Media Relations in a 24/7 World



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➡ Information, whether true or false travels at the speed of a mouse click and opinions are formed—and reputations damaged—in the time it takes to read 140 characters or download an image or view a video.

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Media Relations & Issues Management

Metrolinx Metrics 2015:

- 2,300 media calls, 18% increase over 2014
- 500 million media impressions, 25% increase
- Overall tone of media is 84% positive or neutral

Issues and events:

- UP Express launch & start of operations
- TBM move & Eglinton Crosstown progress
- PanAm & Para PanAm Games
- GO Bus rollover & Union Station fatality
- Suspicious package at Exhibition GO Station





Social Media in 2015

- 1.2 million views on Flickr—a new record!
- Unprecedented progress that captured social media attention:
 - Launch of the UP Express (2,603 mentions and 17.5 million impressions on social)
 - The Eglinton Crosstown TBM move (almost 200 mentions and 941,000 impressions)
 - ... not to mention social buzz generated by Turbo the Goat (4 million impressions), GO Bear (over 100 retweets & likes on Hotline Bling video), and a wayward raccoon.



What does issues management mean?

- Proactively managing:
 - Identification
 - Analysis
 - Tracking and Reporting
 - Response to issues that can impact the reputation of the organization, its divisions and executive members.
- Requires a coordinated team effort.



How do you identify issues?

- Staff positions issue management should be included in job descriptions
- Annual plans and divisional communication plans should always include identification of issues & mitigation strategies
- Forward thinking every public facing organization should have a crisis communication plan
- Devote resources to issue management training



How do you track issues?

- **Social media** follow the influencers; follow the conversation
- Traditional media clippings services & media analysis
- Industry news track the trends & experiences of other library systems
- Post incident debriefs what worked, what didn't work



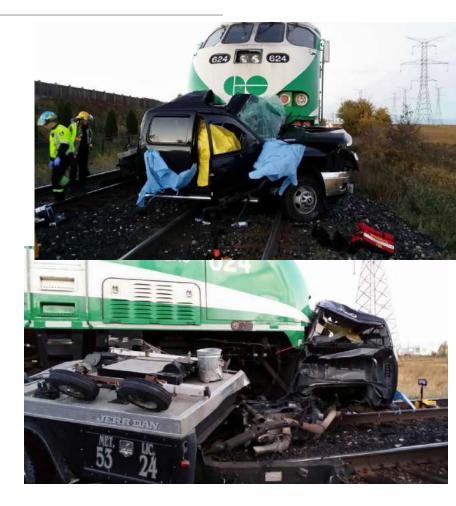
What do you do if you track an issue?

- Have you developed your reporting requirements: Who do you notify? Who is responsible for developing response?
- When do you need to develop a strategy & response?
- Who develops it? How?
- How do you prepare ahead of time?
- Don't forget to keep staff informed



Crisis Communications 101

- **Prompt** even if just a holding message
- Open & honest be as transparent as possible
- Empathic always lead with a feeling message
- Inform keep the public/ customers informed
- **Be visible** be available to media
- **Debrief** review/document the incident with response team & learn/improve





Importance of social media

- **Prompt** even if just a holding message
- **Open & hon**est be as transparent as possible
- Empathic always lead with a feeling message
- Inform keep the public/ customers informed
- **Be visible** be available & responsive on social media
- **Debrief** review/document the incident with response team & learn/improve



GO Transit @GOtransit · Apr 28 2/2 Continue to check gotransit.com for service updates.

View Tweet activity



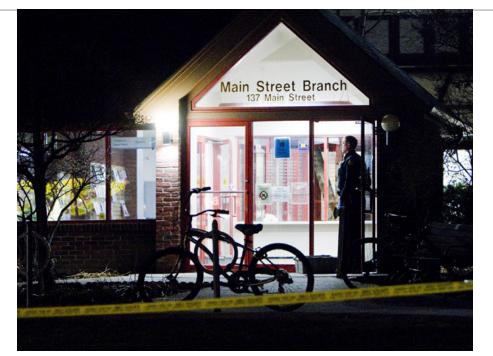
GO Transit @GOtransit · Apr 28

We wish to confirm that there has been a tragic accident that has resulted in a fatality at Union Station. Police on site investigating 1/2

View Tweet activity







Brutal murder in a local library



How did the Library handle it?

- Holding message with reporters & social media immediately
- Determined strategy & spokesperson within 30 minutes
- Key messages developed within an hour
- Q&As developed, follow up with media & social media within 12 hours
- Regrouped with full SMT 16 hours
- Internal message to staff 24 hours
- Debrief 72 hours





