CRISIS COMMUNICATIONS THROUGH SOCIAL MEDIA

JOSH DEVINE
TENNESSEE BUREAU OF INVESTIGATION
BY THE NUMBERS

- 7 OFFICES
- 3 CRIME LABS
- 550+ EMPLOYEES
- 1,800+ ACTIVE CRIMINAL CASES
- 50+ FIELD AGENTS
- 3 PUBLIC INFORMATION OFFICERS
MODERN MEDIA
THE PAST

TV

RADIO

NEWSPAPER
BROADCASTING WAS LIMITED TO THOSE WITH INFLUENCE, AND GENERALLY, HIGHER STANDARDS.
THE PRESENT
ANYONE CAN BROADCAST ANYTHING.
WHAT IS SOCIAL MEDIA?
“SOCIAL MEDIA IS INTEGRATED TECHNOLOGY THAT ALLOW USERS TO GENERATE THEIR OWN CONTENT AND THEN SHARE THAT CONTENT THROUGH VARIOUS CONNECTIONS. SOCIAL MEDIA IS SYNONYMOUS WITH WEB 2.0 – TECHNOLOGY THAT FOCUSES ON INTEGRATION, COLLABORATION, AND INTERACTION.”
BLOGS

SOCIAL NETWORKING SITES

MICROBLOGS

PHOTO/VIDEO SHARING SITES

LOCATION-BASED NETWORKS

PODCASTS
DON’T DO IT ALL.
DO SOMETHING WELL.
True engagement does not arise in a time of crisis, but through preparation well ahead of the crisis.
- IMMEDIACY
- INTERACTION
- CUSTOM AUDIENCE
• REAL-TIME
• IN-PROCESS
• CONFIRMATION OF BASIC FACTS
• MEDIA ADVISORIES
• BEHIND-THE-SCENES
• Q & A
That Guilt Shall Not Escape Nor Innocence Suffer
BEST PRACTICES

STRATEGY  POLICY
WHO IS YOUR AUDIENCE?

WHAT ARE YOU HOPING TO GET FROM USING SOCIAL MEDIA?

WHAT TYPES OF CONTENT ARE YOU PLANNING TO PUBLISH? WHAT KIND OF MEDIA?

WHAT SOCIAL MEDIA PLATFORMS WILL YOU USE?

HOW OFTEN WILL YOU POST?
BEST PRACTICES

- FREQUENCY (EVEN WITHOUT INFORMATION)
- IMAGES
- NATIVE VIDEO
- TEXT ANIMATIONS
• WHO WILL HAVE ACCESS TO YOUR DEPARTMENT’S SOCIAL MEDIA PLATFORMS?

• WHAT WILL BE YOUR POLICY FOR DEALING WITH OFFENSIVE AND/OR NEGATIVE COMMENTS?

• WHAT WILL BE RESTRICTED CONDUCT ON SOCIAL MEDIA SITES?
RESOURCES
QUESTIONS? THOUGHTS?
For More Information
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