



Haystac

Community: Communication and
Crisis

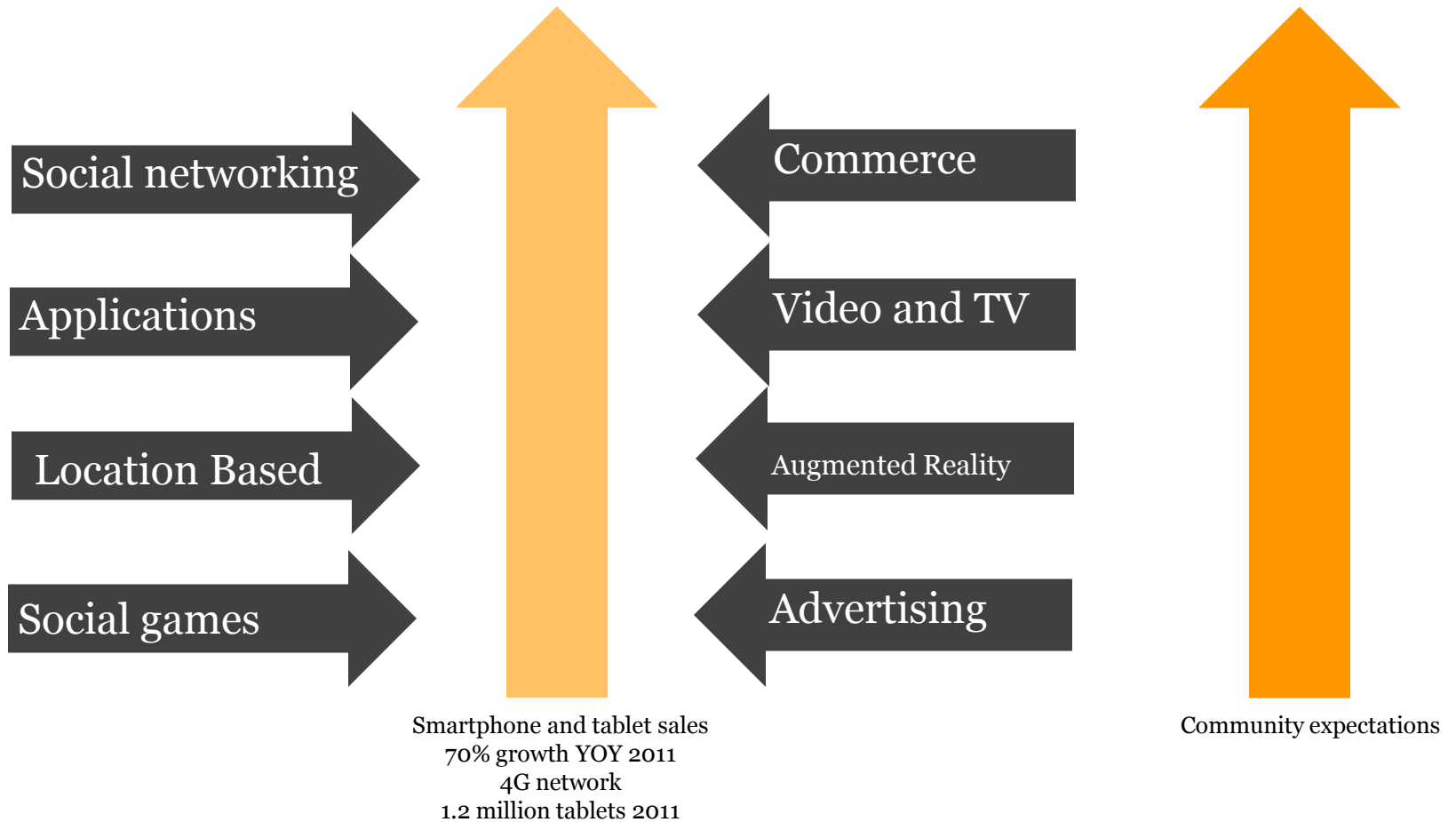


Some relevant theory





Factors to consider Social Strategy





Crowd or Community

Crowd

Pride

Benefits

Connection

Get

Inspiration

Sustained by service

Community

Purpose

Belong

Collaboration

Give

Influence (vs audience)

Sustained by story

ENGAGE – ACTION - PURPOSE



What does the community expect?

- Genuine two way conversation
- “Real” voice
- Back end processes to deal with:
 - Comments
 - Complaints
 - Queries
- To be heard
- To share in the good times
- To have a voice in the bad times



Super-influentials vs everyday influencers

Malcolm Gladwell



"is that in a given process or system, some people matter more than others."

