



Transcript from August 12, 2010 to August 13, 2010

All times are Pacific Time

August 12, 2010

- 1:24 am **3keyscoach:** @seefincoaching I hope you can join in #kaizenblog. It is usually pretty lively! (If I may say so seeing how I'm co-host) :)
- 1:35 am **3keyscoach:** Find out what @DannyBrown & #kaizenblog folk have to say about ?Saving Your Co?s Face When Doors Blow Off? Fri 12pm ET
- 1:42 am **dannybrown:** Co-hosting the #kaizenblog chat this week, ?Saving Your Co?s Face When the Doors Blow Off? - Fri 12pm ET, see you there?
- 1:47 am **arikhanson:** @DannyBrown Nice. A Danny Brown / @conversationage double dip? That could be trouble... ;) #kaizenblog
- 1:47 am **chuckhemann:** RT @DannyBrown: Co-hosting the #kaizenblog chat this week, ?Saving Your Co?s Face When the Doors Blow Off? - Fri 12pm ET, see you there?
- 1:52 am **dannybrown:** @chuckhemann Cheers sir - should be a good and very timely chat :) #kaizenblog
- 2:16 am **ConversationAge:** Join @3keyscoach & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co?s Face When Doors Blow Off? Fri 12pm ET
- 2:41 am **dc2fla:** Sure to be good! RT @dannybrown: Co-hosting the #kaizenblog chat this week, ?Saving Your Co?s Face When the Doors Blow Off? - Fri 12pm ET
- 2:47 am **dannybrown:** @dc2fla Thanks Diane, looking forward to it :) @3keyscoach @ConversationAge #kaizenblog
- 3:24 am **3keyscoach:** @dc2fla Can you join us this week on #kaizenblog? You usually bring value to convo.
- 4:06 am **dc2fla:** @3keyscoach Thanks, Elli. Very much looking forward to Fri.'s #kaizenblog convo with you @DannyBrown. And @ConversationAge. Great title :)
- 4:12 am **dannybrown:** @dc2fla @3keyscoach @ConversationAge See you all there :o) #kaizenblog
- 1:36 pm **3keyscoach:** @seefincoaching #kaizenblog is at 5pm Irish time Feel free to invite others to join in.

- 3:56 pm **3keyscoach:** Join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co?s Face When Doors Blow Off? Fri 12pm ET
- 3:58 pm **debmorello:** RT @3keyscoach Join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co?s Face When Doors Blow Off? Fri 12pm ET
- 6:06 pm **3keyscoach:** @dannybrown Looks like we'll have some people from Europe as well as North America on #kaizenblog!
- 6:32 pm **3keyscoach:** #kaizenblog framing post by @DannyBrown <http://ow.ly/2oNY2> Topic: ?Saving Your Co?s Face When Doors Blow Off? Join us Fri, 12pm ET
- 10:01 pm **3keyscoach:** #kaizenblog framing post by @DannyBrown <http://ow.ly/2oNY2> Topic: Saving Your Co's Face When Doors Blow Off Join us Fri 12pm ET

August 13, 2010

- 1:51 am **3keyscoach:** Live Crisis Scenarios in Digital <http://bit.ly/cIZxyQ> Post by @ConversationAge #kaizenblog
- 2:28 am **SbuxMel:** I am reading..."Live Crisis Scenarios in Digital" <http://bit.ly/cIZxyQ> Post by @ConversationAge #kaizenblog
- 3:12 am **CASUDI:** RT@3keyscoach #kaizenblog framing post by @DannyBrown <http://ow.ly/2oNY2> Topic: Saving Your Co's Face When Doors Blow Off Join Fri 12pm ET
- 3:21 am **hacool:** RT @CASUDI: RT@3keyscoach #kaizenblog Saving Your Co's Face When Doors Blow Off - Join Fri 12pm ET - <http://ow.ly/2oNY2> by @DannyBrown
- 3:45 am **3keyscoach:** @FacundoV This wk's #kaizenblog might be of interest ?Saving Your Co?s Face When Doors Blow Off? Fri 5pm BST/12pm ET
- 4:53 am **marketingisus:** RT @ConversationAge: Join @3keyscoach & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co?s Face When Doors Blow Off? Fri 12pm ET
- 12:34 pm **3keyscoach:** #kaizenblog framing post by @DannyBrown <http://ow.ly/2oNY2> Topic: Saving Your Co's Face When Doors Blow Off Join us Fri, 12pm ET
- 12:37 pm **3keyscoach:** Today,12pm ET->Join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co?s Face When Doors Blow Off?
- 1:08 pm **debmorello:** RT @3keyscoach: Today,12pm ET->Join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ? Saving Your Co?s Face When Doors Blow Off?
- 1:13 pm **3keyscoach:** @DannyBrown Hope you're feeling a bit better. Rough way to start the day! Looking forward to you guest hosting #kaizenblog!

- 1:15 pm **dannybrown:** Saving Face When Your Company's Doors Are Blown Off <http://bit.ly/daHOBf> (in readiness for today's #Kaizenblog chat)
- 1:20 pm **frankdickinson:** Saving Face When Your Company's Doors Are Blown Off <http://bit.ly/daHOBf> (in readiness for today's #Kaizenblog chat) (via @DannyBrown)
- 1:20 pm **dannybrown:** @RobCairns Apart from some food poisoning, all good - looking forward to co-hosting #Kaizenblog chat at 12 noon est
- 1:51 pm **dannybrown:** @FrankDickinson Ha, that is slightly weird, sir.... :) Not bad, fighting food poisoning, getting ready for #Kaizenblog chat at noon est :)
- 1:55 pm **brightmatrix:** @DannyBrown Gladly! I won't be able to join #Kaizenblog today, but will there be a transcript or summary?
- 1:57 pm **dannybrown:** @brightmatrix Yep, think there's normally a transcript for #Kaizenblog - @3keyscoach @ConversationAge
- 2:10 pm **dannybrown:** OK, offline for a bit. If you're free 12 noon EST, love to see you at #Kaizenblog chat for saving face: <http://ow.ly/2pcqS>
- 2:15 pm **MSchechter:** @DannyBrown I could probably use some advice on saving face... :) #kaizenblog
- 2:44 pm **CASUDI:** RT@MSchechter @DannyBrown I could probably use some advice on saving face... :) #kaizenblog
- 3:02 pm **goprotools:** Will you be at the #kaizenblog meeting today? It's at 12pmEST or 9amPST
- 3:21 pm **I5Design:** Interested in continued incremental #improvement ? #kaizenblog chat at 9am PST - Great people, Great discussion.
- 3:30 pm **3keyscoach:** In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:31 pm **megfowler:** RT @3keyscoach: In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:32 pm **goprotools:** RT @3keyscoach: In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:32 pm **ConversationAge:** RT @3keyscoach: In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:33 pm **dannybrown:** RT @3keyscoach: In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:34 pm **KayWhitaker:** RT @3keyscoach: In 30 min, join @ConversationAge & me w/ guest host @DannyBrown for #kaizenblog ?Saving Your Co's Face When Doors Blow Off?
- 3:41 pm **Note_to_CMO:** A #ff reco to the #kaizenblog team - @ConversationAge (or just VM for short) and @3keyscoach plus about 50 others - noon ET Fridays.

- 3:52 pm **dannybrown:** Ten minutes (noon EST) until #Kaizenblog chat starts - talking social media crisis response, co-hosting duties today :)
- 3:52 pm **RonaldWilsher:** RT @dannybrown: Ten minutes (noon EST) until #Kaizenblog chat starts - talking social media crisis response, co-hosting duties today :)
- 3:57 pm **ambercleland:** Joining #Kaizenblog chat in a few w/ @3keyscoach @ConversationAge @dannybrown - feel free to filter or join the convo :)
- 3:57 pm **dannybrown:** About to jump in for #kaizenblog today, so apologies for excessive tweets for next hour or so - come join in
- 3:59 pm **ambercleland:** Going to miss the 2nd half b/c I have a meeting -but will certainly make the most of it while I'm here #kaizenblog
- 4:00 pm **dannybrown:** @ambercleland Great to have you here, Amber :) #kaizenblog
- 4:01 pm **ambercleland:** @dannybrown thanks! I look forward to it every week, always great insights and sharing here :) #kaizenblog
- 4:02 pm **CASUDI:** @CathyWebSavvyPR #kaizenblog happening now with guest host @DannyBrown ~ how to put out fires or something like that :-)
- 4:02 pm **3keyscoach:** Hello everyone! Welcome to #kaizenblog! #kaizenblog
- 4:02 pm **dannybrown:** @CASUDI Or something ;-) #kaizenblog
- 4:02 pm **3keyscoach:** Today's topic: Saving Your Co?s Face When Doors Blow Off #kaizenblog
- 4:02 pm **dannybrown:** @3keyscoach Hi there Elli :) #kaizenblog
- 4:03 pm **3keyscoach:** @ambercleland @CASUDI Hi there! #kaizenblog
- 4:03 pm **debmorello:** Happy Friday and happy to see you again! #kaizenblog
- 4:03 pm **CASUDI:** RT@3keyscoach Today's topic: Saving Your Co?s Face When Doors Blow Off #kaizenblog /// cc @CathyWebSavvyPR
- 4:03 pm **hacool:** Warning: I may be Tweeting more than usual for next hr of #kaizenblog w/ host @DannyBrown <http://tweetchat.com/room/kaizenblog>
- 4:03 pm **3keyscoach:** Allow me to introduce you to @DannyBrown,our guest host for today! #kaizenblog
- 4:04 pm **dannybrown:** Thanks to @3keyscoach and @ConversationAge for inviting me along - hello all :) #kaizenblog
- 4:04 pm **ambercleland:** @3keyscoach hi Elli :) Hi @debmorello , glad u liked @JohnDigles blue angels pic, it was so cool! #kaizenblog
- 4:04 pm **3keyscoach:** You can learn more about @DannyBrown at <http://bit.ly/b63NuB> #kaizenblog
- 4:05 pm **3keyscoach:** @debmorello Hi there, Deb! #kaizenblog
- 4:05 pm **dannybrown:** RT @3keyscoach: Today's topic: Saving Your Co?s Face When Doors Blow Off #kaizenblog

