



T 07 3250 9400
F 07 3257 2929
A 2/50 Commercial Rd Newstead Q 4006
P PO Box 2202 Fortitude Valley BC Q 4006
ABN 15 135 759 974

W graymedia.com.au
F facebook.com/Graymedia
T @GraymediaPR

Speaker Details

Name: Yasmine Gray – Company Director

Organisation: Graymedia

Phone: 07 3250 9400

Email: y.gray@graymedia.com.au

Address: PO Box 2202

Fortitude Valley, BC
QLD, 4006

Website: www.graymedia.com.au

Facebook: www.facebook.com/GrayMedia

Twitter: @GrayMediaPR

LinkedIn: www.linkedin.com/company/gray-media-services-pty-ltd

YouTube: www.youtube.com/user/GrayMediaServices

Google+: <https://plus.google.com/105313965868022802641/posts>

Blog: <http://www.graymediaservices.blogspot.com.au/>

School: Faith Lutheran College, Redlands

Proposal

Title: How to manage your school's reputation in a new digital age

Type of presentation: Workshop

Method of delivery: PowerPoint presentation

Themes addressed: What is the role of Lutheran schools in developing wise citizens of the 21st century?
What shapes quality education in a Lutheran school?

The way people communicate is changing rapidly in the 21st century. Gone are the days when schools had some control over their public image. Thanks to digital and social media, every Australian now has a very public voice and the ability to significantly influence a school's reputation.

How schools handle this is vital if they are to be seen as quality educational institutions, particularly in times of crisis when they may be under the media and public spotlight. It only takes seconds for someone to post a negative comment on social media and only minutes for the media to pick up on that lead.

No longer is it just about letters to parents and stating 'no comment' to the media in times of crisis. Every school needs to have well planned communications risk management strategies in place.

This workshop will give schools a comprehensive guide to crisis communications, demonstrating why it is more important than ever in this changing digital age.



Yasmine Gray, who has worked in media, public relations and communications for 30 years and is the founder and Director of leading public relations, communications and marketing firm Graymedia, will lead this workshop, which will include theory, practical exercises and real life case studies.

How to Manage Your School's Reputation in a New Digital Age

Presented by Yasmine Gray - 30/09/2013



graymedia
PR / COMMUNICATIONS / MARKETING



Introduction



Managing Reputation in a Digital Age



<http://www.youtube.com/watch?v=74r3cMP0Zo0&feature=youtu.be>



Managing Reputation in a Digital Age

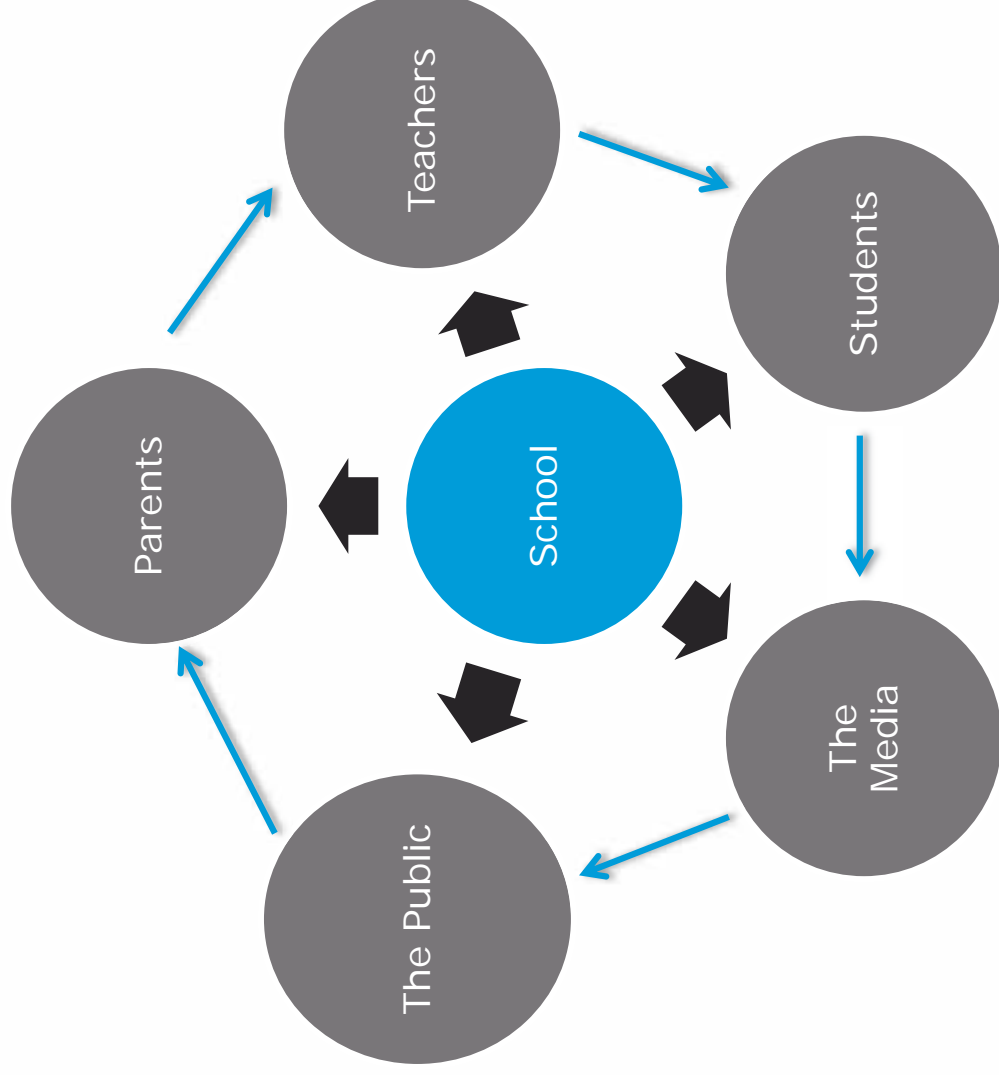
This workshop will give you an understanding of:

