

PR Crisis Management in a Social Media World



Cory L. Mosley

Progressive Retail Strategist & Speaker

Mosley Automotive

Richmond, VA

804-223-4331

cory@mosleyautomotive.com



@corymosley
#NADA2016

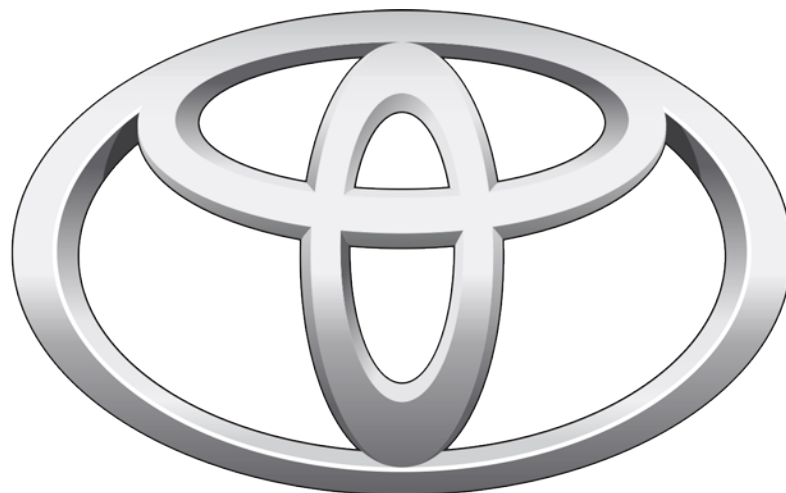
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Two Subaru Salesmen Insult Special Education Students, Facing Backlash

DrivingSales News • June 15, 2015 • 2 Comments





TOYOTA

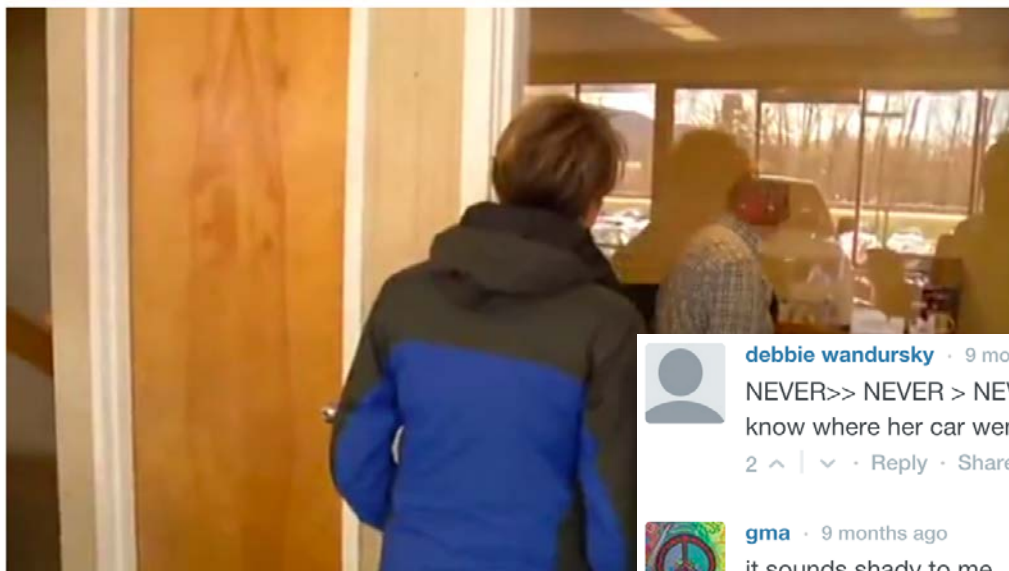


Car Dealership's Prank on Pizza Delivery Boy Backfires

More ▾



Local dealership allegedly swindles woman into buying new car



debbie wandursky · 9 months ago

NEVER>> NEVER > NEVER do business there!!! Can you believe this.. They do not know where her car went??? This is SICK !!!!!

2 ^ | v · Reply · Share ·



gma · 9 months ago

it sounds shady to me.....the dealership should give her the Nissan.....

2 ^ | v · Reply · Share ·



checkaninbox · 9 months ago

They should just give her the car. The elderly are frequently taken advantage of. Maybe not in this case, but maybe.