- 4:05 pm **3keyscoach:** Shall we start? We've got a great topic today w/ lots of examples #kaizenblog
- 4:06 pm **dannybrown:** @3keyscoach Ready when you are, miss :) #kaizenblog
- 4:06 pm **3keyscoach:** Here we go,@DannyBrown! #kaizenblog
- 4:06 pm **3keyscoach:** Q1 How does social media really change the playing field during a PR crisis? #kaizenblog
- 4:07 pm **dannybrown:** Q1. It helps immensely. Folks always look at negatives, but SM offers huge scope to "correct" crisis #kaizenblog
- 4:07 pm **3keyscoach:** @hacool I was just thinking this morning that we haven't seen you lately here. Glad you could join in! #kaizenblog
- 4:08 pm **3keyscoach:** RT @dannybrown: Q1. It helps immensely. Folks always look at negatives, but SM offers huge scope to "correct" crisis #kaizenblog
- 4:08 pm **3keyscoach:** @dannybrown How would you say it helps? #kaizenblog
- 4:08 pm **CathyWebSavvyPR:** RT@3keyscoach Today's topic: Saving Your Co?s Face When Doors Blow Off w @DannyBrown #kaizenblog via @CASUDI
- 4:08 pm **samedayrepair:** Q1 It's vitally important that solid social relationships are built before a crisis happens. #kaizenblog
- 4:08 pm **debmorello:** Blessing and curse? REAL Time RT @3keyscoach Q1 How does social media really change the playing field during a PR crisis? #kaizenblog
- 4:08 pm **ConversationAge:** RT @3keyscoach: Q1 How does social media really change the playing field during a PR crisis? #kaizenblog
- 4:08 pm **ambercleveland:** Q1 gives fast, responsive way to state position and fast-track cos PR during crisis #kaizenblog
- 4:08 pm **goprotools:** RT @samedayrepair: Q1 It's vitally important that solid social relationships are built before a crisis happens. #kaizenblog
- 4:08 pm **Note_to_CMO:** Social media gives a crisis a human face with immediacy. A 1 to 1 opp to have a dialog in the midst of the noise. #kaizenblog
- 4:09 pm **3keyscoach:** RT @samedayrepair: Q1 Its vitally important that solid social relationships are built before a crisis happens. #kaizenblog
- 4:09 pm **dannybrown:** @3keyscoach It allows you to address negativity head-on, and on "complainer's" turf - great pacifier #kaizenblog
- 4:09 pm **hacool:** @3keyscoach SM also lets biz speak directly to customers/public not just to (and through) media. #kaizenblog
- 4:09 pm **3keyscoach:** @samedayrepair How do you suggest building these relationships? #kaizenblog
- 4:09 pm **3keyscoach:** RT @ambercleveland: Q1 gives fast, responsive way to state position and fast-track cos PR during crisis #kaizenblog
- 4:09 pm **ambercleveland:** RT @Note_to_CMO: Social media gives a crisis a human face with immediacy. A 1to1 opp to have a dialog in the midst of the noise. #kaizenblog

- 4:09 pm **MSchechter:** @3keyscoach As a brand, I think it can help to tell your side of the story if you are already there and have a relationship. #kaizenblog
- 4:10 pm **debmorello:** RT @dannybrown: @3keyscoach It allows you to address negativity head-on, and on "complainer's" turf - great pacifier #kaizenblog
- 4:10 pm **dannybrown:** RT @hacool: @3keyscoach SM also lets biz speak directly to customers/public not just to (and through) media. #kaizenblog
- 4:10 pm **pprothe:** Q1: SM offers the immediacy of response, but also requires one stay on top of it; you must engage or others will take the floor #kaizenblog
- 4:10 pm **Note_to_CMO:** Social media "can" be a great defuser. Your verbal bomb squad. Assuming your message is relevant... #kaizenblog
- 4:10 pm **ConversationAge:** RT @hacool: @3keyscoach SM also lets biz speak directly to customers/public not just to (and through) media. #kaizenblog
- 4:10 pm **3keyscoach:** RT @Note_to_CMO: Social media gives a crisis a human face with immediacy. A 1 to 1 opp to have a dialog in the midst of noise. #kaizenblog
- 4:10 pm **hacool:** RT @dannybrown: @3keyscoach It allows you to address negativity head-on, and on "complainers" turf - great pacifier #kaizenblog
- 4:10 pm **megfowler:** Oops, missed start of #kaizenblog. Checking in. :)
- 4:10 pm **pprothe:** RT @Note_to_CMO: Social media gives a crisis a human face w/ immediacy. A 1to1 opp 2 have a dialog in the midst of the noise. #kaizenblog
- 4:10 pm **ampercleveland:** If you have built relationships, then your advocates can play a part in your PR approach. They trust u and ur message #kaizenblog
- 4:10 pm **CASUDI:** A!: SM allows for opportunity to put things right fast #kaizenblog @3keyscoach
- 4:11 pm **exercizeguy:** RT @Note_to_CMO: Social media "can" be a great defuser. Your verbal bomb squad. Assuming your message is relevant... #kaizenblog
- 4:11 pm **CASUDI:** A!: SM allows for opportunity to put things right fast #kaizenblog @3keyscoach //// slow twitter over capacity default
- 4:11 pm **dannybrown:** @Note_to_CMO True, although that's the same with any medium. Non-relevance just makes things worse. #kaizenblog
- 4:11 pm **Note_to_CMO:** RT @CASUDI: A!: SM allows for opportunity to put things right fast #kaizenblog @3keyscoach [Opportunity being the key word!]
- 4:11 pm **pprothe:** You also have to be able to respond fluidly; have internal trust to avoid delays in responding or stilted convos #kaizenblog

- 4:12 pm **ConversationAge**: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation that could have turned #kaizenblog
- 4:12 pm **ShaniSammons**: RT @dannybrown: RT @hacool: @3keyscoach SM also lets biz speak directly to customers/public not just to (and through) media. #kaizenblog
- 4:12 pm **samedayrepair**: Use #sm to respond to crisis immediately. In #sm world silence can equal acknowledgment that things are bad. #kaizenblog
- 4:12 pm **debmorello**: Agree, rapid response - human face, speaks to the crisis at hand. You are not saying "No Comment" #kaizenblog
- 4:12 pm **ambercleland**: RT @pprothe: You also have to be able to respond fluidly; have internal trust to avoid delays in responding or stilted convos #kaizenblog
- 4:12 pm **Note_to_CMO**: @DannyBrown Speaks to the pt that like most things, social media is not "the answer" - it's a medium, not a fix. #kaizenblog
- 4:12 pm **hacool**: @pprothe great point, after making 1st response, we must keep the dialog going to show we're still listening & working on prob. #kaizenblog
- 4:12 pm **3keyscoach**: RT @hacool: @3keyscoach SM also lets biz speak directly to customers/public not just to (and through) media. #kaizenblog
- 4:12 pm **CASUDI**: @hacool YES, it's the addressing directly that really can make the difference #kaizenblog ///try 3
- 4:13 pm **amyhodes**: RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation that could have turned #kaizenblog
- 4:13 pm **dannybrown**: @Note_to_CMO Of course it is - anyone that thinks otherwise missing a big point :) #kaizenblog
- 4:13 pm **megfowler**: Social media spreads crisis info like wildfire -- but in a "telephone game" way. What's being spread isn't necessarily true. #kaizenblog
- 4:13 pm **debmorello**: RT @3keyscoach: RT @samedayrepair: Q1 Its vitally important that solid social relationships are built before a crisis happens. #kaizenblog
- 4:13 pm **ambercleland**: RT @samedayrepair: Use #sm to respond to crisis immediately. silence can equal acknowledgment that things are bad. #kaizenblog
- 4:13 pm **CASUDI**: @Note_to_CMO YES, U, can lad the horse to water but take the opportunity is key #kaizenblog
- 4:14 pm **hacool**: @ambercleland @pprothe preparation is key, to have responders and internal communication in place before the crisis #kaizenblog
- 4:14 pm **megfowler**: But fortunately, you can monitor all those "telephone game" messages and respond, rather than just wondering. #kaizenblog

- 4:14 pm **3keyscoach:** RT @Note_to_CMO: Social media "can" be a great defuser. Your verbal bomb squad. Assuming your message is relevant... #kaizenblog
- 4:14 pm **dannybrown:** RT @ConversationAge: Example of setting record straight with SM <http://ow.ly/2phrB> -- diffuse a conversation that cld've turned #kaizenblog
- 4:14 pm **pprothe:** RT @megfowler: Social media spreads crisis info like wildfire-but in a "telephone game" way. What's being spread isn't nec. true #kaizenblog
- 4:14 pm **megfowler:** Social media also enhances crisis *listening*, in addition to crisis communications. #kaizenblog
- 4:15 pm **goprotools:** SM is having a conversation with the consumer not at the consumer...two way conversation! Listening is required #kaizenblog
- 4:15 pm **CASUDI:** RT@megfowler Social media also enhances crisis *listening*, in addition to crisis communications. #kaizenblog
- 4:15 pm **samedayrepair:** RT @dannybrown: RT @ConversationAge: Example of setting record straight with SM <http://ow.ly/2phrB> -- diffuse a conversation that cld've turned #kaizenblog
- 4:15 pm **hacool:** @megfowler YES! Listening is key to understanding what community sees as true prob. and what they want in way of a solution. #kaizenblog
- 4:15 pm **megfowler:** But insincere/insufficient responses to crises in social media tend to blow them up -- hence the creation of BPGlobalPR. #kaizenblog
- 4:16 pm **3keyscoach:** So relevant messages matter Q2 What can you do while you evaluate the situation? #kaizenblog
- 4:16 pm **dannybrown:** SM users need to ensure they don't abuse the "ins" that SM gives them to senior players, though #kaizenblog
- 4:16 pm **grace0712:** RT @goprotools: SM is having a conversation with the consumer not at the consumer...two way conversation! Listening is required #kaizenblog
- 4:16 pm **ConversationAge:** @megfowler It reminds us that listening is part of communication/conversation, often forgotten #kaizenblog
- 4:16 pm **megfowler:** @hacool what a company perceives to be the heart of the issue may be radically diff from community perspective! #kaizenblog
- 4:16 pm **dannybrown:** Q2. Be open as to what you're doing (as far as you can legally) and show progress all way through #kaizenblog
- 4:16 pm **dannybrown:** RT @3keyscoach: So relevant messages matter Q2 What can you do while you evaluate the situation? #kaizenblog
- 4:16 pm **hacool:** @megfowler right, and if you are pro-active about putting up real responses, people can easily check facts vs. fiction #kaizenblog
- 4:17 pm **3keyscoach:** RT @hacool @megfowler YES! Listening is key to understanding what community sees as true prob & what they want in way of soluton #kaizenblog