1. How digital communication has changed the media and how it operates today
2. The challenges of communicating in a new digital age
3. What works and what doesn't and why
4. How to prepare for a media incident or crisis and protect your brand



g

Communication in a New Digital Age



The Old Chain of Communication

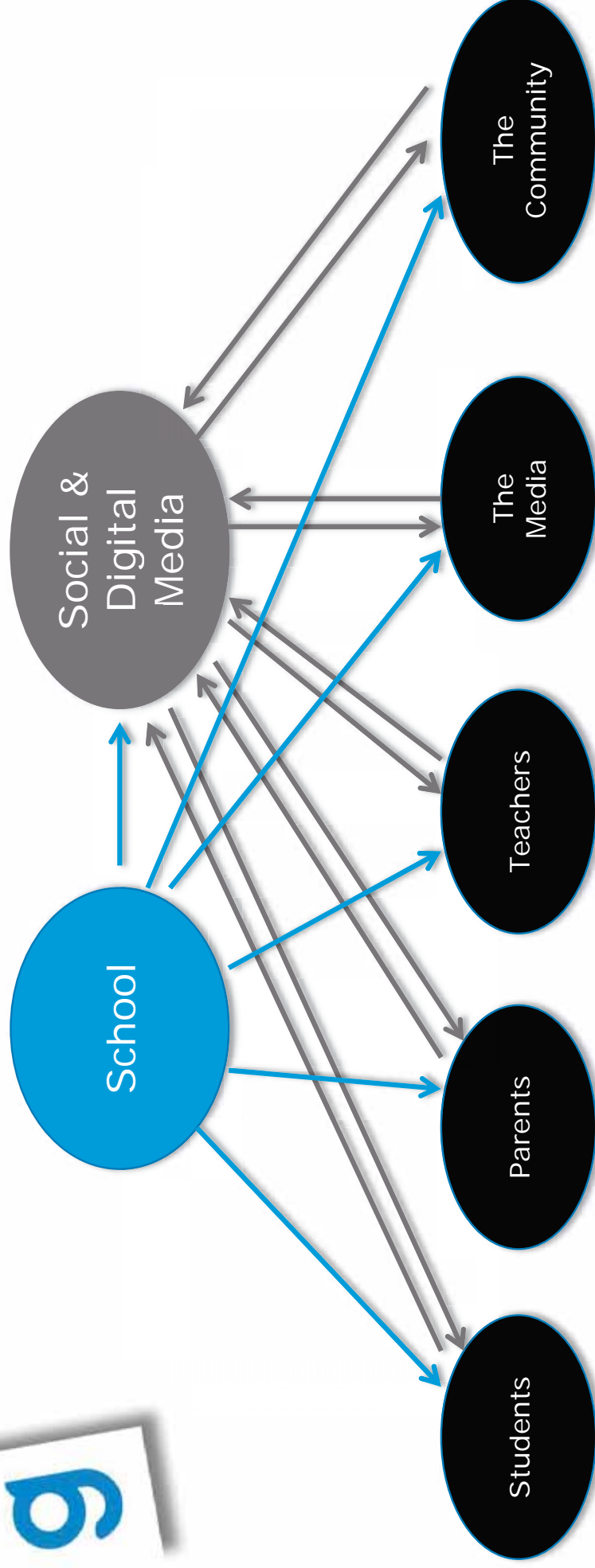
Copyright © 2013 Graymedia. All rights reserved.



