



**SOCIAL MEDIA RISK: SHOULD IT  
AFFECT YOUR PLANNING,  
TESTING, AND RESPONSE?**

Dru Ullery, BC in the Cloud

# Pope Francis in Philadelphia 2015



# Pope Francis in Philadelphia 2015

3



# What is Social Media?

4

## social media

NOUN

websites and applications that enable users to create and share content or to participate in social networking.

© Oxford University Press

**Computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.**

*Wikipedia*

# What is Social Media?

5

- Most Common Platforms/Apps



# What is Social Media?

6

- Who is posting to these platforms?
  - ▣ The public
  - ▣ Employees
  - ▣ Contractors
  - ▣ Visitors
  - ▣ Third Party Suppliers
  - ▣ Anyone with a smartphone



# The Pope in Philly

7



[World Meeting 2015](#) @WMF2015 · 17h

Everyone in the crowd on their feet & most of them have phones! @Pontifex #PopeinPhilly 🔔 #WMF2015



← ↻ 66 ★ 105 ⋮

# Types of Social Media Risks

8

- Reputation
- Finance
- Legal
- Operational



# Examples

9

- “The Tweet Heard Round the World”



**Justine Sacco**

@JustineSacco



Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

**3,115**  
RETWEETS

**1,469**  
FAVORITES



10:19 AM - 20 Dec 13

# Virginia Shooting

The image shows a screenshot of a Twitter profile for Bryce Williams (@bryce\_williams7). The profile picture shows a man in a suit sitting at a desk with a globe in the background. The header indicates he has 47 tweets and 1,252 followers. Below the profile information, there are three tweets. The most recent tweet, posted 19 minutes ago, includes a small video thumbnail and has 555 retweets and 125 likes. The second tweet, posted 20 minutes ago, also has a video thumbnail and 613 retweets and 143 likes. The third tweet, posted 23 minutes ago, is a text-based tweet that reads "I filmed the shooting see Facebook" and has 352 retweets and 25 likes. The interface includes navigation tabs for "Tweets", "Tweets & replies", and "Photos & videos".

**Bryce Williams**  
@bryce\_williams7

TWEETS 47 FOLLOWERS 1,252

Tweet to Bryce Williams

1 Follower you know

36 Photos and videos

**Tweets** Tweets & replies Photos & videos

**Bryce Williams** @bryce\_williams7 · 19m  
555 125

**Bryce Williams** @bryce\_williams7 · 20m  
613 143

**Bryce Williams** @bryce\_williams7 · 23m  
I filmed the shooting see Facebook  
352 25

# Examples

11

- You are running an exercise at your primary location. During the exercise, as planned, responders show up and your employees have assembled in the parking lot. Someone driving by posts a picture of the scene with the comment that "something big's going on at Acme Anvil Corp".



# Examples

12

- One of your company's trucks that is hauling Liquid Nitrogen is involved in an accident and overturns on a major highway. The Liquid Nitrogen leaks and there is a huge cloud moving down the road and through the adjacent neighborhood. Pictures and videos appear on Social Media within seconds and people are panicking that it may be a toxic cloud.



# Examples

13

- ❑ One of your employees just learns that a major project is about to be scrapped. He decides to message his spouse but accidentally uses Facebook's messenger app instead of text messaging and his post goes public.



# Examples

14

- One of your buildings has a fire emergency. Minutes after the fire has broken out, employees run out of the back of the building and one of them trips and falls. Just before this happens, a kid on a bike had noticed the smoke and pulled out his phone to capture video of the fire. He posts it online with the comment:

“OMG, Look at this! Dude’s dying in front of Corp!”.



# Strategies - what to do?

15

## ▣ Who/What/When

- Is there a Social Media Team?
- Do your plans include Corporate social media
- Are you communicating with the teams?



# Strategies - what to do?

16

- ▣ Process and Contingencies
  - Create Incident Response Contacts
  - What should your Continuity Plans include?
  - Train and Exercise!