- 4:17 pm **3keyscoach:** RT @dannybrown: Q2. Be open as to what youre doing (as far as you can legally) and show progress all way through #kaizenblog
- 4:17 pm **CASUDI:** @megfowler @hacool listen first. understand second then respond #kaizenblog
- 4:17 pm **3keyscoach:** RT @ConversationAge: @megfowler It reminds us that listening is part of communication/conversation, often forgotten #kaizenblog
- 4:17 pm **TeeMonster:** @megfowler I thought it was in response the the lampooning BP account on Twitter. They were hysterical! #kaizenblog
- 4:17 pm **megfowler:** Q2: Monitor key voices, gauge tone, check where messages spread fastest, and then start there. #kaizenblog
- 4:18 pm **LauraLCrum:** A2 - don't stop communicating. traditionally, it's looked down upon to be weak to be wrong, but SM should be more open. #kaizenblog
- 4:18 pm **I5Design:** RT @goprotools: SM is having a conversation with the consumer not at the consumer...two way conversation! Listening is required #kaizenblog
- 4:18 pm **Jenny86753oh9:** RT @goprotools: SM is having a conversation with the consumer not at the consumer...two way conversation! Listening is required #kaizenblog
- 4:18 pm **dannybrown:** Q2. I'd rather deal with a company that screws up but acknowledges and talks to me where I am (where poss) #kaizenblog
- 4:18 pm **hacool:** @megfowler Exactly. We can only find solutions if we are on same page as the public/our target audience/ stakeholders... #kaizenblog
- 4:18 pm **debmorello:** Q2 What can you do while you evaluate the situation? #kaizenblog Ah, listen, listen, communicate internally.
- 4:18 pm **megfowler:** @ConversationAge companies want to disseminate a certain take, but without listening, they don't know if it's the RIGHT one. #kaizenblog
- 4:18 pm **3keyscoach:** @dannybrown I'm intrigued by the "legal" reference in your tweet. Companies often worry about liability #kaizenblog
- 4:18 pm **3keyscoach:** RT @dannybrown: Q2. Id rather deal with a company that screws up but acknowledges and talks to me where I am (where poss) #kaizenblog
- 4:18 pm **markgr:** RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation that could have turned #kaizenblog
- 4:19 pm **dannybrown:** Q2. And collaborate with the key "complainers" and work with them, with their audience, to work and resolve #kaizenblog
- 4:19 pm **hacool:** @3keyscoach 1st thing is to publicly state that you are evaluating the situation. Keep folks updated step by step. #kaizenblog

- 4:19 pm **kwjudd:** Yes! RT @dannybrown: Q2. Id rather deal with a company that screws up but acknowledges and talks to me where I am (where poss) #kaizenblog
- 4:19 pm **ambercleveland:** Q2 Let people know you are assessing, that you are trying to get to the bottom of a given situation (then figure it out FAST) #kaizenblog
- 4:19 pm **samedayrepair:** RT @3keyscoach: RT @dannybrown: Q2. Id rather deal with a company that screws up but acknowledges and talks to me where I am (where poss) #kaizenblog
- 4:19 pm **megfowler:** @TeeMonster they were lampooning, because the company didn't get ahead of it. :) #kaizenblog
- 4:19 pm **dannybrown:** @3keyscoach You can't always be 100% open - there are people's privacy and livelihoods at stake too. #kaizenblog
- 4:20 pm **MSchechter:** @3keyscoach We always make sure we have the right answer before putting one out there, good internal communication is key! #kaizenblog
- 4:20 pm **goprotools:** Q2 Get involved with the online community to see what people are saying to help evaluate the situation, & listen. #kaizenblog
- 4:20 pm **hacool:** Q2. It's OK to acknowledge that we don't have the answers yet so long as we keep the dialog going and show we're working on it. #kaizenblog
- 4:20 pm **dannybrown:** @3keyscoach Additionally, some of your processes may be IP's that competitors could then go after. #kaizenblog
- 4:20 pm **ambercleveland:** YES! RT @dannybrown: Q2. Collaborate with the key "complainers," work with them, with their audience, to work & resolve #kaizenblog
- 4:20 pm **debmorello:** Q2 Ah, listen, listen, communicate internally - Respond, listen again, respond again Repeat #kaizenblog
- 4:20 pm **hacool:** RT @dannybrown: Q2. And collaborate with the key "complainers" and work with them, with their audience, to work and resolve #kaizenblog
- 4:20 pm **goprotools:** RT @hacool: Q2. It's OK to acknowledge that we don't have the answers yet so long as we keep the dialog going and show we're working on it. #kaizenblog
- 4:21 pm **dannybrown:** RT @hacool: Q2. OK to acknowledge that we don't have answers yet so long as we keep dialog going and show we're working on it. #kaizenblog
- 4:21 pm **CathyWebSavvyPR:** @3keyscoach & @ConversationAge - what is the current question? tech issues delayed my "arrival" ;-) #kaizenblog
- 4:21 pm **hacool:** @dannybrown grt pt. Identify key complainers and key influencers on issue and make sure to communicate with them directly. #kaizenblog
- 4:21 pm **3keyscoach:** RT @LauraLCrum: A2 - dont stop communicating. traditionally, its looked down upon 2 B weak 2 B wrong, but SM should be more open #kaizenblog

- 4:22 pm **3keyscoach:** RT @hacool: @dannybrown grt pt. Identify key complainers & key influencers on issue & make sure to communicate w/ them directly #kaizenblog
- 4:22 pm **dannybrown:** Great example - JetBlue's memo to staff re. fly chute incident: <http://ow.ly/2phMp> #kaizenblog
- 4:22 pm **Note_to_CMO:** Friend in consumer sentiment rsch tells me that most all of us want to do biz "with brands trying as hard as we are." #kaizenblog
- 4:22 pm **megfowler:** Time is at heart of your response's success. Respond too soon, message might be off. Respond too late, no one cares. #kaizenblog
- 4:22 pm **3keyscoach:** @CathyWebSavvyPR Q2 What can you do while you evaluate the situation? #kaizenblog
- 4:22 pm **hacool:** @CathyWebSavvyPR Q2 is about 1st steps in responding to crisis #kaizenblog
- 4:22 pm **CathyWebSavvyPR:** RT @dannybrown: SM users need to ensure they don't abuse the "ins" that SM gives them to senior players, though #kaizenblog
- 4:22 pm **goprotools:** @debmorello so true... listening and responding. #kaizenblog
- 4:22 pm **debmorello:** AMEN! RT @MSchechter We always make sure we have the right answer b4 putting one out there, good internal communication is key! #kaizenblog
- 4:22 pm **kwjudd:** Q2: Co.s seem to feel that it's not okay to say, "We don't know, but we are committed to finding the answer." #kaizenblog
- 4:22 pm **3keyscoach:** RT @dannybrown: Great example - JetBlues memo to staff re. fly chute incident: <http://ow.ly/2phMp> #kaizenblog
- 4:22 pm **grace0712:** Q2 If online commentary starts to trend negatively, respond quickly. Speed and honesty are what customers value most. #kaizenblog
- 4:22 pm **marketwire:** Joining just to see if @3keyscoach tweets herself again ;-) A2-Legality is a big part of a response system for co. #kaizenblog
- 4:23 pm **3keyscoach:** Q2a What are the beliefs/thinking hazards when your company experiences a crisis? #kaizenblog
- 4:23 pm **CathyWebSavvyPR:** RT @3keyscoach: @CathyWebSavvyPR Q2 What can U do while U evaluate the crisis situation? #kaizenblog
- 4:23 pm **3keyscoach:** @marketwire Very funny! LOL #kaizenblog
- 4:23 pm **danperezfilms:** You think? RT @3keyscoach: RT @ConversationAge: @megfowler ...listening is part of communication/conversation, often forgotten #kaizenblog
- 4:23 pm **CathyWebSavvyPR:** @hacool thanks! #kaizenblog
- 4:23 pm **goprotools:** RT @grace0712: Q2 If online commentary starts to trend negatively, respond quickly. Speed and honesty are what customers value most. #kaizenblog

- 4:23 pm **CrowdedHead:** RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation that could have turned #kaizenblog
- 4:23 pm **newward:** RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation #kaizenblog
- 4:23 pm **megfowler:** If you show up with riot gear before a riot happens, don't be surprised if you end up with a riot. :) #kaizenblog
- 4:24 pm **dannybrown:** Q2. Most times, "complainers" understand biz isn't perfect; they do want to feel they're being heard though. #kaizenblog
- 4:24 pm **3keyscoach:** RT @megfowler Time is at heart of your responses success. Respond too soon, message might be off. Respond too late, no one cares #kaizenblog
- 4:24 pm **marketwire:** Legality plays a big part. That's why having a social media policy is so important for internal communication. #kaizenblog
- 4:24 pm **timbursch:** RT @dannybrown: Q2. Most times, "complainers" understand biz isn't perfect; they do want to feel they're being heard though. #kaizenblog
- 4:24 pm **MSchecter:** @3keyscoach often times it is fear right off of the bat, but we've learned to get the right answer rather than the fast one. #kaizenblog
- 4:24 pm **dannybrown:** RT @megfowler: If you show up with riot gear before a riot happens, don't be surprised if you end up with a riot. :) #kaizenblog
- 4:24 pm **3keyscoach:** RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> #kaizenblog
- 4:24 pm **3keyscoach:** RT @dannybrown: Q2. Most times, "complainers" understand biz isnt perfect; they do want to feel theyre being heard though. #kaizenblog
- 4:24 pm **ambercleveland:** @3keyscoach 2a. 1 limiting belief is that in an emergency everyone needs to be running around screaming. Focus and calm are key #kaizenblog
- 4:24 pm **3keyscoach:** RT @marketwire: Legality plays a big part. Thats why having a social media policy is so important for internal communication. #kaizenblog
- 4:25 pm **3keyscoach:** RT @MSchecter: often times it is fear right off of the bat, but weve learned to get the right answer rather than the fast one. #kaizenblog
- 4:25 pm **hacool:** @3keyscoach 1 hazard is to blow things out of proportion - one can panic and make a small crisis bigger by over reacting. #kaizenblog
- 4:25 pm **danperezfilms:** RT @megfowler: Q2: Monitor key voices, gauge tone, check where messages spread fastest, and then start there. #kaizenblog