The Old Chain of Communication

Prior to digital and social media, schools:

1. Had greater control of what was made public
2. Were considered a primary source of information
3. Had more time to react and prepare
4. Had fewer media outlets to manage and monitor



The New Chain of Communication

Copyright © 2013 Graymedia. All rights reserved.



The New Chain of Communication

Now, due to digital and social media, schools:

1. Have very little control of what is made public
2. Are considered a secondary source of information
3. Have next to no time to react and prepare
4. Have ten times the amount of outlets to monitor



The Changing Media Landscape



The Changing Media Landscape

What makes a good story has not changed:

- A first for your school, the state or the country
- A tragedy
- A celebrity
- Something that holds serious consequences for the community



The Changing Media Landscape

- People care most about what's happening in their own backyard and human interest stories





The Changing Media Landscape

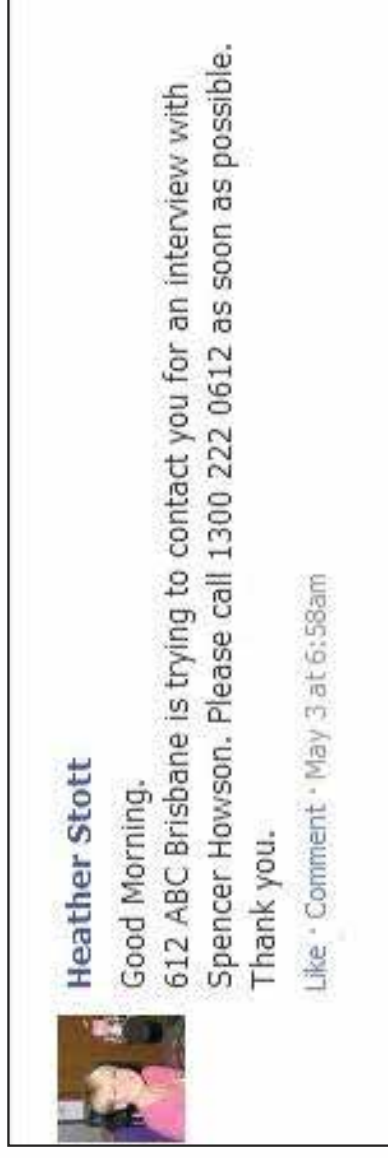
The media no longer rely on press releases, press conferences and statements issued by schools.





The Changing Media Landscape

They use social media to source stories and even to organise interviews.





The Changing Media Landscape

The media is more aggressive than ever as journalists are now competing against the public as well as each other to make sure that they're breaking news first.





The Changing Media Landscape

Every major media outlet now also has a strong digital presence meaning that a story can reach further and faster than ever before.



