

DON'T GET CAUGHT WITHOUT YOUR MEDIA HAT ON!

Social Media: The Dark Side

We all live in a fish bowl.



You are being watched.



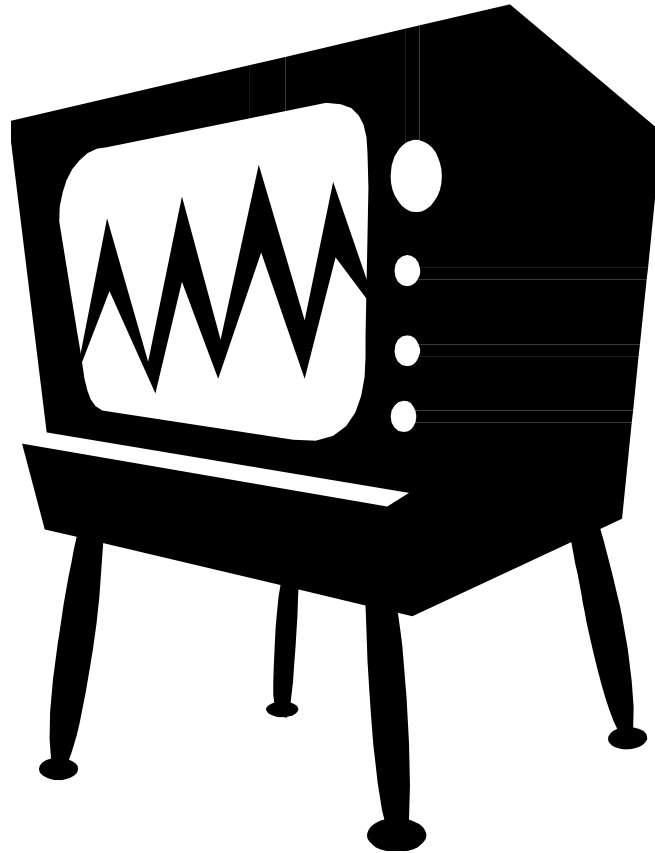
Not only conventional media.



Show up on YouTube, Blogs, etc.



Then...on the evening news.



24-Hour News Cycle



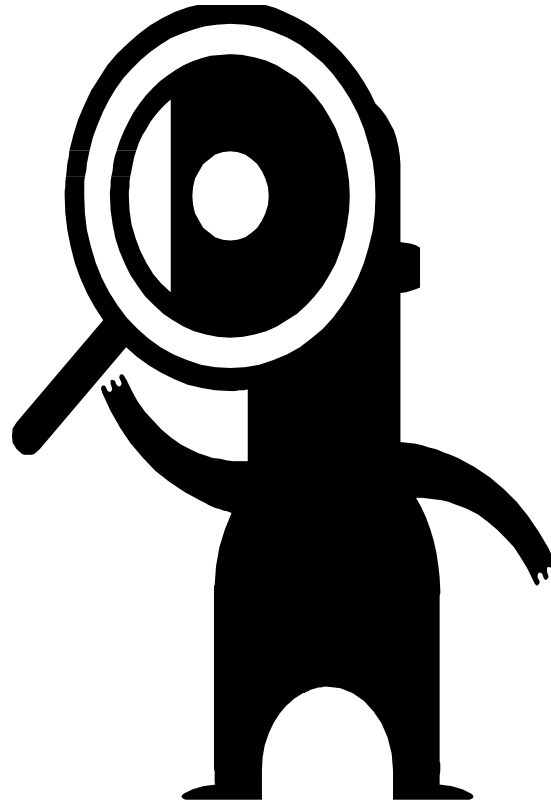
Creates a lot of space to fill.



And you become the filler.



Key: How are you perceived?



Look through the other end of the telescope.



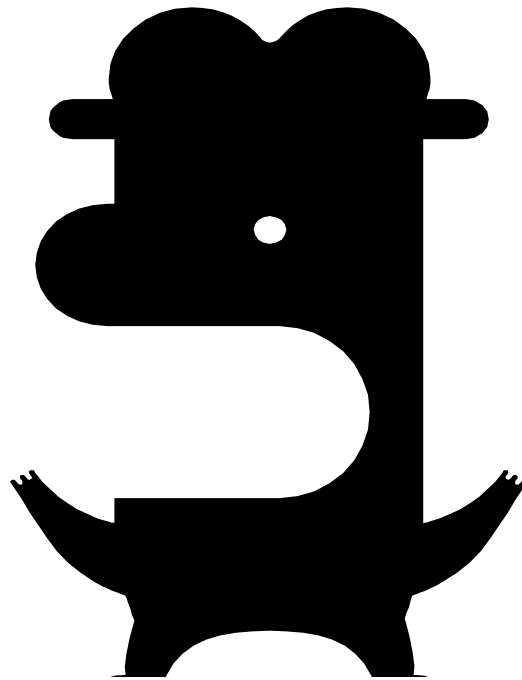
A black Mercedes and a Princess.