- 4:25 pm **Note_to_CMO:** A2a. Co's need more than acknowledgment of crisis. Need to provide movement, accountability + commitment to fixing. #kaizenblog
- 4:25 pm **marketwire:** RT @3keyscoach: RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> #kaizenblog
- 4:25 pm **3keyscoach:** RT @ambercleveland 2a. 1 limiting belief is that in emergency everyone needs to be running around screaming Focus & calm are key #kaizenblog
- 4:26 pm **dannybrown:** We're talking about social media's role in crisis comms and reputation repair - come join us :) #kaizenblog
- 4:26 pm **CASUDI:** A@ while evaluation ~ listen & review all solution options and communicate concern & progress #kaizenblog
- 4:26 pm **danperezfilms:** Amen to that! RT @dannybrown: SM users need to ensure they don't abuse the "ins" that SM gives them to senior players, though #kaizenblog
- 4:26 pm **hacool:** 2a - make sure to involve more than top execs in response strat. cust svc., sales and others may have better feel for audience. #kaizenblog
- 4:26 pm **jmpineda:** RT @CathyWebSavvyPR: RT @dannybrown: SM users need to ensure they don't abuse the "ins" that SM gives them to senior players, though #kaizenblog
- 4:26 pm **aflyonthewall:** RT @CathyWebSavvyPR: SM users need to ensure they don't abuse "ins" that SM gives them to senior players, tho #kaizenblog via @dannybrown:
- 4:26 pm **3keyscoach:** Mis-perception? RT @megfowler: If you show up with riot gear before a riot happens, dont be surprised if you end up w/ riot. :) #kaizenblog
- 4:26 pm **CASUDI:** @Note_to_CMO ~ commitment to fixing. (UNDERLINED) #kaizenblog
- 4:26 pm **CathyWebSavvyPR:** Q2 1st steps in PR crisis: ID truth of situation (if possible), ID key players on both sides; listen; communicate... #kaizenblog
- 4:26 pm **Note_to_CMO:** Critical to "stay low on ladder of inference." Ask questions + collect data. Don't assume yr wrong (or right). #kaizenblog
- 4:27 pm **CathyWebSavvyPR:** RT @3keyscoach: Q2a What are the beliefs/thinking hazards when your company experiences a crisis? #kaizenblog
- 4:27 pm **3keyscoach:** RT @grace0712: Q2 If online commentary starts to trend negatively, respond quickly Speed & honesty are what customers value most #kaizenblog
- 4:27 pm **marketwire:** Important to evaluate the issue. Many times SM folks have the knee jerk reaction to respond immediately. Bad move #kaizenblog
- 4:27 pm **3keyscoach:** RT @Note_to_CMO: Critical to "stay low on ladder of inference." Ask questions + collect data. Dont assume yr wrong (or right). #kaizenblog

- 4:27 pm **wileycocoyote:** RT @CathyWebSavvyPR: Q2 1st steps in PR crisis: ID truth of situation (if possible), ID key players on both sides; listen; communicate... #kaizenblog
- 4:27 pm **Note_to_CMO:** @CASUDI Very much a "we're in this together and working just as hard as you are" issue. #kaizenblog
- 4:27 pm **danperezfilms:** I'm liking Mr. Brown. RT @dannybrown: Complainers understand biz isn't perfect; they do want to feel they're being heard though. #kaizenblog
- 4:27 pm **k_conner:** RT @ConversationAge: Example of setting the record straight with social media <http://ow.ly/2phrB> -- diffuse a conversation that could have turned #kaizenblog
- 4:28 pm **CathyWebSavvyPR:** Q2a - beliefs/hazards - If co gets too defensive, "lawyers up" too early = suspicion from other side #kaizenblog
- 4:28 pm **Jenny86753oh9:** RT @Note_to_CMO: Critical to "stay low on ladder of inference." Ask questions + collect data. Don't assume yr wrong (or right). #kaizenblog
- 4:28 pm **hacool:** @amercleveland @3keyscoach indeed, Don't Panic! doing so could just escalate things, and cause confusion in messages #kaizenblog
- 4:28 pm **dannybrown:** 2a: Beliefs that everyone is against you. Not true - if you have truth on your side, support will follow. #kaizenblog
- 4:28 pm **3keyscoach:** RT @CathyWebSavvyPR 1st steps in PR crisis-ID truth of situation (if poss), ID key players on both sides; listen; communicate... #kaizenblog
- 4:28 pm **dannybrown:** @danperezfilms Well thanks kindly :) #kaizenblog
- 4:28 pm **LauraLCrum:** I agree with having to stay calm. Freaking out = never helpful. View the situation, make an honest plan and work through it #kaizenblog
- 4:28 pm **megfowler:** Companies have to be sure they don't just respond to issues from SM heavy hitters. Tells customers volume = attention. #kaizenblog
- 4:28 pm **danperezfilms:** RT @megfowler: If you show up with riot gear before a riot happens, don't be surprised if you end up with a riot. :) #kaizenblog
- 4:28 pm **3keyscoach:** RT @dannybrown: 2a: Beliefs that everyone is against you. Not true - if you have truth on your side, support will follow. #kaizenblog
- 4:29 pm **hacool:** RT @dannybrown: 2a: Beliefs that everyone is against you. Not true - if you have truth on your side, support will follow. #kaizenblog
- 4:29 pm **3keyscoach:** RT @Note_to_CMO: A2a Cos need more than acknowledgment of crisis Need to provide movement, accountability + commitment to fixing #kaizenblog
- 4:29 pm **CathyWebSavvyPR:** PR crisis are not ltd 2 big biz - I worked 4 a non profit - had 2 handle "dear management" PR (cull heard 2 save plants/birds) #kaizenblog

- 4:29 pm **megfowler:** It's tempting to jump higher when @chrisbrogan is pissed off, but a balanced response earns you customer loyalty. #kaizenblog
- 4:29 pm **3keyscoach:** RT @megfowler: Companies have to be sure they dont just respond to issues from SM heavy hitters Tells customers volume=attention #kaizenblog
- 4:29 pm **hacool:** @dannybrown We can also use SM to listen and discover those who may already be defending us - they can be useful allies. #kaizenblog
- 4:29 pm **debmorello:** @dannybrown @3keyscoach @MSchechter: Get RIGHT ans/ than fast one Respond 2 soon, messg might be off. Respond 2 late, no1 cares #kaizenblog
- 4:29 pm **CASUDI:** RT@Note_to_CMO @CASUDI Very much a "we're in this together and working just as hard as you are" issue. #kaizenblog ///RIGHT ON
- 4:29 pm **ConversationAge:** @megfowler agreed. What I'm saying is that "listening" is part of communication and conversation model #kaizenblog
- 4:29 pm **LakamarAustin:** Just joined! RT @dannybrown We're talking about social media's role in crisis comms and reputation repair - come join us :) #kaizenblog
- 4:30 pm **dannybrown:** Look at @JetBlue's blog - huge wave of support in comments: <http://ow.ly/2pi5G> #kaizenblog
- 4:30 pm **Note_to_CMO:** Social media can make a "crisis" appear bigger than it is, too. Motrin Moms? Dont recall all details, but isnt' this an example? #kaizenblog
- 4:30 pm **3keyscoach:** @LakamarAustin Welcome to #kaizenblog
- 4:30 pm **CathyWebSavvyPR:** Also hadled PR when the state was forcing non-profit 2 close a natural spring whose water quality was not longer meeting strds #kaizenblog
- 4:30 pm **marketwire:** @dannybrown C'mon in this day and age, you're guilty until proven innocent and that stigma sticks for a long time. #kaizenblog
- 4:30 pm **3keyscoach:** RT @dannybrown: Look at @JetBlues blog - huge wave of support in comments: <http://ow.ly/2pi5G> #kaizenblog
- 4:30 pm **dannybrown:** @LakamarAustin Cool, great to see you here and thanks for joining :) #kaizenblog
- 4:31 pm **huperniketes:** @dannybrown There are also "complainers" who try to back companies into corner vs direction co wants to go. #kaizenblog
- 4:31 pm **3keyscoach:** RT @CathyWebSavvyPR: Q2a - beielfs/hazards - If co gets too defensive, "lawyers up" too early = suspicion from other side #kaizenblog
- 4:31 pm **CathyWebSavvyPR:** Q2 responding to OR crisis also means the you ID who in company can talk w media, &who calls get referred to #kaizenblog

- 4:31 pm **Kimberly_Roden:** RT @DannyBrown: Look at @JetBlue's blog - huge wave of support in comments: <http://ow.ly/2pi5G> #kaizenblog
- 4:31 pm **ambercleveland:** RT @Note_to_CMO: @CASUDI Very much a "were in this together and working just as hard as you are" issue. #kaizenblog
- 4:31 pm **dannybrown:** @marketwire Disagree. That's mindset of some but not all. And usually *they're* the ones with red face ;-) #kaizenblog
- 4:31 pm **hacool:** @CASUDI exactly. If we respond blindly we can create new problems. #kaizenblog
- 4:31 pm **ConversationAge:** @huperniketes people do have agendas #kaizenblog
- 4:32 pm **3keyscoach:** RT @Note_to_CMO: Soc media can make "crisis" appear bigger than it is Motrin Moms? Dont recall all details, but isnt this ex? #kaizenblog
- 4:32 pm **danperezfilms:** @DannyBrown Only someone who's actually worked in a corporate environment would make such a statement, yes? #kaizenblog
- 4:32 pm **CASUDI:** @CathyWebSavvyPR haha even small biz can have their crisis~ CANbe handled with same degree of listen, communicate & resolve ~ #kaizenblog
- 4:32 pm **dannybrown:** @huperniketes Right, which is where you need a strong comms team and a CMO/CEO to back them. #kaizenblog
- 4:32 pm **BrockPatterson:** New to #kaizenblog, don't some companies already have a "steering" direction already planned in the PR arena?
- 4:32 pm **debmorello:** Yes, and Nestle Wtrs @Note_to_CMO SM can make a "crisis" appr bigger than is, too. Motrin Moms? But isnt' this an example? #kaizenblog
- 4:32 pm **dannybrown:** @danperezfilms I have 15 years in corporate before setting out on my own :) #kaizenblog
- 4:32 pm **CathyWebSavvyPR:** Q2: PR crisis - If you don't know the answer to a reporter/blogger's question - ID their deadline & get bk 2 them #kaizenblog
- 4:33 pm **huperniketes:** @megfowler But don't be afraid to use riot gear if you already have a riot. Sometimes you need to put one down to make progress. #kaizenblog
- 4:33 pm **CathyWebSavvyPR:** RT @CASUDI: haha even small biz can have their crisis~ CANbe handled with same degree of listen, communicate & resolve ~ [YES] #kaizenblog
- 4:33 pm **3keyscoach:** RT @hacool: @dannybrown We can also use SM to listen & discover those who may already be defending us-they can be useful allies #kaizenblog
- 4:33 pm **dannybrown:** @BrockPatterson Problem with" steering" is that we know how easy it is for wheels to come off :) #kaizenblog
- 4:33 pm **CASUDI:** @BrockPatterson often the planned response does not fit the current crisis ~ planning is good w felxability #kaizenblog