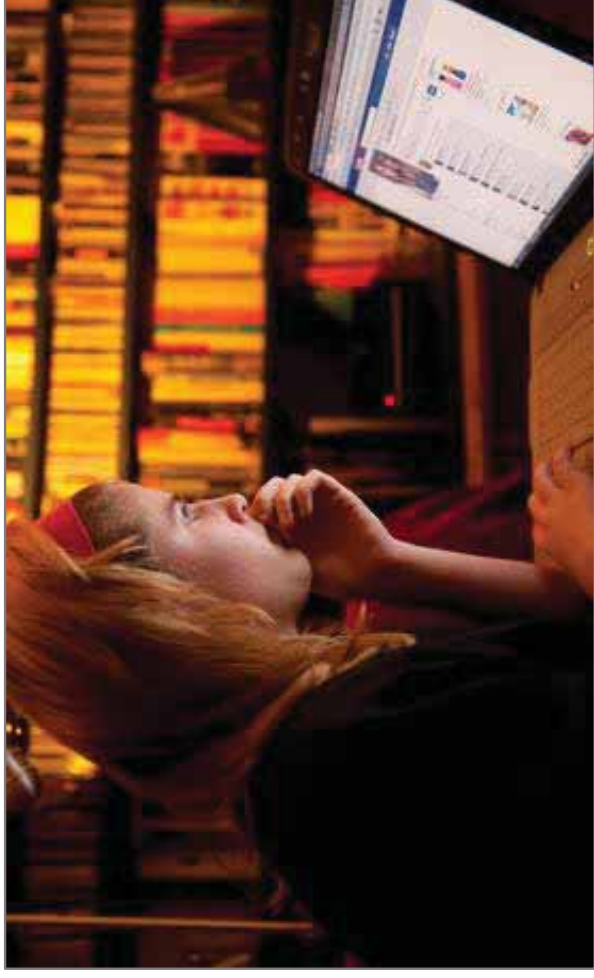


Dissemination of News and Views



Dissemination of News and Views

It now takes seconds for people to communicate their opinion.



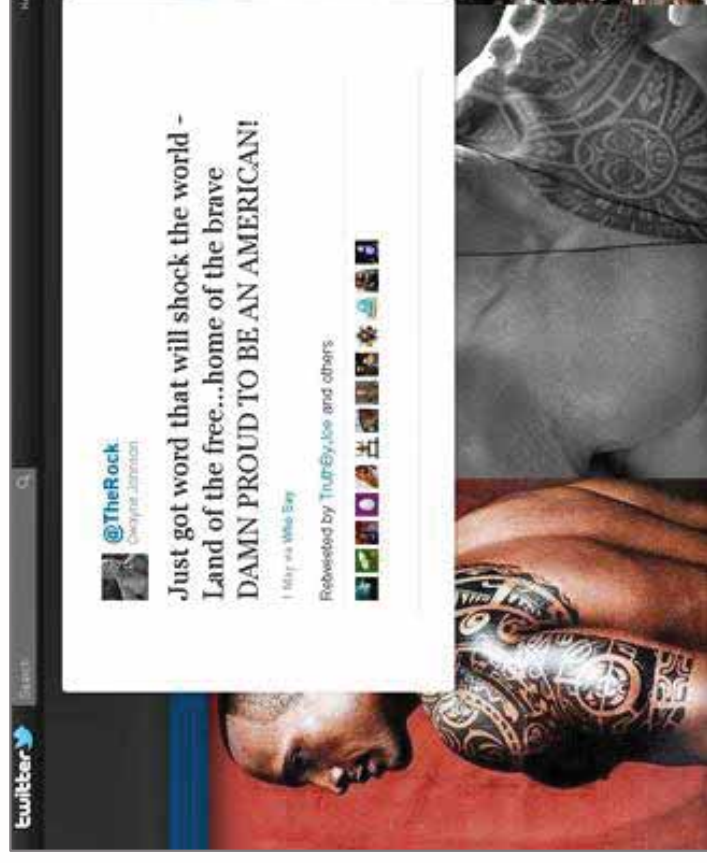
Copyright © 2013 Graymedia. All rights reserved.



Dissemination of News and Views

The public can now also break news.

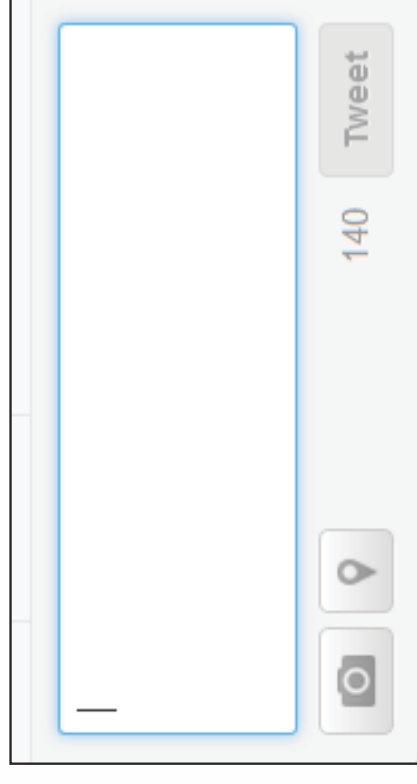
American actor Dwayne Johnson tweeted that Osama Bin Laden had been killed an hour before President Barack Obama's official press conference.