Look at with whom you affiliate.



Be careful of what you say...
the “open mic” syndrome



With more media channels,
news spreads like wildfire.



Be prepared to respond to the press



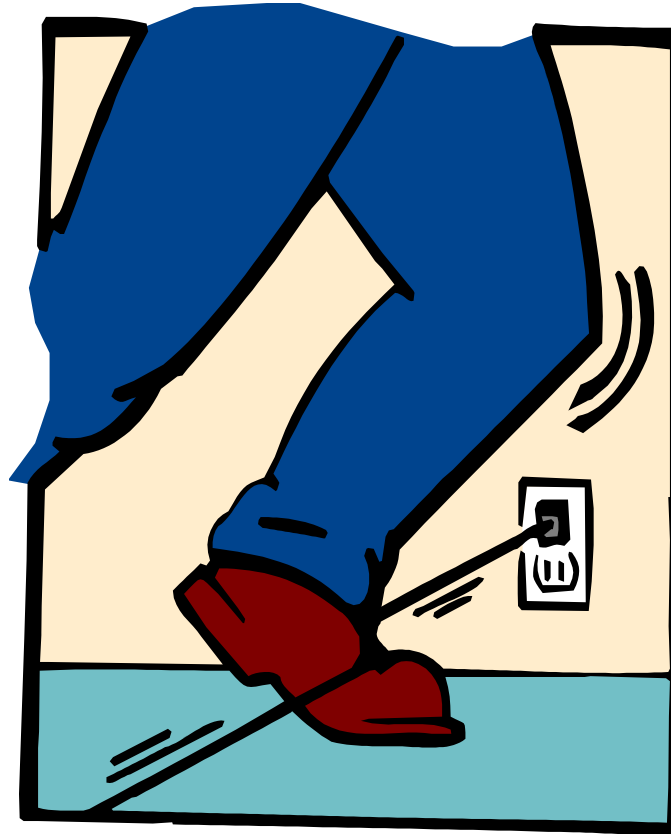
Time is critical.



Media calls don't always come
at the best time.



First rule: Be honest.



Don't overreact.



Build your reputation
on a solid foundation.



