1.5 billion from the school budget in 2011 to fund tax cuts for the rich, then cooked the education books by lumping k 12 ed with higher ed so you could claim you raised funding for schools. Now you want to put back 2/3 of what you originally took out and call it an increase. The best thing you can possibly do for this state right now is be a one term nerd.

Like · Reply · 19 · 21 hours ago



Governor Rick Snyder replied · 19 Replies · 34 minutes ago



View more comments

2 of 152

Respond

- Genuine question?
- Can you give a short response?
- Is it an important issue?
- Is the person just trolling? ...

Ignore

Internet trolls!



Ignore



Jazz Shaw

@JazzShaw

 Follow

I didn't think it was possible, but Twitter suddenly seems less fun.


[#ThanksObama](#) twitter.com/POTUS/status/6...

5:15 PM - 18 May 2015

  8  5

Ignore

 **Day of the Eagle** @Nottingham1 · Dec 2
#SanBernardino Cops confirm at least 1-3 shooters in the area now. Sure sounds like a Muslim #ISIS style attack. #ObamaSucks

 **Owlie17** @Owlie17 · Dec 2
This picture always makes my stomach turn. It is the epitome of his highness.
#Obamasucks

 **Drew Disciple** @DREWDISCIPLE
Only this embarrassing Community Disorganizer would follow himself around with a selfie stick. Deplorable!!!

 **Owlie17** @Owlie17 · Dec 1
Gee, it's sounds all too familiar. #obamasucks

 **Sheila14all** @sheila14all

 **Alisande** @Alisand3 · Nov 30
He's a clown. No really a CLOWN. #obamasucks

 **Linda Suhler, Ph.D.** @LindaSuhler
File Under: Can't Make This CRAP Up
#Obama
#Terror
#ClimateChange

Ignore

- Are they insulting you?
- Are they using “fighting words”?
- Do they want an honest answer?
- Are most of their posts/tweets similar in nature?
- Is the person threatening your safety? ...

Delete



Chuck Norris

@chucknorris

I'm going to come to your house, kill your security guards, take out your security system and make you drown in your own blood.

13

RETWEETS

10

FAVORITES



9:21 AM - 8 Dec 2015 - via Twitter - Embed this Tweet

← Reply 🗑 Delete ★ Favorite

Delete



Thomas Jefferson

@DonaldTrump I KNOW you are paying for illegal activities using offshore accounts, you (insert vulgar word) I'm going to (insert profanity) kick you in the head!!!

Like · Comment · 9 minutes ago · 🌐

 12 people like this.



Write a comment ...

Delete

- Is this a personal attack?
- Does the poster use profanity or vulgarity?
- Is the person using generalized statements?
 - Sexism
 - Racism
 - Homophobia
- Is the person threatening you?
- Is the person accusing you of corruption?

Case Study!

Would you respond, ignore or delete this Facebook comment?



 **U.S. Senator Tim Kaine**
December 6 at 8:45pm · 🌐

Tonight President Obama laid out a comprehensive strategy for defeating ISIL and unequivocally called on Congress to finally vote to authorize the use of military force against the terrorist group. The President stated that such a measure would demonstrate that the American people are united and committed to this fight. I urge leaders in the House and Senate to move consideration of an ISIL-specific Authorization for the Use of Military Force to the top of the legislative agen... See More

👍 Like 💬 Comment ➦ Share

354 people like this. Chronological ▾

37 shares

View 36 more comments

 **U.S. Senator Tim Kaine** You are so dumb! You have no idea what you're doing in that old man brain. You clearly don't have any concern for Virginia citizens. What do you plan to do about all of the many potholes in our state? You're the worst senator ever. 😊

Case Study!

Would you respond, ignore or block this tweet (or user)?



A screenshot of a tweet from Chuck Norris (@chucknorris). The tweet text is "While I don't agree with any of your policies, what are your plans for #SyrianRefugees?". Below the text, it shows 3 retweets and 10 favorites. At the bottom, there are icons for Reply, Delete, and Favorite, along with the timestamp "11:18 AM - 8 Dec 2015 - via Twitter" and a link to "Embed this Tweet".

 **Chuck Norris**
@chucknorris

While I don't agree with any of your policies, what are your plans for [#SyrianRefugees](#)?

3 RETWEETS **10** FAVORITES

11:18 AM - 8 Dec 2015 - via Twitter · [Embed this Tweet](#)

← Reply 🗑 Delete ★ Favorite

What if my post goes viral?



Terry McAuliffe

@GovernorVA

My bad: I take back what I said about
[#SyrianRefugees](#). Let's keep them OUT of
[#Virginia](#).

1500255

RETWEETS

7155

FAVORITES



9:21 AM - 8 Dec 2015 - via Twitter - Embed this Tweet

← Reply  Delete  Favorite

What if my post goes viral?

- Take responsibility
- Explain the situation
- Respond on the same medium
- Use hashtags to go viral again
- Invite others to advocate
- Respond geographically
- Have a crisis communications plan in place!

Case Study

One of your senator's interns posts a YouTube video where she goes on a rant about how boring her job is, and how she thinks the senator has a crush on her.

The video goes viral within a matter of minutes with people demanding the senator confess his affair.

What do you do?

Summary

Be aware

Know when to RID

Have a social media crisis plan in place

Questions?