# Strategies - what to do?

17

- ▣ Incident Response
  - Prepare pre-staged responses based on incident types
  - Keep the public informed during ongoing incidents
  - Use multiple Social Media platforms for coverage



# Social Media Risk: Recap

18

- What is in place now?
- Plan accordingly
- Use the platforms
- Train and Exercise!



# Active Shooters

Pulse Nightclub, Orlando



# Active Shooters – Pulse Orlando



# Active Shooters – Pulse Orlando



# Active Shooters – Pulse Orlando



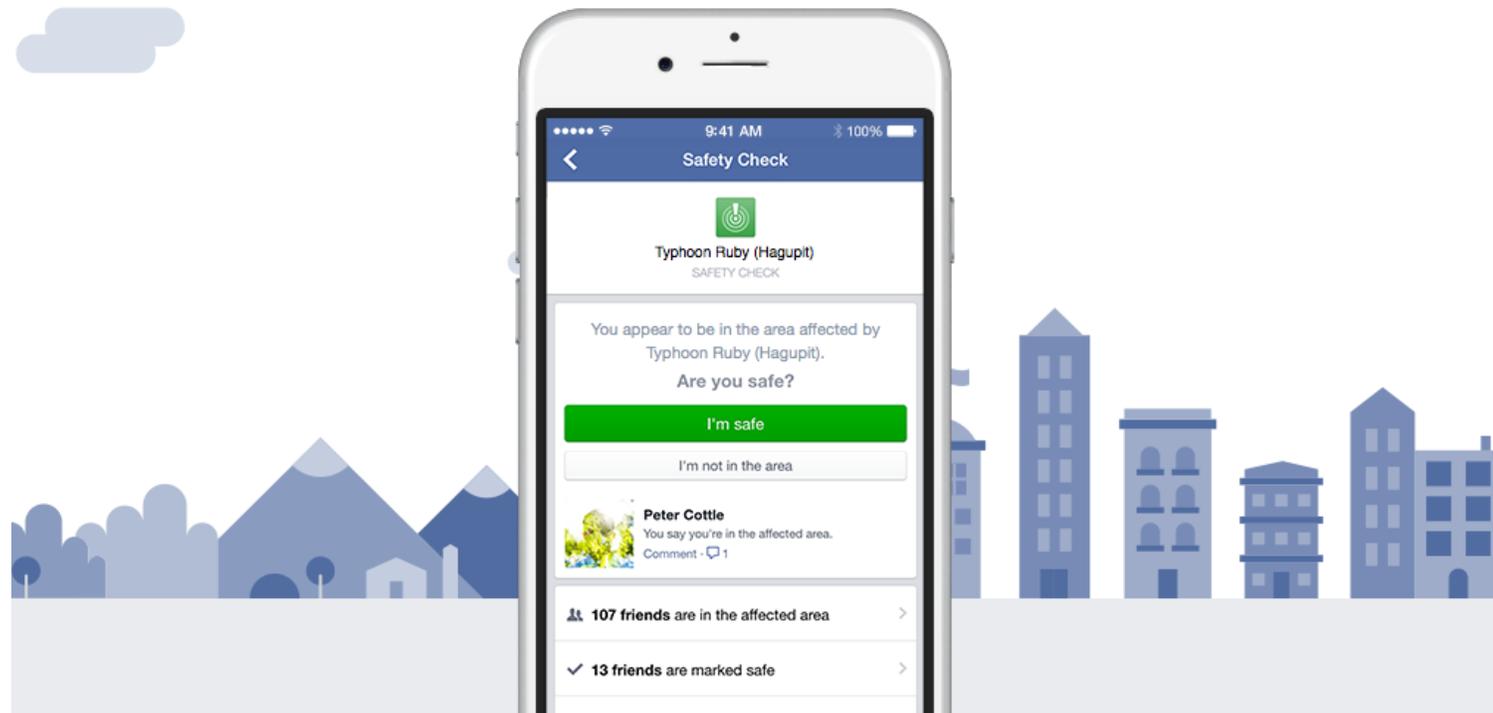
# Active Shooters – Pulse Orlando



# Facebook Safety Check

## Safety Check

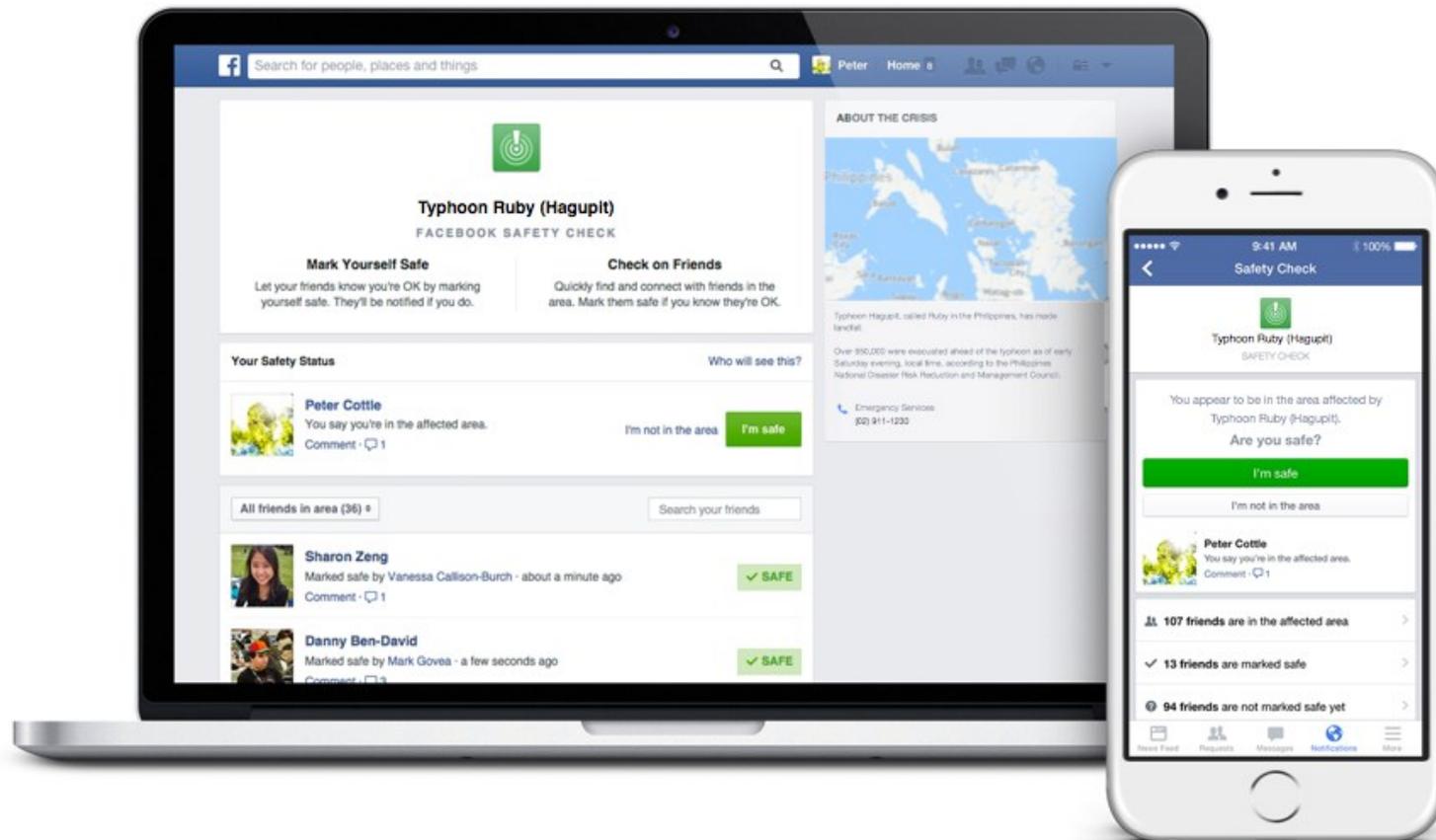
Connect with friends and loved ones during a disaster.