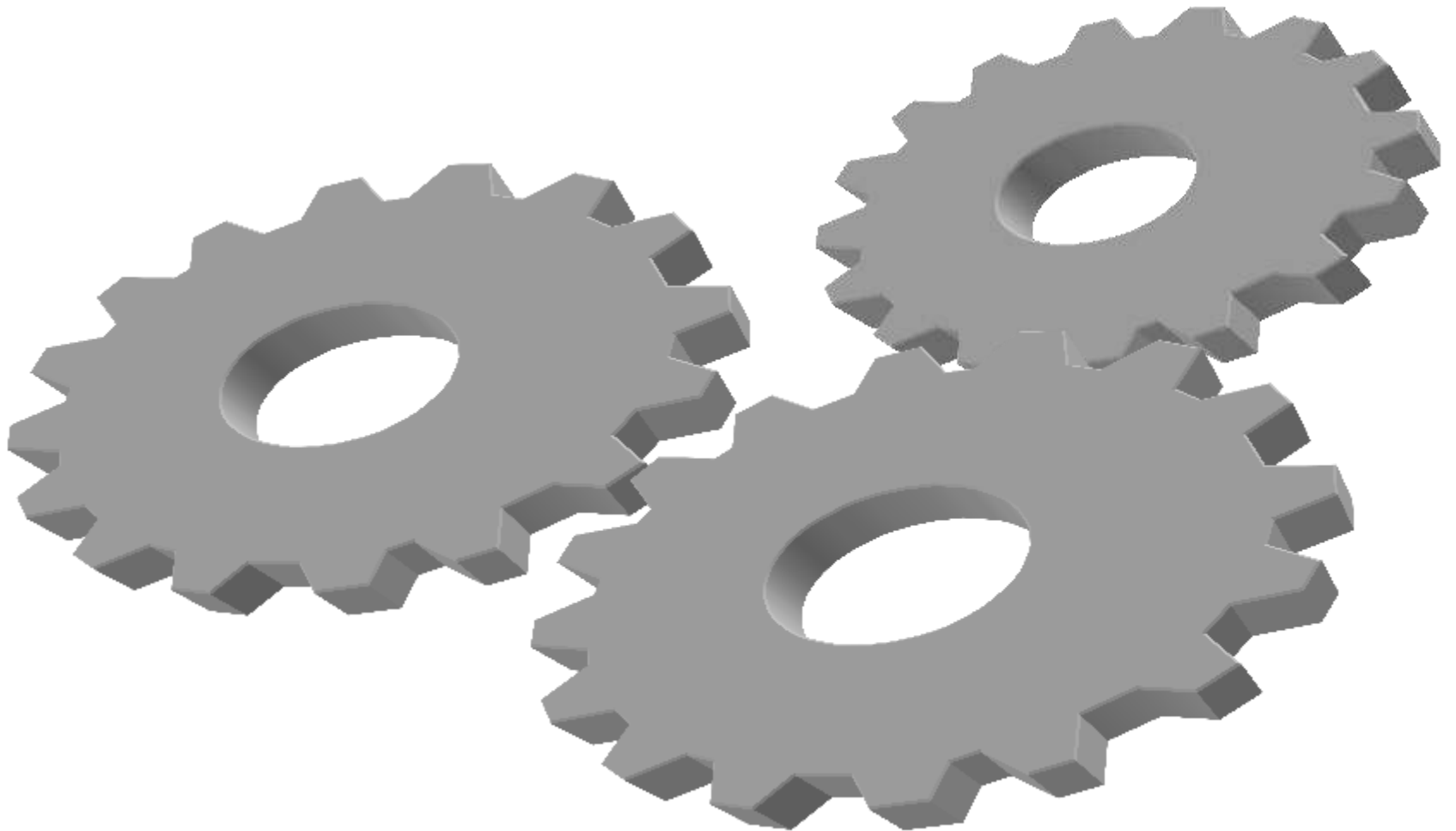
Make it defensible.



Building brand and credibility
takes time.



Shift gears a little bit.



Social media.



- Blogs
- Mini blogs, e.g., Twitter
- Videos, e.g., YouTube
- Sites, e.g., Facebook

Networks.



Multiples.

$$a \times b = \infty$$

Speed.



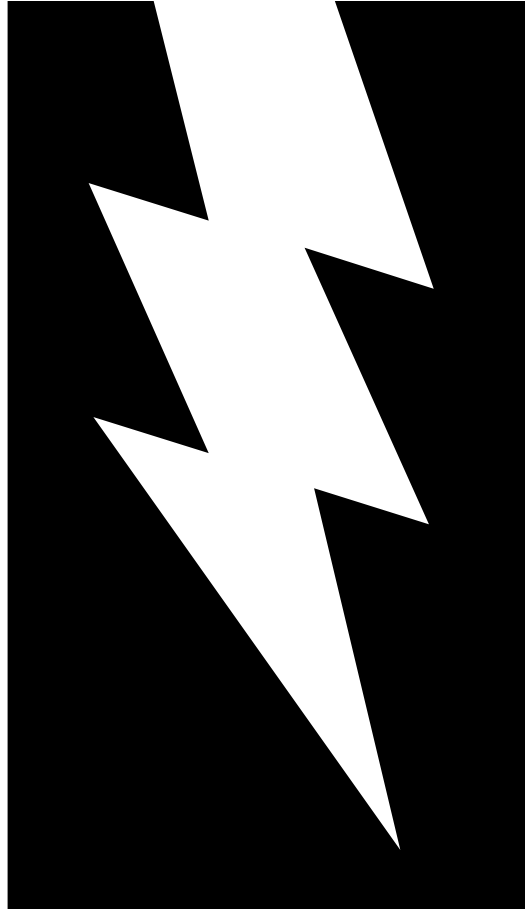
Not intended for commercial use.