2 ^ | v · Reply · Share ·



Kathy Sandlin · 9 months ago

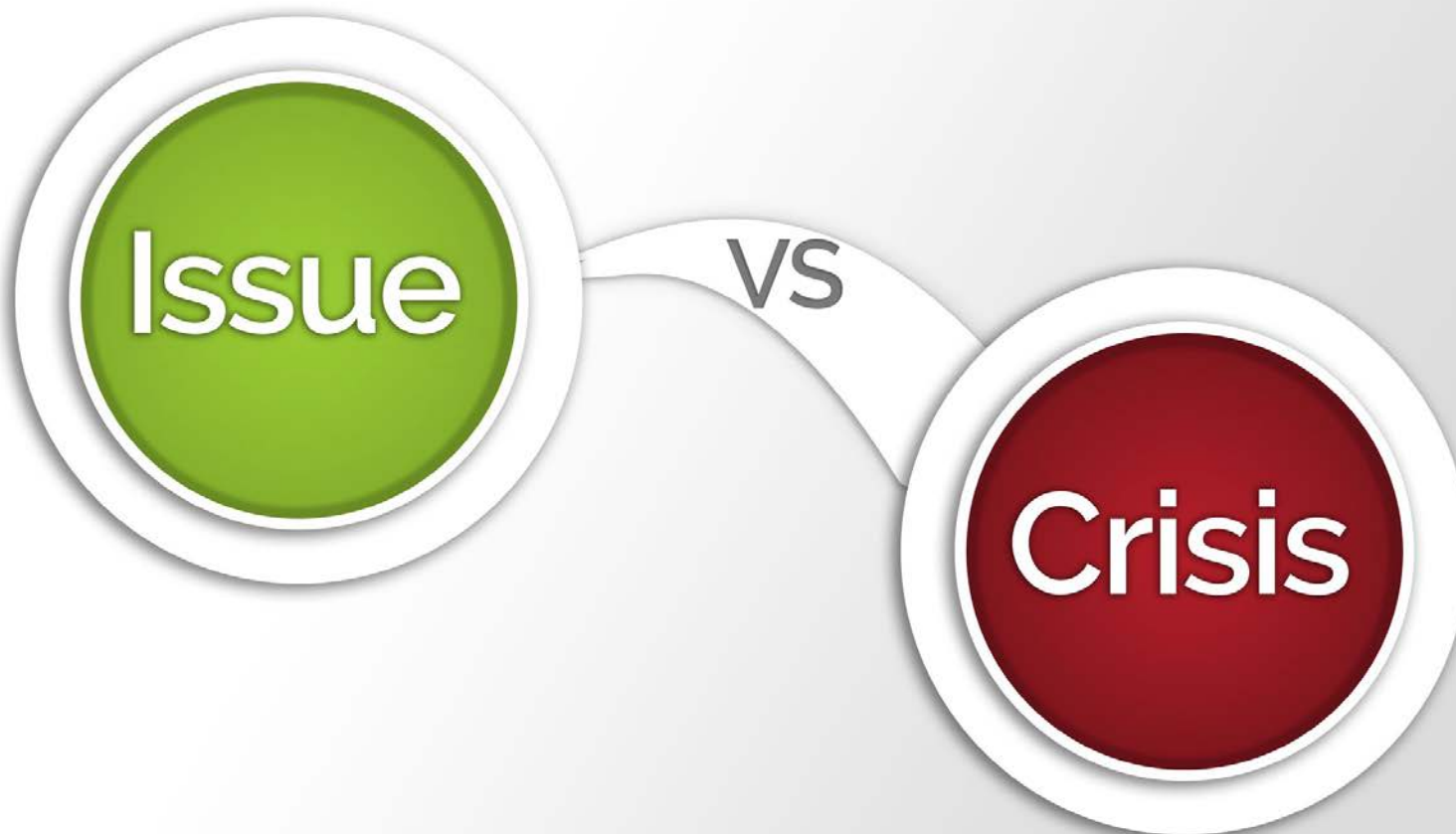
Liar! You don't know who you sold her car to? WTF she going to do with a refund, she can't drive it. CHEATS. I say find that car and look at the undercarriage. Give her a car of equal value the impala was 7 years old sure as hell shouldn't of been rusted out!