# Facebook Safety Check

## How It Works

If you're near a major crisis, you can tell friends if you're safe and check to see if they're safe, too.



# Facebook Safety Check



## Check Notifications

If it looks like you may be near a major crisis, we'll ask if you're safe.



## Say You're Safe

If you're OK, click or tap the "I'm Safe" button to let friends and loved ones know right away.



## Check on Others

We'll let you know when friends say they're safe. You can also check a list of friends who may be affected by the disaster.

# Facebook Safety Check

✓ Notifications ▾

## The Shooting in Orlando, Florida

FACEBOOK SAFETY CHECK  
June 12

Quickly find and connect with friends in the area. Mark them safe if you know they're OK.

 The Safety Check for this crisis has been turned off.

All friends in area (2) ▾



**Patrik Gallineaux**  
Marked safe by Lee Ryder · 3 days ago  
Comment ·  2

✓ SAFE



**Kyle Stewart**  
Marked himself safe · 3 days ago  
Comment

✓ SAFE

### ABOUT THE CRISIS



**What Happened:** Terrorist Attack  
**When:** June 12  
**Affected Cities:** Orlando, Florida  
**Confirmation Source:** Media Sources

 Emergency Services  
911



# Active Shooters

## □ In the News 6/15/2016

### ▣ Facebook, Google, and Twitter hit with lawsuit from father of Paris attack victim

- Facebook, Google, and Twitter are facing a lawsuit from the father of a woman killed in the Paris terror attacks that rocked France last November.
- Reynaldo Gonzalez's suit claims the companies "knowingly permitted" the Islamic State (IS) group to use its tools to attract members, raise funds, and disseminate "extremist propaganda," the [Associated Press](#) (AP) reported.

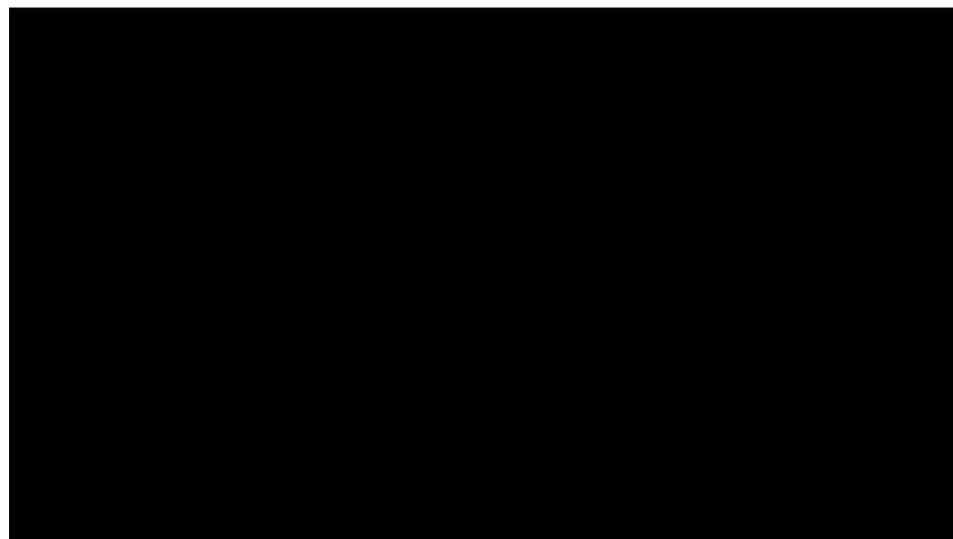


# Active Shooters

- Social Media platforms allow individuals to communicate –globally- **instantaneously** with anyone, anytime, **from anywhere via a** website or an app from a tablet or **phone**...

# From Pulse Nightclub

---





Q & A

Dru Ullery, BC in the Cloud