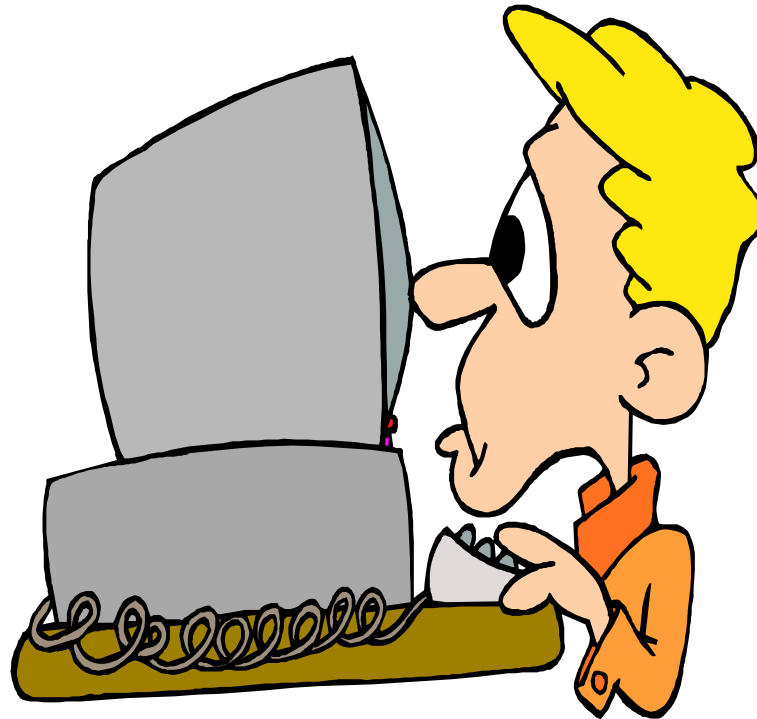
Ask Rupert Murdoch:

What happened to
MySpace.com?

Risk of being a lightning rod.



Risk of confusion.



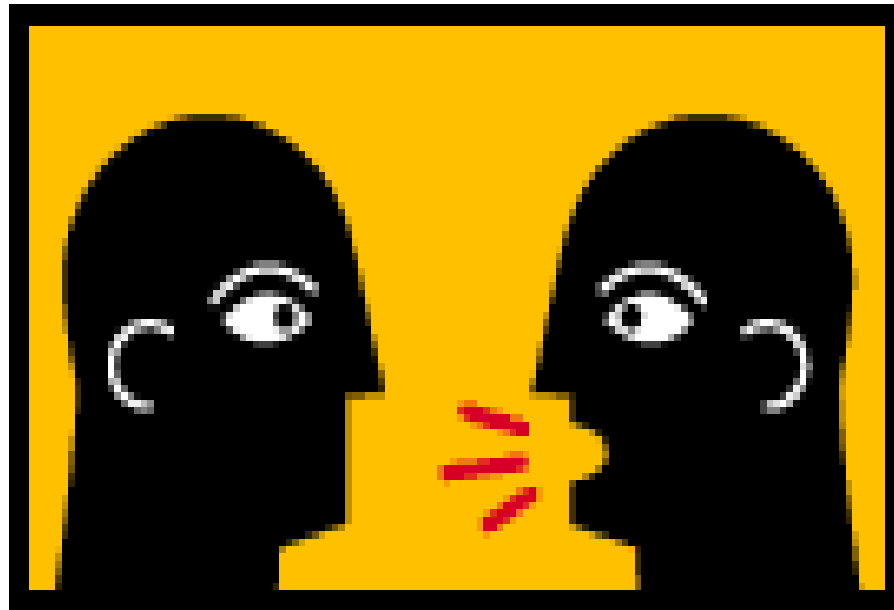
How to handle the inappropriate?



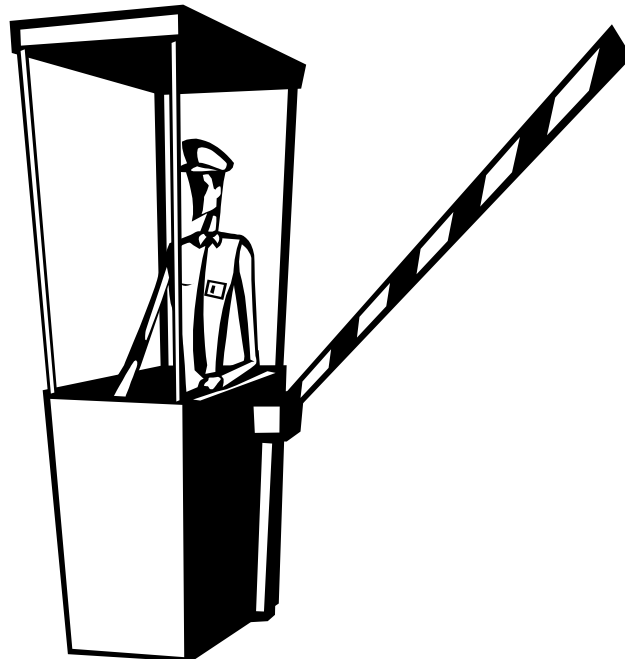
Censorship doesn't work.