- 4:33 pm **3keyscoach:** RT @dannybrown: @danperezfilms I have 15 years in corporate before setting out on my own :) #kaizenblog
- 4:33 pm **heatherishikawa:** RT @3keyscoach: RT @Note_to_CMO: Critical to "stay low on ladder of inference." Ask questions + collect data. Dont assume yr wrong (or right). #kaizenblog
- 4:33 pm **ambercleveland:** RT @CathyWebSavvyPR: Q2: PR crisis - If u dont know the ans to a reporter/bloggers question - ID their deadline & get bk 2 them #kaizenblog
- 4:33 pm **CathyWebSavvyPR:** RT @Note_to_CMO: Soc media can make "crisis" appear bigger than it is Motrin Moms? Dont recall all details, but isnt this ex? #kaizenblog
- 4:34 pm **MSchechter:** @debmorello You want to let people know you are looking into & get back as quickly as possible, but it is essential to be right #kaizenblog
- 4:34 pm **dannybrown:** RT @hacool: We can also use SM to listen & discover those who may already be defending us-they can be useful allies #kaizenblog
- 4:34 pm **CathyWebSavvyPR:** RT @3keyscoach: RT @hacool: We can also use SM to listen & discover those who may already be defending us-can be useful allies #kaizenblog
- 4:34 pm **danperezfilms:** @DannyBrown I'm not surprised. Have over 10 years exp as a Sales Manager/Director of Sales before setting out on my own :) #kaizenblog
- 4:34 pm **3keyscoach:** RT @dannybrown: @huperniketes Right, which is where you need a strong comms team and a CMO/CEO to back them. #kaizenblog
- 4:34 pm **CASUDI:** @hacool preplanned response mode can add to the problems if not flexible plan #kaizenblog
- 4:34 pm **Note_to_CMO:** RT @CASUDI: @BrockPatterson often the planned response does not fit the current crisis #kaizenblog [Hate it when preconceptions dont work!]
- 4:34 pm **dannybrown:** @danperezfilms There you go then, bud :) #kaizenblog
- 4:35 pm **debmorello:** RT @MSchechter: @debmorello You want to let people know you are looking into & get back as quickly as possible, but it is essential to be right #kaizenblog
- 4:35 pm **ADDcrafter:** @CathyWebSavvyPR and ask anyone at a Zoo - that's my fear of ever taking a PR job there - irrational, yes, but still! #kaizenblog
- 4:35 pm **danperezfilms:** @3keyscoach @dannybrown Think it would be hard to consult a corp on #sm without ever having worked for one, no? #kaizenblog
- 4:35 pm **3keyscoach:** @DannyBrown Would small business respond same/different? #kaizenblog
- 4:35 pm **BrockPatterson:** @dannybrown @CASUDI thanks for feedback, it seems like some biz have one way to get out and it usually backfires. #kaizenblog

- 4:35 pm **dannybrown:** 2a: One thing NOT to do is a Nestle and be sarcastic in full public view. Professionalism trumps idiocy. #kaizenblog
- 4:36 pm **hacool:** @CASUDI @BrockPatterson yes, planning is important, but it can't anticipate everything...knowing that is part of plan. #kaizenblog
- 4:36 pm **megfowler:** @Huperniketes the problem is, you're a brand, not the police. There's no law that customers have to accept you. :) #kaizenblog
- 4:36 pm **3keyscoach:** Dance in the moment? RT @CASUDI: @hacool preplanned response mode can add to the problems if not flexible plan #kaizenblog
- 4:36 pm **sanchezjb:** @3keyscoach @dannybrown Story may b changing about Jet Blue attendant. One challenge w/social media: information integrity. #kaizenblog
- 4:36 pm **dannybrown:** @BrockPatterson Agreed - if you're not fluid, you're usually heading for some kind of fall. #kaizenblog
- 4:36 pm **CASUDI:** @dannybrown Would like to know worsts crisis U had to deal with in 15 years Corporate & how you did it B 4 SM #kaizenblog
- 4:36 pm **Note_to_CMO:** RT @ADDcrafter: @CathyWebSavvyPR and ask anyone at a Zoo - #kaizenblog [Oy! Lest we forget the "but the tiger was TAUNTED!" response!]
- 4:36 pm **3keyscoach:** RT @dannybrown: 2a: One thing NOT to do is a Nestle and be sarcastic in full public view. Professionalism trumps idiocy. #kaizenblog
- 4:36 pm **CathyWebSavvyPR:** @CarissaRogers I'm on a chat now - I follow some of yr suggestions - will ck rest out soon #kaizenblog
- 4:36 pm **huperniketes:** @CathyWebSavvyPR And I've dealt with angry customers who complained on other sites when orig dev decided to sell prod to me. #kaizenblog
- 4:36 pm **3keyscoach:** RT @CASUDI: @dannybrown Would like to know worsts crisis U had to deal with in 15 years Corporate & how you did it B 4 SM #kaizenblog
- 4:36 pm **CathyWebSavvyPR:** RT @CASUDI: @hacool preplanned response mode can add to the problems if not flexible plan [yes need balance] #kaizenblog
- 4:37 pm **dannybrown:** @sanchezjb Correct. Which is why you use multi-sources (trad. and SM) to get fuller picture. #kaizenblog
- 4:37 pm **pprothe:** everyday! RT @dannybrown: 2a: One thing NOT to do is a Nestle & be sarcastic in full public view. Professionalism trumps idiocy. #kaizenblog
- 4:37 pm **3keyscoach:** @huperniketes Sounds like you experienced raw end of crisis? #kaizenblog
- 4:37 pm **MaryAnnHalford:** Mashable had a great post this week on social media crisis management - <http://bit.ly/axoUAP> #kaizenblog
- 4:37 pm **hacool:** @dannybrown Yes, if a bear is growling at you, don't poke it with a stick. Throw it a salmon and gently back away to regroup. #kaizenblog

- 4:37 pm **KirstenParagona:** RT @CathyWebSavvyPR:@Note_to_CMO: SM can make "crisis" appear bigger than it is Motrin Moms? isnt this ex? #kaizenblog
- 4:37 pm **3keyscoach:** RT @MaryAnnHalford: Mashable had a great post this week on social media crisis management - <http://bit.ly/axoUAP> #kaizenblog
- 4:37 pm **ambercleveland:** Have to run, wish I didn't... Thx so much @dannybrown @ConversationAge @3keyscoach for starting gr8 convo #kaizenblog
- 4:38 pm **MaryAnnHalford:** jumping in a little bit - in between morning meeting and lunch meeting #kaizenblog
- 4:38 pm **huperniketes:** @CathyWebSavvyPR Also with "leaders" who insisted I make product free like Google to succeed. But I'm not Google. #kaizenblog
- 4:38 pm **3keyscoach:** RT @hacool: @dannybrown Yes, if bear is growling at you, dont poke it w/ stick Throw it a salmon & gently back away to regroup. #kaizenblog
- 4:38 pm **dannybrown:** @CASUDI I've been really fortunate, no *major* crisis. Worst was a stock recall for safety product, and (ctd) #kaizenblog
- 4:38 pm **KirstenParagona:** RT @CathyWebSavvyPR: RT @CASUDI: @hacool preplanned response mode can add to problems if not flexible plan [yes need balance] #kaizenblog
- 4:38 pm **3keyscoach:** RT @dannybrown: @CASUDI Ive been really fortunate, no *major* crisis. Worst was a stock recall for safety product, and (ctd) #kaizenblog
- 4:39 pm **pprothe:** @Posterous has navigated a DoS attack this past week - & used email and SM to respond thoughtfully & fairly transparently too #kaizenblog
- 4:39 pm **dannybrown:** @CASUDI had a CMO who wanted to minimize news. We soon silenced him and went public, sales grew thru honesty #kaizenblog
- 4:39 pm **hacool:** @CASUDI exactly. we have to know that we may have to change our plans based on situation. #kaizenblog
- 4:39 pm **3keyscoach:** @MaryAnnHalford Hi there! #kaizenblog
- 4:39 pm **CathyWebSavvyPR:** RT @MaryAnnHalford: Mashable had a great post this week on social media crisis management - <http://bit.ly/axoUAP> #kaizenblog
- 4:39 pm **dannybrown:** @ambercleveland Thanks Amber, see you next time :) #kaizenblog
- 4:39 pm **3keyscoach:** Things can go very wrong Q3 How do you recover from a botched reaction? #kaizenblog
- 4:39 pm **CASUDI:** RT@hacool @dannybrown Yes, if bear is growling at U, don't poke with stick. Throw a salmon & gently back away 2regroup #kaizenblog

- 4:40 pm **3keyscoach:** RT @dannybrown: @CASUDI had a CMO who wanted to minimize news. We soon silenced him and went public, sales grew thru honesty #kaizenblog
- 4:40 pm **huperniketes:** @megfowler Nor is there a law that I cater to every former customer, or potential customer. I just try to make the best product. #kaizenblog
- 4:40 pm **KirstenParagona:** RT @DannyBrown: 2a: One thing NOT to do is a Nestle and be sarcastic in full public view. Professionalism trumps idiocy. #kaizenblog
- 4:40 pm **CathyWebSavvyPR:** RT @dannybrown: Problem with" steering" is that we know how easy it is for wheels to come off :) #kaizenblog
- 4:40 pm **CathyWebSavvyPR:** @dannybrown hey danny - great info today on PR crisis management #kaizenblog
- 4:40 pm **dannybrown:** @debmorello Funnily enough, in prior role, we approached Nestle to advise on how to use SM. They said No... #kaizenblog
- 4:40 pm **Note_to_CMO:** RT @3keyscoach: Things can go very wrong Q3 How do you recover from a botched reaction? #kaizenblog [Quickly. And on message.]
- 4:40 pm **3keyscoach:** @ambercleveland Always a pleasure having you here! Have great weekend! #kaizenblog
- 4:40 pm **pbarbanes:** Nestle is a good case of social media at it's best. #kaizenblog (just thought i'd toss that in there. lurking...)
- 4:41 pm **dannybrown:** @CASUDI @hacool Haha, li love your nature analogies! :) #kaizenblog
- 4:41 pm **dannybrown:** @CathyWebSavvyPR Thanks Cathy, topic close to my heart :) #kaizenblog
- 4:41 pm **Note_to_CMO:** The public has the attention span of a fruit fly. If your 1st response is wrong, make your 2nd and 3rd right. Learn from it. #kaizenblog
- 4:41 pm **CathyWebSavvyPR:** RT @3keyscoach: Things can go very wrong Q3 How do you recover from a botched reaction? #kaizenblog
- 4:41 pm **MSchechter:** @3keyscoach Admit, Admit, Admit you screw up when you do! #kaizenblog
- 4:41 pm **3keyscoach:** RT @pprothe @Posterous has navigated DoS attack this past wk & used email & SM to respond thoughtfully & fairly transparently #kaizenblog
- 4:41 pm **CathyWebSavvyPR:** #kaizenblog
- 4:42 pm **Sanjay_Maharaj:** RT @dannybrown: We're talking about social media's role in crisis comms and reputation repair - come join us :) #kaizenblog
- 4:42 pm **megfowler:** @Huperniketes true enough -- but you don't swing at them when they ask you to. :) #kaizenblog
- 4:42 pm **debmorello:** @dannybrown @3keyscoach Note_to_CMO I think Nestle is a good case study of what not to do, yes? #kaizenblog