Dissemination of News and Views


The public now has a greater voice and the power to damage a school's reputation in just 140 characters.







Dissemination of News and Views

The school community are no longer content with just school newsletters or letters. They are discussing everything on social media and they expect schools to be doing the same.

 I notice that the AGM has not been posted up as an event yet?
Like · Comment · 9 May at 11:37

 Will I be able to download a copy of Speech Night video later?
Like · Comment · 7 November 2012 at 15:02





Dissemination of News and Views

Controlling your brand and particularly a crisis has become more challenging than ever.





g

Digital Communication Tools



Digital Communication Tools

Social media tools were originally developed for social interaction. But now businesses use social media to :

- Interact with and increase target markets and develop business opportunities
- Manage brand reputation
- Resolve problems





Digital Communication Tools

- Social media is a two way channel
- It's about engagement and communication
- For organisations used to a top down method of communication this perceived lack of control can be quite daunting
- Improves the presence of an organisation online
- Makes an organisation more visible to target markets and journalists



Digital Communication Tools

Six social media outlets currently hold the most influence in the school environment:

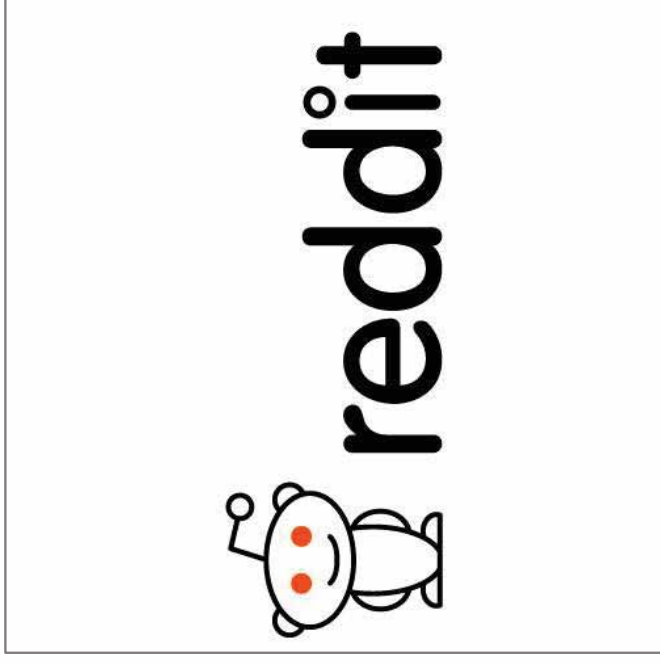
- **Facebook:** 1.15 billion users worldwide
- **Twitter:** 500 million users worldwide
- **YouTube:** 1 billion users worldwide
- **Instagram:** 130 million users worldwide
- **Reddit:** 69.9 million monthly users worldwide
- **Blogs:** 147 million blogs registered worldwide



Digital Communication Tools: Reddit

What it is: A social network for sharing links to blogs, news and images.

What it means for schools: Content on Reddit is known for going viral so if a student posts negative information about a school it can be very damaging.





g

Managing the Challenges of a New Digital Age



Managing the Challenges of the Digital Age

Managing the challenges of the new digital age requires:

- Planning and strategy
- Having a policy
- Being proactive, not reactive



Managing the Challenges of the Digital Age

Key requirements include:

- Legal advice
- Public relations advice
- Regular updates and reviews
- Strong internal communications
- Training
- Media monitoring



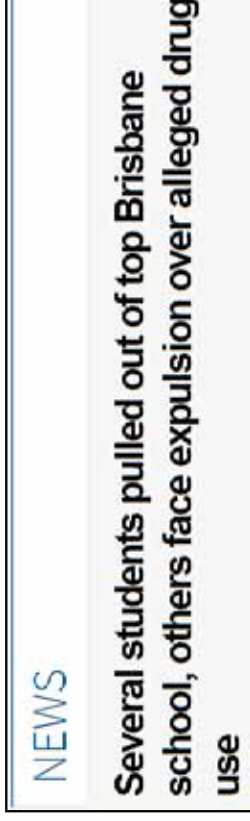
9

Getting it Right....or Wrong!



Getting it Rightor Wrong!

Earlier this year two elite Queensland private schools were caught up in a drug scandal that went viral on social media.





