Our Conversation Today

> A Changing Landscape
> What This Means
> Real World Examples: Litigation, Labor, Workplace
> Five Things To Know and Do Now
> Q&A
A Changing Landscape
A Changing Landscape: Even Television Is Vulnerable

> News delivered digitally, from social networks and via mobile is on the rise
  
  – 2012 Pew Research
A Changing Landscape: Issues At A Glance

> Food and Product Safety
> Natural Disasters
> Litigation
> Regulatory Inquiries
> Corporate Governance
> Emerging media
A Changing Landscape: Intensified on All Fronts

> Social media have changed the equation
> News outlets multiplying 24-hour news cycle
> Advocacy groups are more aggressive
> Legislators/regulators taking harder line
A Changing Landscape: Then and Now

1. Broadcast news dominant
2. Time to craft press release
3. Crews sent to news scene
4. Company controls distribution
5. Big binder crisis plans
6. Centralized control
7. Today’s news tomorrow
8. Leak to morning newspaper
9. The imperial CEO
10. Special media call-in lines

1. Online news 24/7
2. Responses ready to go
3. Everyone is a reporter
4. Audience controls
5. Leaner mobile plans
6. Decentralized model
7. Real-time monitoring
8.Leaks become floods
9. Boards ascending
10. Websites plus
> 9% have befriended a colleague or business contact on Facebook or LinkedIn

> 14% have posted a status update or tweeted about their work

> 22% have posted a status update or tweeted about a work colleague

> 28% have posted photos of colleagues or business activities
> 31% have taken disciplinary action because of information an employee has posted about the organization

> 30% have taken disciplinary action because of the level of an employee’s social media use at work

> 14% have a social media policy that regulated the use of social media outside the workplace

Source: DLA Piper
What This Means
What This Means: Some Priorities Endure

> Protect reputation
> Help avoid predictable crises
> Prepare for and manage the “Defining Moments”
> Focus on recovery
What This Means: Today, More than Ever

> Silence is not a realistic option
> Failure to communicate gives power to others to define your client and their issues
> You can win in a court of law, but lose in the court of public opinion

Being prepared to protect client reputation is more important than ever
Real World Examples
Real World Examples: Litigation
Casey Anthony: The Social Media Trial of The Century

> Four key steps
  – Audience gathering
  – Engaging
  – Listening and Analyzing
  – Responding
> 40,000-plus online comments
> Real-time input informed defense strategy
> Successful outcome
Real World Examples: Labor
What They Used To Say One Way
Is Now Said Several Different Ways
Real World Examples: Digital Engagement Works

Using digital to flush out rumors and address them in real time.
Real Life Examples: Workplace
Domino’s Pizza: A Cautionary Tale

> Office prank + social media = reputation damage
> Blogger alerts company officials
> Company lost control of narrative
> 1 million YouTube views
Five Things to Know and Do NOW
Five Things To Know NOW

1. Everything happens at lightning speed
2. People demand “hyper-transparency”
3. Dialogue as important as message delivery
4. Search important to reputation
5. Critics have access to the same tools
Five Things To Do NOW

1. Establish social media policy
2. Implement social media training
3. Conduct social media monitoring
4. Identify and engage top online influencers
5. Develop your online voice
Start engaging appropriately... because they aren’t waiting for you to talk.
Q&A
For more information, please contact:

David M. Saltz, Senior Vice President and Partner
Fleishman-Hillard Inc.
Chicago, Illinois
david.saltz@fleishman.com
Direct phone: 312.729.3630

Mark P. Miller, Partner
Barnes & Thornburg LLP
Chicago, Illinois
mark.miller@btlaw.com
Direct phone: 312.214.5606