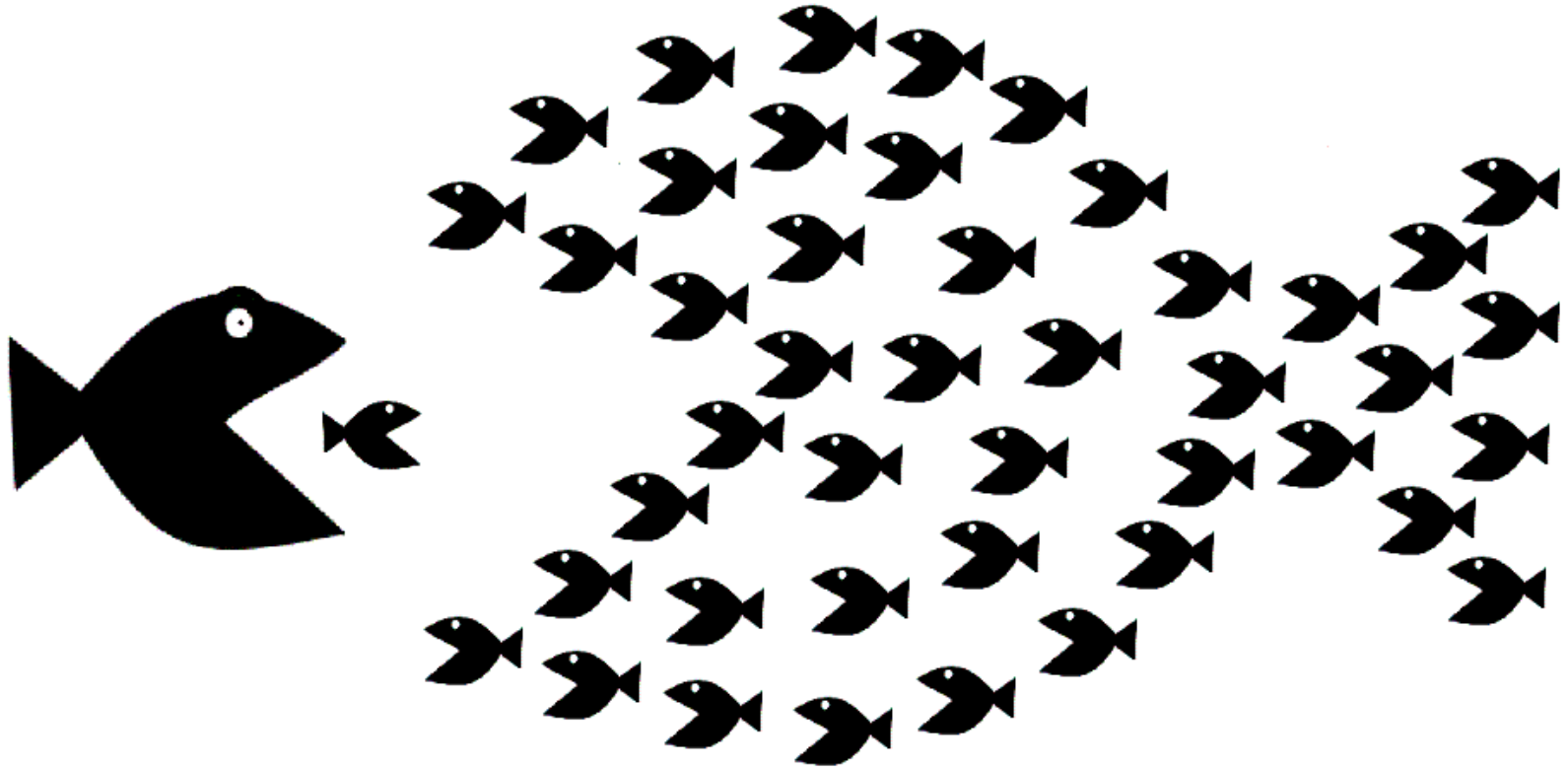
Duncan Watts



"If society is ready to embrace a trend, almost anyone can start one--and if it isn't, then almost no one can,"



Welcome to the *Age of Influence*





Hallmarks of an online influencer

- Unique, original content
- Gives “the gift” to their audience
- Healthy number of followers
- Engagement
- Content shared
- Multi-platform
- Shared relevance

Haystac Influencer score



What if the conversation turns into a crisis?

1. Create a single source of truth
2. Engage and brief all influencers
3. Drive traffic to one digital home
4. Use social networking sites to seed links to your single source of truth
5. Engage in the conversation
6. Keep talking – even if it's to repeat what's known



Case study

TELSTRA EXCHANGE
What's your view?

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Thank you

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