Getting it Rightor Wrong!

Both schools issued prompt responses through traditional media by releasing media statements and positive articles.

The screenshot shows a news article from Brisbane Times. The headline is "Random student drug tests work, Churchie says". Below the headline is a poll titled "Put: Is random drug testing in schools a good idea?". The poll results are: Yes (66%) and No (34%). The article text mentions that one of Brisbane's most prestigious schools, which has been randomly drug testing students, is adamant the "zero tolerance" policy works. It also mentions Anglican Church "Churchie" Grammar School headmaster Jonathan Hensman introduced the policy, and that parents of boys had been expelled from another school for drug use or there was a suspension or removals they may be doing drugs.

FOR IMMEDIATE RELEASE

May 3, 2013

On Tuesday, St Joseph's Nudgee College Leadership team was provided with information which led to [redacted] the possession of one student on campus.

Due to the serious nature of this issue, police were immediately contacted and have since conducted their investigation with the result of two students being formally charged and a third student cautioned.

Two students have had their enrolment at the College terminated.

St Joseph's Nudgee College has clear drug policies and procedures for students in place. This policy is [redacted] by the College and staff to ensure student wellbeing is prioritised.

The College this week has also carried out its own investigation to ensure that no other students were involved in this type of behaviour.

The College is satisfied that this has been an isolated incident.

The College is satisfied on the basis of police advice that this incident has no links to the College sports program.

This incident, while serious, highlights the issues associated with body image for young men. A response to these pressures and expectations is an equally high priority for the College as we move forward from this most disappointing of events.

The College will continue its drug education program throughout the pastoral care program with a renewed interest and effort around body enhancing drugs and supplements.

I take this opportunity to assure parents that this issue has been dealt with in the appropriate manner and that the College is continuing with the everyday business of educating our young men.

We remain in close contact with the students and families involved in this matter and will provide pastoral support as appropriate.

I would like to thank the St Joseph's Nudgee College community for its support during this time.

Ends ...

Daryl Hanly
College Director



Getting it Rightor Wrong!

But on social media, wall posts were ignored and students from other Brisbane schools created Facebook pages that published negative and derogatory comments about the schools.





Getting it Rightor Wrong!

- The media contacted the schools through Facebook
- The public left negative comments on Twitter and Facebook
- The public left negative comments on media articles
- Media articles and clips were syndicated on social media channels



Getting it Rightor Wrong!

Both schools handled the crisis situation well through traditional media channels but less so when it came to social media by:

- Ignoring negative posts and comments
- Not issuing a statement on their social media platforms
- Not being active on social media



Getting it Rightor Wrong!

- Comedian Matt Fisher shared a story on his blog claiming that Progressive Insurance defended the driver who killed his sister in a car crash
- Once the story hit social media, Progressive Insurance received heavy public criticism
- Progressive responded to each complaint on social media with the exact same message, which was devoid of personal empathy





Getting it Rightor Wrong!

Progressive insurance got it wrong by:

- Not communicating properly with its customers who voiced their outrage over the matter
- Issuing the same response, which came across as uncaring and as though it didn't have the time to deal with its customers
- Treating the whole issue as insignificant and acting as though social media commentary would not impact upon its brand



Getting it Rightor Wrong!

- In 2010 one of BP's oil rigs exploded off the Gulf of Mexico killing 11 people and spilling 4.9 million barrels of oil into the Gulf
- Despite being a billion dollar social and environmental disaster, BP failed to admit gross negligence for the oil spill for a significant period of time.
- Instead, it downplayed the extent of the disaster





Getting it Rightor Wrong!

- It failed to disclose the extent of the oil spill
- It denied reports that its oil rig was unsafe
- It did not communicate with its public but instead focused on how the oil spill would affect its bottom line
- It was not open and transparent with the public on the measures it was taking to resolve the issue



Getting it Rightor Wrong!



“I just want my life back” Tony Hayward, BP CEO

<http://www.youtube.com/watch?v=MTdKa9eWNFw>



Getting it Rightor Wrong!