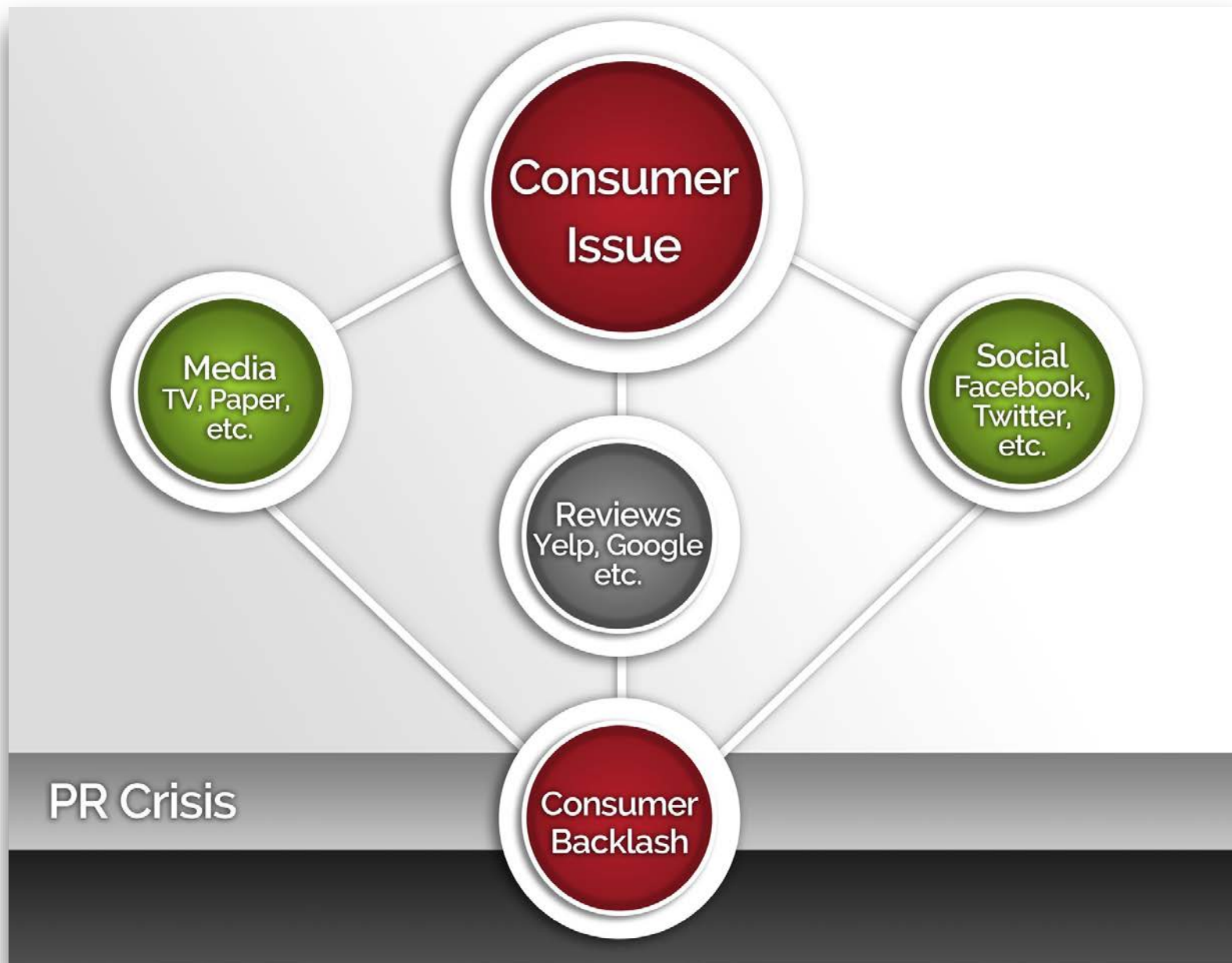
30% of Company Crises Spread Internationally within an Hour*