- 4:42 pm **sanchezjb:** @DannyBrown Absolutely! Social media is not the end all. That has been the theme this week in a couple of discussions. #kaizenblog
- 4:42 pm **huperniketes:** @3keyscoach I experienced the raw emotions of a cause customers feel strongly about, and that's always +; esp if you make right #kaizenblog
- 4:42 pm **dannybrown:** RT @3keyscoach: Things can go very wrong Q3 How do you recover from a botched reaction? #kaizenblog
- 4:42 pm **3keyscoach:** RT @Note_to_CMO: RT @3keyscoach: Things can go very wrong Q3 How do you recover from botched reaction? [Quickly. And on message] #kaizenblog
- 4:42 pm **CathyWebSavvyPR:** RT @3keyscoach: Q3 How do you recover from a botched reaction? Things can go very wrong #kaizenblog
- 4:42 pm **megfowler:** Q3: You admit your mistake to the depth of your mistake. Don't self flagellate on your customer's behalf. #kaizenblog
- 4:43 pm **dannybrown:** Q3: First, allay fears that you're taking seriously and looking into it, and if it *is* your fault, own up #kaizenblog
- 4:43 pm **pprothe:** RE: Q3 - apologize, acknowledge the botch & move on-helpfully, authentically. But never w/more spin. The cover up=what gets you. #kaizenblog
- 4:43 pm **wileyc coyote:** RT @CathyWebSavvyPR: RT @MaryAnnHalford: Mashable had a great post this week on social media crisis management - <http://bit.ly/axoUAP> #kaizenblog
- 4:43 pm **hacool:** @3keyscoach Admit that you botched the reaction and are now looking on ways to fix it & to keep from making such mistakes again #kaizenblog
- 4:43 pm **huperniketes:** @CathyWebSavvyPR Oh, that sounds rough. You were doing PR for state? #kaizenblog
- 4:43 pm **marketwire:** @DannyBrown: Agreed that professionalism trumps idiocy, but it's hard to convey tone. Play it safe and be professional. #kaizenblog
- 4:43 pm **3keyscoach:** RT @Note_to_CMO: RT @3keyscoach: Things can go very wrong Q3 How do you recover from botched reaction? [Quickly. & on message] #kaizenblog
- 4:43 pm **CASUDI:** @CathyWebSavvyPR botched reaction to crisis adds considerable challenges to the fix BUT same criteria apply but more so #kaizenblog
- 4:43 pm **amoyal:** RT @megfowler: Q3: You admit your mistake to the depth of your mistake. Don't self flagellate on your customer's behalf. #kaizenblog
- 4:44 pm **CathyWebSavvyPR:** @dannybrown yeah - I've been luckyu, mngmnt pretty much listened 2 our guidance; + we had gd media relationships #kaizenblog
- 4:44 pm **debmorello:** They are way behind @DannyBrown Funnily enough, in prior role, we approached Nestle to advise on how to use SM. They said No... #kaizenblog

- 4:44 pm **BlakeGroup:** RT @CathyWebSavvyPR RT @3keyscoach: Q3 How do you recover from a botched reaction? Things can go very wrong #kaizenblog
- 4:44 pm **hacool:** @CASUDI @DannyBrown Thanks! #kaizenblog
- 4:44 pm **Note_to_CMO:** RT @megfowler: Q3: You admit your mistake to the depth of your mistake. Don't self flagellate on your customer's behalf. #kaizenblog
- 4:44 pm **3keyscoach:** @huperniketes Sounds like tough situation! Well done! #kaizenblog
- 4:44 pm **CASUDI:** @hacool @3keyscoach Why does it seem that once a co has botched it, they often cont. in botching mode? #kaizenblog
- 4:45 pm **dannybrown:** Q3: Then, if you are at fault, fix ASAP. *Then* do the behind-scenes investigation as to what went wrong #kaizenblog
- 4:45 pm **CathyWebSavvyPR:** @huperniketes No I was doing PR for the private park on whose land the spring was. had been prior crisis years B4 to boot #kaizenblog
- 4:45 pm **agbegin:** RT @Note_to_CMO: The public has the attention span of a fruit fly. If your 1st response is wrong, make your 2nd and 3rd right. Learn from it. #kaizenblog
- 4:45 pm **megfowler:** And don't make promises of reparations/support/help that you can't back up. That's just asking for a replay. #kaizenblog
- 4:45 pm **3keyscoach:** RT @dannybrown: Q3: First, allay fears that youre taking seriously and looking into it, and if it *is* your fault, own up #kaizenblog
- 4:45 pm **dannybrown:** @marketwire You couldn't mistake Nestle's tone on their Facebook page ;-) #kaizenblog
- 4:45 pm **KirstenParagona:** RT @CathyWebSavvyPR:@3keyscoach:@hacool: We can also use SM 2 listen & discover who may already b defending us- useful allies #kaizenblog
- 4:45 pm **3keyscoach:** RT @megfowler: And dont make promises of reparations/support/help that you cant back up. Thats just asking for a replay. #kaizenblog
- 4:45 pm **BlakeGroup:** RT @pprothe Q3 - apologize, acknowledge the botch & move on-helpfully, authentically. But NO more spin. Cover up=what gets you. #kaizenblog
- 4:45 pm **ConversationAge:** @wileycocoyote however, it doesn't address risk communication principles <http://ow.ly/2piF2> c: @3keyscoach @DannyBrown #kaizenblog
- 4:45 pm **CathyWebSavvyPR:** @huperniketes I got boss to have State water Qual. guys come & give the news to reporters at a press conf. - not us! #kaizenblog
- 4:46 pm **danperezfilms:** @Note_to_CMO Hey, I ain't no fruit fly! More like a butterfly ;) #kaizenblog

- 4:46 pm **dannybrown:** @CathyWebSavvyPR Always a benefit when management listen and, importantly, support #kaizenblog
- 4:46 pm **MSchechter:** @dannybrown Too true, nothing changes customer mentality than actually fixing the problem. Just acknowledging is not enough. #kaizenblog
- 4:46 pm **3keyscoach:** About 15 more minutes to main part of convo #kaizenblog
- 4:46 pm **megfowler:** Don't make your customer support people your scapegoats in a crisis. It's your job to support them in caring for customers. #kaizenblog
- 4:46 pm **huperniketes:** @megfowler Sometimes confront the mean-spirited, sometimes swing, but keep professionalism. And throw away first 1 or 2 replies! #kaizenblog
- 4:46 pm **3keyscoach:** RT @ConversationAge: @wileyc coyote however, it doesnt address risk communication principles <http://ow.ly/2piF2> c: @DannyBrown #kaizenblog
- 4:47 pm **ConversationAge:** Q3: also, you be have done nothing wrong -- do a situation analysis first #kaizenblog
- 4:47 pm **dannybrown:** RT @MSchechter: Too true, nothing changes customer mentality than actually fixing the problem. Just acknowledging is not enough #kaizenblog
- 4:47 pm **CathyWebSavvyPR:** Q3 recover from botched reaction - again ID prob & source, get back out in front, take responsibilit & action if can #kaizenblog
- 4:47 pm **marketwire:** @dannybrown LOL, but generally speaking I mean. It was as obvious as the tone in GOOG's earnings call re pac-man #kaizenblog
- 4:47 pm **CarissaRogers:** @CathyWebSavvyPR Well say hello to #kaizenblog folks for me.. am running off.. you guessed it... taking kids somewhere! :)
- 4:47 pm **CathyWebSavvyPR:** RT @dannybrown: @CathyWebSavvyPR Always a benefit when management listen and, importantly, support #kaizenblog
- 4:47 pm **hacool:** @megfowler great point. the reaction should be proportional to the severity of the problem. (nice use of self-flagellate!) #kaizenblog
- 4:47 pm **huperniketes:** @CathyWebSavvyPR There ya go! Show he has backbone, which public will respect much more. #kaizenblog
- 4:47 pm **CathyWebSavvyPR:** RT @3keyscoach: About 15 more minutes to main part of convo #kaizenblog
- 4:47 pm **dannybrown:** RT @ConversationAge: Q3: also, you have done nothing wrong -- do a situation analysis first #kaizenblog
- 4:47 pm **CASUDI:** @megfowler: GOOD POINT U MADE ~ don't promise what you cant actually carry out and do :-) #kaizenblog
- 4:47 pm **3keyscoach:** I'd say crucial! RT @dannybrown: @CathyWebSavvyPR Always a benefit when management listen and, importantly, support #kaizenblog

- 4:47 pm **CathyWebSavvyPR:** RT @megfowler: & dont make promises of reparations/support/help that U can't back up. Thats just asking 4 a replay [OMG YES] #kaizenblog
- 4:47 pm **Note_to_CMO:** RT @ConversationAge: You may have done nothing wrong. Do a situation analysis first #kaizenblog [Nothing worse than retracting an apology!]
- 4:48 pm **hacool:** @CASUDI I don't know. I guess they figure they came up with a course of action and want to stay the course...silly #kaizenblog
- 4:48 pm **dannybrown:** @marketwire Yep, I hear you, especially online. Why video is good for crisis response, good to see face #kaizenblog
- 4:48 pm **3keyscoach:** @CarissaRogers Hello from us at #kaizenblog
- 4:48 pm **NathanSpencer:** Don't make your customer support people your scapegoats in a crisis. Support them in caring for customers. #kaizenblog via @megfowler
- 4:48 pm **3keyscoach:** RT @dannybrown: @marketwire Yep, I hear you, especially online. Why video is good for crisis response, good to see face #kaizenblog
- 4:48 pm **CathyWebSavvyPR:** @huperniketes his 1st reponse was 2 close srping w no public input or statement. I said we need to tell our side of story 1st #kaizenblog
- 4:48 pm **dannybrown:** Q3. Once fault is found, ensure education is carried out across company and culture change if needed #kaizenblog
- 4:49 pm **marketwire:** RT @dannybrown: @marketwire Yep, I hear you, especially online. Why video is good for crisis response, good to see face #kaizenblog
- 4:49 pm **jeremymeyers:** RT @megfowler: It's tempting to jump higher when @chrisbrogan is pissed off, but a balanced response earns you customer loyalty. #kaizenblog
- 4:49 pm **3keyscoach:** @LakamarAustin You're welcome! Check out co-host @ConversationAge too #kaizenblog
- 4:49 pm **Note_to_CMO:** @GetResults News is buried fast, though. Correct course and keep moving. #kaizenblog
- 4:49 pm **hacool:** RT @dannybrown: Q3. Once fault is found, ensure education is carried out across company and culture change if needed #kaizenblog
- 4:49 pm **3keyscoach:** YES RT @dannybrown: Q3. Once fault is found, ensure education is carried out across company and culture change if needed #kaizenblog
- 4:49 pm **CathyWebSavvyPR:** @huperniketes compromise - he closed spring same morning as press conf; but our story did get told. (personally I felt bad) #kaizenblog
- 4:49 pm **CASUDI:** @dannybrown YES, consistency within company of story/response very important #kaizenblog
- 4:50 pm **GetResults:** @Note_to_CMO Attention spans may be short, but today, once "it" is out there, it's out there forever - someone will be watching #kaizenblog