Vox populi.



No veritas.



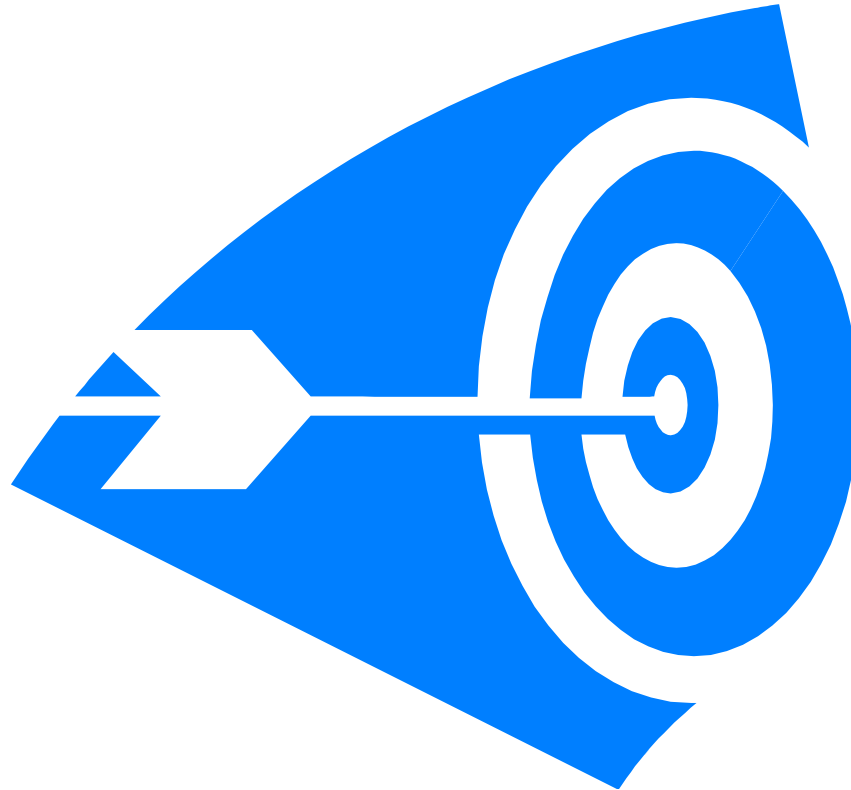
Perception vs. Reality:

When is a lie the truth,
and the truth a lie?

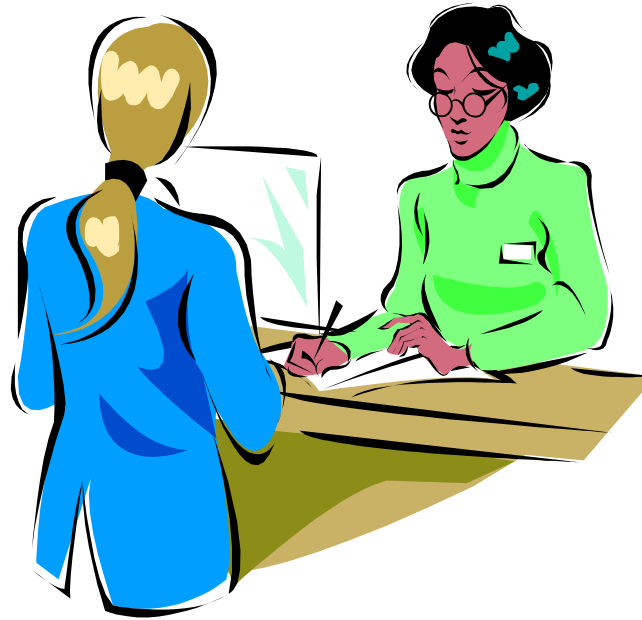
It isn't free!



What's the real aim?



To reach the customer.



Increasingly fragmented.



Don't just follow the trend.



Determine the who and the why.



Be social...but not too social.



Ways to get your feet wet:

- Blog (if you have time and without comment)
- Post a video to your website – that's social!
- If you must, create a Facebook page on your community relations activity...but be prepared.

But first:
Talk to Legal and Compliance!



Because we didn't even touch on
the liabilities and regulations...
and that's a whole other
presentation.

Thank you!