

# Social Media and **Crisis** Communication

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# OUR PHILOSOPHY



**Build connections**



**Connect with resources**





# CASE STUDY: student death



**U of I Police**  
@UIPD

Police looking for missing U. of I. student:  
[ow.ly/lbjv5](http://ow.ly/lbjv5)



RETWEETS  
5

FAVORITES  
2



4:35 PM - 29 Jan 2015

Unclear what we were dealing with  
Rumor mill started





# CASE STUDY: student death

**U of I Police**  
@UIPD

Missing student Vicente Mundo drives a silver 2006 Acura TL with this plate. Please share and call 333-1216 w/ info.

RETWEETS 87 FAVORITES 16

1:42 PM - 30 Jan 2015


**Information never stopped**

**Constant communication with Public Affairs**






# CASE STUDY: student death

 **University of Illinois Police**  
 Posted by Patrick Wade [?] · February 4 · 🌐

You no doubt have questions about the recent homicide near our campus, and we'd like to answer them as best we can. Our intention is to be as transparent as possible — an informed campus is a safer campus.

Please let us know if your questions or concerns are not addressed here.

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 **Community for Vicente Mundo | University Police | Illinois**

You no doubt have questions about this incident, and we'd like to answer them as best we can. Our intention is to be as transparent as possible as this investigation continues — an informed campus is a...

[POLICE.ILLINOIS.EDU](http://POLICE.ILLINOIS.EDU)

**Proactive in addressing questions**

**Gave a clear timeline for updates**

**Honest about what we did and didn't know**





## WHAT WE LEARNED

Social media is powerful, and it moves quickly

 = 305,000 views

 = 30,000 views

 = 2,878 views



## WHAT WE LEARNED

### Social media gets people to the right place

- |                             | Pageviews     |
|-----------------------------|---------------|
| • Investigation fact page   | <b>32,321</b> |
| • Missing student blog post | <b>31,086</b> |
| • Arrest blog post          | <b>17,772</b> |

Just as powerful as local media

These are the places where we tell our story





# CASE STUDY: student death

**University of Illinois at Urbana-Champaign**  
Published by Meaghan Downs [?] · February 2 · Edited ·

Our thoughts are with the family and friends of Vicente Mundo.  
A vigil for Vicente Mundo will take place tonight (Monday, Feb. 2) at 7 p.m. at La Casa Cultural Latina (1203 W. Nevada Street).  
For more information on memorial gatherings for Vicente, please visit: <https://www.facebook.com/missingvicentemundo>

 **Community for Vicente Mundo | University Police | Illinois**  
We are a campus community, and we must come together to support each other and bring justice for Vicente Mundo.  
POLICE.ILLINOIS.EDU

229,440 people reached [Boost Post](#)

Like · Comment · Share · 2,261 152 337

Direct users to reputable information for answers

Reached 229,000 people, clicked 35,000+







# CASE STUDY: student death

**University of Illinois at Urbana-Champaign**  
Published by Meaghan Downs [?] · February 3 · Edited ·

Thank you to University of Illinois Police, local and state agencies and all those who assisted in the investigation. Our thoughts are still with his family and friends during this difficult time.

**Two arrests made in murder of U. of I. student**  
CHAMPAIGN, Ill. — Police have made two arrests in the murder of U. of I. student Vicente Mundo, they announced on Tuesday.  
ILLINOIS.EDU | BY PATRICK WADE

228,480 people reached **Boost Post**

Like · Comment · Share · 2,222 66 235

Once you post,  
always follow-up

Reached 228,000  
people, clicked  
28,000+





# SOCIAL MEDIA GUIDELINES

- Active threats
- Clarify information
- Seek assistance from the campus
- Express condolences
- ✦ Fact-based





## WHEN TO POST

- 1** When you can respond in a timely fashion
- 2** When you can direct stakeholders to resources



## WHAT TO POST

**1**

Original posts from the campus Twitter or Facebook feeds

**2**

Retweets or links shared on the campus Twitter or Facebook feeds





# HOW OFTEN TO POST



**Follow the lead of the  
campus social media feeds**





## WHEN **NOT** TO POST

- 1** When you can't monitor and respond
- 2** When the thing you're posting didn't come from the campus social media accounts



## SOCIAL MEDIA GO-TO PERSON



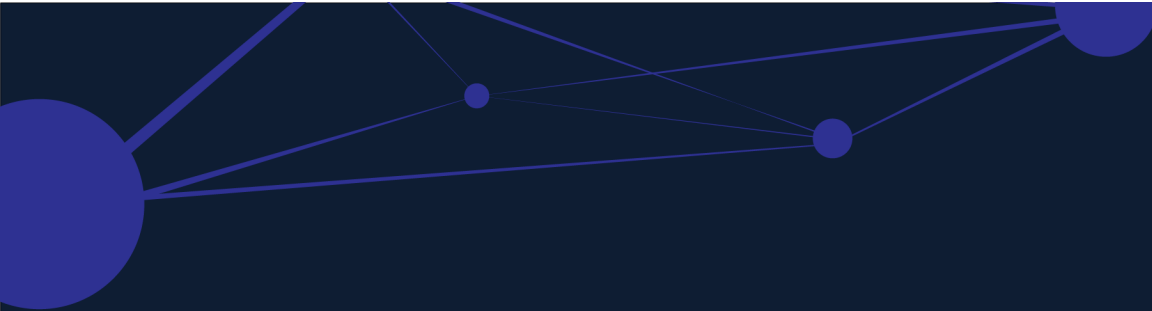
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**QUESTIONS?**