- 4:50 pm **CathyWebSavvyPR:** RT @dannybrown: Yep, I hear you, especially online. Why video is good for crisis response, good to see face #kaizenblog
- 4:50 pm **LakamarAustin:** Thanks for hosting:) RT @3keyscoach: @lakamaraustin Welcome to #kaizenblog
- 4:50 pm **CathyWebSavvyPR:** RT @dannybrown: Q3. Once fault is found, ensure education is carried out across company and culture change if needed #kaizenblog
- 4:50 pm **hacool:** @dannybrown yes, it's imperative that anyone who communicates w/public understands what the company message is for consistency. #kaizenblog
- 4:50 pm **dannybrown:** @megfowler Agreed - "A-list" doesn't necessarily mean you should have special preference #kaizenblog
- 4:50 pm **CathyWebSavvyPR:** RT @GetResults: @Note_to_CMO Attention spans may be short, but today, once "it" is out there, it's out there forever - #kaizenblog
- 4:51 pm **CASUDI:** RT@GetResults @Note_to_CMO Attention spans short, but today, once "it" is out there, it's out there forever - someone watching #kaizenblog
- 4:51 pm **dannybrown:** @hacool So true. Your public face also needs to trust you're doing the right thing. #kaizenblog
- 4:51 pm **3keyscoach:** RT @NathanSpencer: Dont make customer support people your scapegoats in crisis Support them in caring 4 customr (via @megfowler) #kaizenblog
- 4:51 pm **marketwire:** Great pt @dannybrown. Discuss timeline for crisis mgmt, improve processes, and educate internally. #kaizenblog
- 4:51 pm **huperniketes:** @BrockPatterson That direction should be whatever their motive was for incident which occurred. Own up to it 1st, right/wrong. #kaizenblog
- 4:51 pm **CathyWebSavvyPR:** @GetResults @Note_to_CMO for example motrin moms ^ nestle - longer shelf life than B4? but in certain circles #kaizenblog
- 4:51 pm **jeremymeyers:** @megfowler dont give special preference to "a-listers", but use them as an opportunity to up your game for everyone. #kaizenblog
- 4:52 pm **CASUDI:** @GetResults and one of the someone's watching and never forgetting is the big G :-)#kaizenblog
- 4:52 pm **3keyscoach:** RT @GetResults @Note_to_CMO Attention spans may B short but once "it" is out there, its out there 4ever-someone will be watching #kaizenblog
- 4:52 pm **megfowler:** Assess, admit, adjust, and advance. Don't treat crisis like a wall instead of a hurdle. #kaizenblog
- 4:52 pm **3keyscoach:** RT @jeremymeyers: @megfowler dont give special preference to "a-listers", but use them as opp to up your game for everyone #kaizenblog

- 4:52 pm **hacool:** @dannybrown absolutely. if some aren't confident about the response they are giving, it could come off as false. #kaizenblog
- 4:52 pm **CathyWebSavvyPR:** RT @NathanSpencer: Dont make customer support people your scapegoats in crisis Support them in caring 4 customr (via @megfowler) #kaizenblog
- 4:52 pm **CathyWebSavvyPR:** RT @megfowler: Assess, admit, adjust, and advance. Don't treat crisis like a wall instead of a hurdle. #kaizenblog
- 4:53 pm **dannybrown:** RT @megfowler: Assess, admit, adjust, and advance. Don't treat crisis like a wall instead of a hurdle. #kaizenblog
- 4:53 pm **marketwire:** Always think positively. Treat a crisis as an opportunity to improve and chalk one up for experience. #kaizenblog
- 4:53 pm **CathyWebSavvyPR:** yes - @NathanSpencer - be sure to keep ALL in company in at least a part of the loop - 2 help stop gossip & be inclusive #kaizenblog
- 4:53 pm **dannybrown:** We also need to draw line at what's public and what's private. Many SM publications forget this. #kaizenblog
- 4:54 pm **dannybrown:** RT @marketwire: Always think positively. Treat a crisis as an opportunity to improve and chalk one up for experience. #kaizenblog
- 4:54 pm **pprothe:** RT @dannybrown: RT @megfowler: Assess, admit, adjust, and advance. Don't treat crisis like a wall instead of a hurdle. #kaizenblog
- 4:54 pm **3keyscoach:** Just coming on to 5 minutes until end of chat. @ConversationAge will post transcript later #kaizenblog
- 4:54 pm **CASUDI:** RT@annybrown We also need to draw line at what's public and what's private. Many SM publications forget this. #kaizenblog
- 4:54 pm **dannybrown:** Also, feel safe in knowledge you're not first, you won't be last. See how others dealt, and act accordingly. #kaizenblog
- 4:54 pm **Note_to_CMO:** @CASUDI News gets buried fast, though. Correct course + keep moving. It may be in G, but doesnt need to be top. See JetBlue. #kaizenblog
- 4:54 pm **3keyscoach:** @dannybrown Can you say more about public vs private? #kaizenblog
- 4:55 pm **CathyWebSavvyPR:** @NathanSpencer If U keep staff in dark - they'll be more likely 2 make assumptions/talk/gripe. do internal PR 2 #kaizenblog
- 4:55 pm **3keyscoach:** RT @marketwire: Always think positively. Treat a crisis as an opportunity to improve and chalk one up for experience. #kaizenblog
- 4:55 pm **megfowler:** Once a crisis has blown over, go back and see what did and didn't work. Talk about it with your staff. Learn from it. #kaizenblog
- 4:55 pm **3keyscoach:** RT @dannybrown: Also, feel safe in knowledge youre not first, you wont be last. See how others dealt, and act accordingly. #kaizenblog

- 4:55 pm **CASUDI**: RTGetResults @CASUDI Absolutely, you create a document-able record and it's discoverable. Now, forever. Not hearsay anymore #kaizenblog
- 4:55 pm **cmnolan10**: Assess, admit, adjust and advance. Don't treat crisis like a wall instead of a hurdle. #kaizenblog (RT @DannyBrown & @megfowler)
- 4:55 pm **CathyWebSavvyPR**: RT@dannybrown We also need 2 draw line at what's public & what's private. Many SM pubs forget this. [i.e. wikileaks] #kaizenblog
- 4:55 pm **Note_to_CMO**: JetBlue operational breakdown was top search until big hit on All You Can Jet Pass. Always new news. We're forgiving people. #kaizenblog
- 4:56 pm **dannybrown**: @3keyscoach Personal lives do not always need to be shared in public, if it's not biz-related. #kaizenblog
- 4:56 pm **CathyWebSavvyPR**: RT @megfowler: Once a crisis has blown over, go back and see what did & didn't work. Talk about it w/ yr staff. Learn from it. #kaizenblog
- 4:56 pm **pprothe**: Crisis is really an opportunity for co. to shine-and form stronger bonds w/audience(s). Long before SM, Tylenol did a great job #kaizenblog
- 4:56 pm **hacool**: RT @megfowler: Once a crisis has blown over, go back and see what did and didnt work. Talk about it with staff. Learn from it. #kaizenblog
- 4:56 pm **CathyWebSavvyPR**: RT @megfowler: Once a crisis has blown over, go back & see what did/didn't work. Talk about it w/ yr staff. Learn from it. #kaizenblog
- 4:56 pm **CASUDI**: @Note_to_CMO U can swamp negative with positive in G to make it read first and most :-) #kaizenblog
- 4:56 pm **dannybrown**: @GetResults Right. No-one is perfect. Not even Batman :) #kaizenblog
- 4:57 pm **CathyWebSavvyPR**: RT @dannybrown: Also, feel safe in knowledge you're not first, you wont be last. See how others dealt, and act accordingly #kaizenblog
- 4:57 pm **Note_to_CMO**: BP could have come off much better had "I want my life back" Hayward not made himself such a target. #kaizenblog
- 4:57 pm **huperniketes**: @3keyscoach _Never_ go silent. Always demonstrate that you're listening and willing to meet reasonable demands. #kaizenblog
- 4:57 pm **debmorello**: @dannybrown (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 4:57 pm **megfowler**: Be ready to adjust your messaging post-crisis. Make trust the star. #kaizenblog
- 4:57 pm **3keyscoach**: Big thanks to @DannyBrown for guest-hosting today.Appreciate his offering thoughts and expertise! #kaizenblog
- 4:57 pm **amfunderburk1**: RT @CathyWebSavvyPR: RT @megfowler: Once a crisis has blown over, go back and see what did & didn't work. Talk about it w/ yr staff. Learn from it. #kaizenblog

- 4:58 pm **GetResults:** @DannyBrown Right on. Lots of "brownie" points to be earned in fessing up and doing better - builds credibility, evokes humanity #kaizenblog
- 4:58 pm **3keyscoach:** RT @debmorello: @dannybrown (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 4:58 pm **dannybrown:** And trust your staff more. They're the guys in the frontline - ask opinion, measure it, use if good. #kaizenblog
- 4:58 pm **jeremymeyers:** Failure is inevitable. It's how you get back up that people remember. #kaizenblog
- 4:58 pm **hacool:** Alos make sure you are communicating via SM/blog regularly now b4 crisis, so folks are used to you communicating in such spaces. #kaizenblog
- 4:58 pm **CathyWebSavvyPR:** BTW,my H2O story is old news; the event hapened in early 1990s; although some in our area still talk about it (w/o SM) #kaizenblog
- 4:58 pm **dannybrown:** RT @debmorello: (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 4:59 pm **GetResults:** @hacool Spokespersons must both understand message, communicate well & know what they can/can't say - not all do, or do it well #kaizenblog
- 4:59 pm **CathyWebSavvyPR:** RT @hacool: Also make sure U are communicating via SM/blog regularly now b4 crisis, so folks are used 2 [looking there] edit #kaizenblog
- 4:59 pm **huperniketes:** @3keyscoach Maintain the perspective that it's a conversation, not 1-sided in either direction. Keep info/status coming. #kaizenblog
- 4:59 pm **3keyscoach:** As always big thanks to all of you for sharing your experiences, questions, & knowledge from co-hosts @ConversationAge & me #kaizenblog
- 5:00 pm **Fraserstrategy:** #GoodAdvice RT @dannybrown: And trust your staff more. They're the guys in the frontline - ask opinion, measure it, use if good. #kaizenblog
- 5:00 pm **CASUDI:** RT@ hacool Make sure UR communicating via SM/blog regularly now b4 crisis, so folks are used to U communicating in such spaces. #kaizenblog
- 5:00 pm **Note_to_CMO:** Thanks #kaizenblog team!
- 5:00 pm **CathyWebSavvyPR:** RT @GetResults Spokespersons must both understand message, communicate well & know what can/can't say; not all do, or do it well #kaizenblog
- 5:00 pm **josipetrusa:** Listening in on #kaizenblog. Great insight and powerful discourse.
- 5:00 pm **dannybrown:** RT @3keyscoach: As always big thanks to all of you for sharing your experiences, questions, & co-hosts @ConversationAge & me #kaizenblog