*Source: Freshfields Bruckhaus Deringer Research

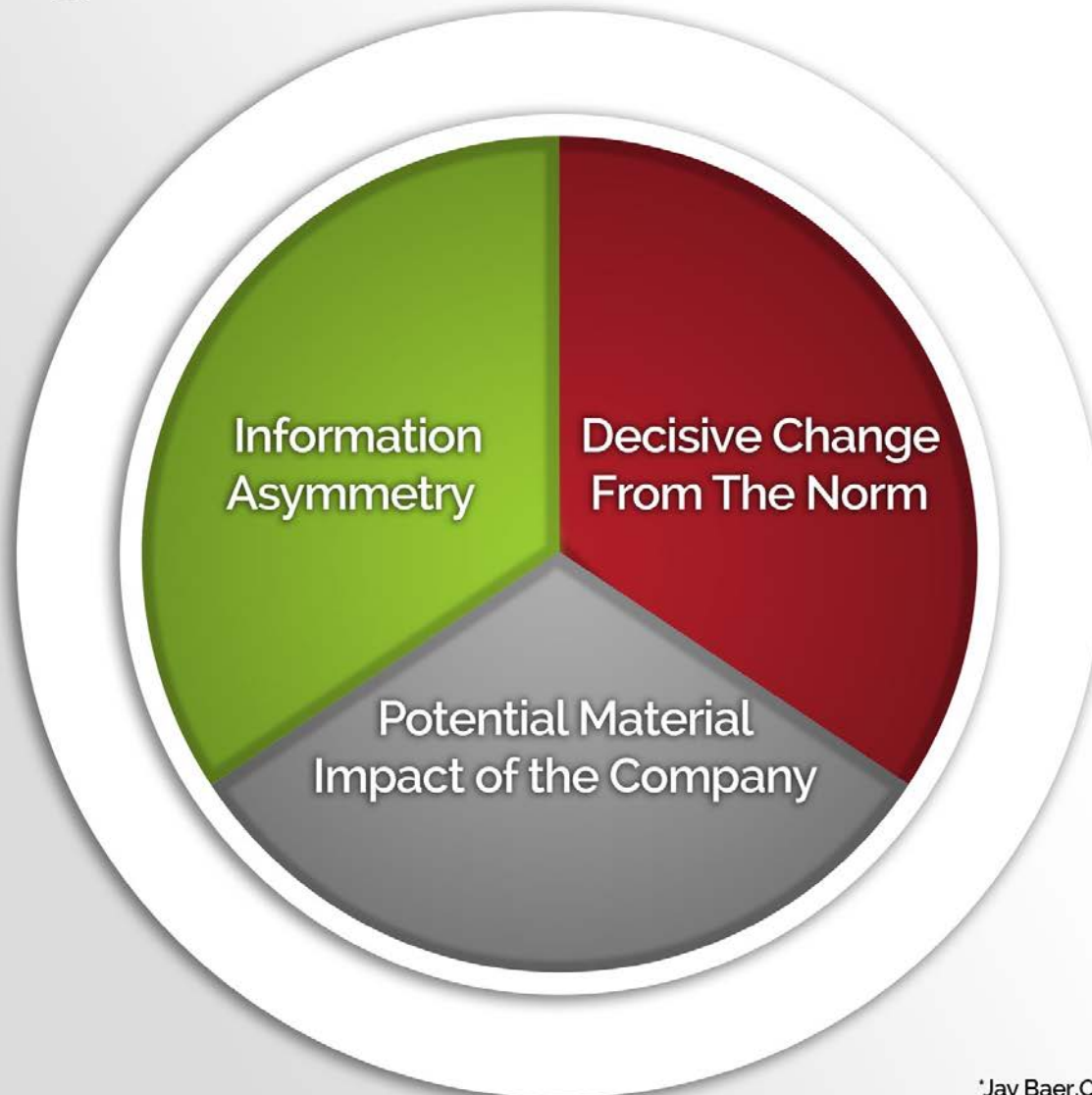
**60% of Companies have
No Plan
for Social Media
During a PR disaster***

*Source: Continuity Insight's Annual Study 2014





3 Characteristics of a Crisis*



*Jay Baer, Convince & Convert

How An *Issue* Can Becomes A Crisis

- Not escalated to correct person
- Not handled to customers preference
- Not responded to in timely fashion
- Outside media
- General public



Common Dealer Mistakes

- React in the moment
- Go from the gut
- No consultation
- Try to justify first, rectify second
- Don't think big picture



PR Crisis Plan (Pre-Crisis)

- Identify your team
- Establish a notification system
- Pick your battles
- Brainstorm possible scenarios
- Role play



The 5 W's of Crisis Management PR

- **Who** Will Talk
- **What** Will They Say
- **When** Will They Communicate
- **Why** They Would Speak
- **Where** Will They Communicate



8 Step Crisis Plan

- Take a deep breath
- Investigate and get the facts
- Designate a spokesperson
- Deploy a “holding statement”



8 Step Crisis Plan

- Decide on message & position
- Identify key audiences
- Determine message platform
- Get the word out, monitor, and react



Ben Franklin on Crisis Management

- *Never ruin an apology with an excuse*
- *There is no little enemy*
- *He that speaks much is much mistaken*



Questions?

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