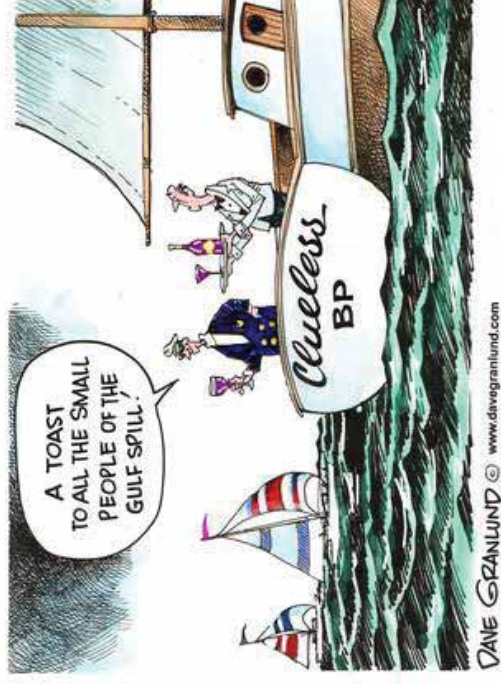
BP downplayed the crisis situation

“The Gulf of Mexico is a very big ocean. The amount of oil and dispersant we are putting into it is tiny in relation to the total water volume.”



Getting it Rightor Wrong!

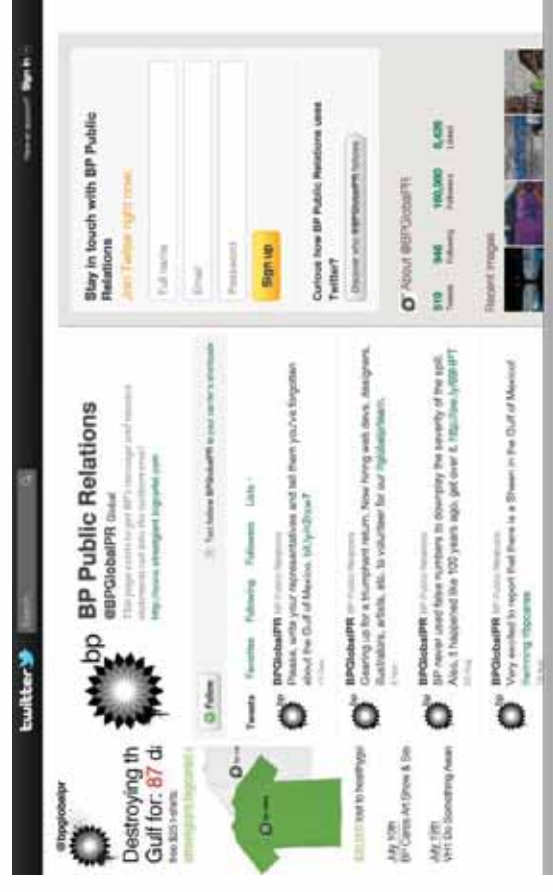
- The CEO's non verbal cues sent the wrong message





Getting it Rightor Wrong!

- Negative media and public backlash continues to impact the reputation of the BP brand
- On social media alone over 350 protest Facebook groups formed and tweets increased from 2,200 to 19,900 per day





Getting it Rightor Wrong!

- BP was accused of sacrificing safety to improve profit margin
- BP was fined \$1.4 billion in criminal and civil penalties
- BP took a \$464 million dollar hit in the second half of the year after the Gulf of Mexico disaster
- The organisation continues to have to rebuild its brand and reputation



Getting it Rightor Wrong!

Timing is everything

- Respond asap to negative stories or events, or risk your side of the story never being heard and your image permanently being ruined





Getting it Rightor Wrong!

Being prepared:

- The Wiggles faced a huge backlash when they were not prepared for the obvious questions after the shock announcement that Greg had re-joined band:

www.youtube.com/watch?v=2N6oxZz7oVE





g

What to do in a Crisis



A crisis occurs when:

- An event causes change
- There's a perceived inability to cope with this change
- A threat to the brand

BUT the problem won't go away if you put your head in the sand.....





What to do in a Crisis

The same rules of traditional media crisis communication apply:

- Activate your crisis communications policy- this needs to include social media and have a clear process
- Get the facts
- Stop and think
- Seek legal advice if required
- Appoint a spokesperson – media training is advisable
- Identify key stakeholders



What to do in a Crisis

- Develop key messages
- Don't ignore the issue – respond to social media asap
- Be honest and available
- Monitor the situation



What to do in a Crisis



MORE ABOUT US

W graymedia.com.au F /GrayMedia T @GrayMediaPR



graymedia
PR / COMMUNICATIONS / MARKETING