- 5:00 pm **D_and_E:** RT @DannyBrown: RT @debmorello: (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 5:00 pm **3keyscoach:** RT @huperniketes: @3keyscoach Maintain the perspective that its a convo, not 1-sided in either direction Keep info/status coming #kaizenblog
- 5:00 pm **CathyWebSavvyPR:** test tweet #kaizenblog
- 5:01 pm **marketwire:** Failure is inevitable, true that @jeremymeyers. How one responds is what is remembered. Not always the results. #kaizenblog
- 5:01 pm **3keyscoach:** @Note_to_CMO You're welcome! #kaizenblog
- 5:01 pm **mzayfert:** RT @jeremymeyers: Failure is inevitable. It's how you get back up that people remember. #kaizenblog
- 5:01 pm **dannybrown:** Thanks to both @3keyscoach and @ConversationAge for having me over, and you guys for putting up with me :) #kaizenblog
- 5:01 pm **LTreu:** RT @D_and_E: RT @DannyBrown: RT @debmorello: (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 5:01 pm **CathyWebSavvyPR:** RT @3keyscoach: Big thanks 2 @DannyBrown 4 guest-hosting today.Appreciate his offering thoughts & expertise! on PR crisis mang. #kaizenblog
- 5:02 pm **megfowler:** @dannybrown @3keyscoach thanks for the great #kaizenblog. Always good for restarting my brain on a Friday. :)
- 5:02 pm **3keyscoach:** @josippetrusa Thank you for listening in. I hope you join us next Fri at 12pm ET #kaizenblog
- 5:02 pm **CathyWebSavvyPR:** RT @dannybrown: Thanks to both @3keyscoach & @ConversationAge for having me over, and you guys for putting up with me :) #kaizenblog
- 5:02 pm **GetResults:** @3keyscoach @ConversationAge - yes, and thanks for leadership today. Sorry, but I was only able to catch the final moments of #kaizenblog
- 5:02 pm **CathyWebSavvyPR:** RT @marketwire: Failure is inevitable, true that @jeremymeyers. How one responds is what is remembered. Not always the results #kaizenblog
- 5:02 pm **debmorello:** Wonderful! Thanks so much for all the great take-aways :-) @DannyBrown @3keyscoach @ConversationAge #kaizenblog
- 5:02 pm **dannybrown:** @megfowler Heck yeah :) Now I just need to take advantage of it ;-) #kaizenblog
- 5:02 pm **3keyscoach:** @megfowler Glad you were here, Meg! #kaizenblog
- 5:02 pm **hacool:** Thanks to @3keyscoach @ConversationAge @dannybrown and all participants for guiding such a lively and insightful chat!!! #kaizenblog

- 5:02 pm **huperniketes**: Try to anticipate objections and respond pro-actively RT @MSchechter: @3keyscoach Admit, Admit, Admit you screw up when you do! #kaizenblog
- 5:03 pm **CASUDI**: RT @debmorello: (the classics!) Top Five Social Media Marketing Mistakes from Bloomberg <http://bit.ly/9kA65M> #kaizenblog
- 5:03 pm **dannybrown**: Have a great rest of Friday and an awesome weekend everyone, great chat and viewpoints :) #kaizenblog
- 5:03 pm **dc2fla**: @3keyscoach So disappointed, Elli, I missed #kaizenblog. Family issue had to be addressed. Off to the transcript for me.
- 5:03 pm **CathyWebSavvyPR**: Thanks to hosts @3keyscoach, @conversationage & guest host @DannyBrown for a great chat on PR crisis management #kaizenblog
- 5:03 pm **hacool**: RT @GetResults: @hacool Spokespersons must understand message, communicate well & know what they can/can't say - not all do #kaizenblog
- 5:04 pm **3keyscoach**: I can stick around for about 15 min for last thoughts #kaizenblog
- 5:04 pm **rossdecker**: RT @mzayfert: RT @jeremymeyers: Failure is inevitable. It's how you get back up that people remember. #kaizenblog
- 5:04 pm **hacool**: @GetResults exactly. It takes both the knowledge and the right personality to respond, stay on point and not fluster #kaizenblog
- 5:04 pm **CathyWebSavvyPR**: RT @Note_to_CMO: BP could have come off much better had "I want my life back" Hayward not made himself such a target. #kaizenblog
- 5:04 pm **IrishSmiley**: @BellaJean_ thanks for the #FF; missed #kaizenblog, how was it?
- 5:05 pm **huperniketes**: RT @megfowler: Don't make your customer support people your scapegoats in a crisis. It's your job to support them in caring for customers. #kaizenblog
- 5:05 pm **IrishSmiley**: @goprotools thank you for the #FF; missed #kaizenblog, how was it?
- 5:05 pm **3keyscoach**: @dc2fla Sorry to hear that, Diane. Hope all is well now #kaizenblog
- 5:05 pm **CathyWebSavvyPR**: RT @dannybrown: And trust your staff more. They're the guys in the frontline - ask opinion, measure it, use if good [YES!] #kaizenblog
- 5:06 pm **CASUDI**: @dc2fla missed you always cogent & helpful input 2day on #kaizenblog :-)
- 5:06 pm **CathyWebSavvyPR**: RT @hacool: @GetResults exactly. It takes both the knowledge and the right personality to respond, stay on point and not fluster #kaizenblog
- 5:06 pm **huperniketes**: RT @ConversationAge: [A]3: also, you be have done nothing wrong -- do a situation analysis first #kaizenblog

- 5:06 pm **GetResults:** Thnx 4 RT's & GR8 convo 2: @CathyWebSavvyPR, @hacool, @CASUDI, @3keyscoach, @Note)t0_CMO, @dannybrown, @AudacityInc #kaizenblog
- 5:06 pm **CathyWebSavvyPR:** RT @hacool: @GetResults exactly. It takes both the knowledge and the right personality 2 respond, stay on point & not fluster #kaizenblog
- 5:06 pm **3keyscoach:** Will post recap early next week for today's #kaizenblog
- 5:06 pm **a_carpenter:** Need social media help or have questions? #FF @irishsmiley @ambercleveland @3keyscoach Thanks for your help! #kaizenblog
- 5:06 pm **CathyWebSavvyPR:** RT @hacool: @GetResults exactly. It takes both knowledge & the right personality 2 respond, stay on point & not fluster #kaizenblog
- 5:07 pm **GetResults:** @hacool training and adequate authority are key, not always given #kaizenblog
- 5:07 pm **CASUDI:** RT @hacool: @GetResults exactly. It takes both knowledge & the right personality 2 respond, stay on point & not fluster #kaizenblog
- 5:07 pm **pprothe:** RT @megfowler: dont make yr customer support ppl yr scapegoats in a crisis. It's yr job 2 support them in caring 4 customers. #kaizenblog
- 5:07 pm **3keyscoach:** @GetResults Guess you'll be checking out the transcript? :) #kaizenblog
- 5:08 pm **CathyWebSavvyPR:** @hacool I'm gad my 1st 2 PR job had minor crisis that I observed, B4 larger ones at next job thatI had 2 handle! #kaizenblog
- 5:08 pm **GetResults:** @dannybrown Not even Batman - I must now rewiew the Easter Bunny, as well. Bummer. :) #kaizenblog
- 5:08 pm **3keyscoach:** @a_carpenter Thank you for #FF! Very kind! #kaizenblog
- 5:09 pm **GetResults:** If it weren't you, it would be someone else - Illustrates importance of choosing words well. #kaizenblog
- 5:09 pm **josippetrusa:** @3keyscoach I shall, thank you. It always seems to be a great chat. Hope your Friday is going well :) #kaizenblog
- 5:09 pm **GetResults:** @3keyscoach I guess... #kaizenblog
- 5:09 pm **danperezfilms:** @DannyBrown @3keyscoach @megfowler @Note_to_CMO Thanks for letting me sit in on #kaizenblog Some great points! *hugs*
- 5:09 pm **IrishSmiley:** @a_carpenter thanks Aaron #FF #kaizenblog
- 5:10 pm **3keyscoach:** @GetResults You guess?! Shocked, I am! #kaizenblog
- 5:11 pm **CathyWebSavvyPR:** Thx 4 RTs/conv @GetResults @3keyscoach @huperniketes @dannybrown @KirstenParagona @BlakeGroup @ADDcrafter @hacool @aflyonthewall #kaizenblog

- 5:11 pm **3keyscoach:** @danperezfilms Thanks for joining in today! #kaizenblog
- 5:11 pm **ceyaris:** RT @mzayfert: RT @jeremymeyers: Failure is inevitable. It's how you get back up that people remember. #kaizenblog
- 5:11 pm **GetResults:** @dannybrown Touché! Good seeing you today - valuable input - thanks. #kaizenblog
- 5:11 pm **Paul_Pruneau:** @Note_to_CMO Real world example: Email just received from Posterous CEO apologizing for 6 days of no service due to DOS attacks #kaizenblog
- 5:12 pm **GetResults:** @3keyscoach Now I have you on the record with that comment. Care to clarify? #kaizenblog
- 5:12 pm **GetResults:** @AudacityInc Likewise. #kaizenblog
- 5:14 pm **3keyscoach:** @GetResults But of course...the transcript is actually very interesting because always something missed due to speed of convo #kaizenblog
- 5:15 pm **3keyscoach:** @GetResults All kidding aside...for the moment :) #kaizenblog
- 5:15 pm **LakamarAustin:** For sure! RT @3keyscoach :@Lakamaraustin You're welcome! Check out co-host @ConversationAge too #kaizenblog
- 5:17 pm **ConversationAge:** Thank you everyone for participating to #kaizenblog - 589 tweets, 84 contributors - transcript <http://ow.ly/2pjKs>
- 5:17 pm **CathyWebSavvyPR:** RT @dannybrown: SM users need to ensure they don't abuse "ins" that SM gives them to senior players, tho #kaizenblog @aflyonthewall
- 5:18 pm **3keyscoach:** RT @ConversationAge: Thank you everyone for participating-589 tweets, 84 contributors-Transcript <http://ow.ly/2pjKs> #kaizenblog