

Social Media and Stakeholder Relations in the 2020's

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Agenda

- Communications and Stakeholder Relations Strategy
- When to communicate and when to consult or engage
- Social media
- Cancel culture and today's environment

Why Engage?

A Communications and Stakeholders Relations Strategy will:

- Support the successful delivery of your Corporate Objectives
- Demonstrate your public value
- Build your reputation and the trust you need to deliver on your mandate

Takeaway #1

Align communications and stakeholder relations objectives with your strategic objectives

Engagement Goals

- Trust in your approach and change initiatives
- Positive perception with the public
- Influence behaviours and enable safe workplaces
- Support from stakeholders by advancing their understanding and facilitating their participation
- Employees that build momentum and deliver on your strategy

Strengthen
Brand &
Awareness

Engage
Stakeholders

Promote
Safety

Be Trusted
and
Respected by
government

Build Internal
Engagement



“[R]eaching out to all stakeholders is essential to maintain social licence and to improve performance.”

“Making decisions by seeing the world from the perspective of others can be messy and time consuming, but it is essential.”

Mark Carney

Former Governor of Bank of Canada and Bank of England

Photo courtesy: BBC



Who and how do you engage?

What's the Engagement Plan?

- **Select a level of participation:**
 - Informing?
 - Consulting?
 - Empowering?
- **Identify the objectives of the engagement**
- **Set parameters and scope**

IAP2's Engagement Toolbox

IAP2 has a spectrum of engagement that increases with the level of impact

One size doesn't fit all

Goal	Techniques
To share information	Fact sheets, websites, social media
To collect and compile input	Comment forms, focus groups, surveys, online engagement tools
To bring people together	Advisory councils, working groups

Where is Everybody?

COVID-19 Pandemic

The accessibility of the process and the physical location of consultations mattered pre-COVID -- and it will matter even more post-COVID.

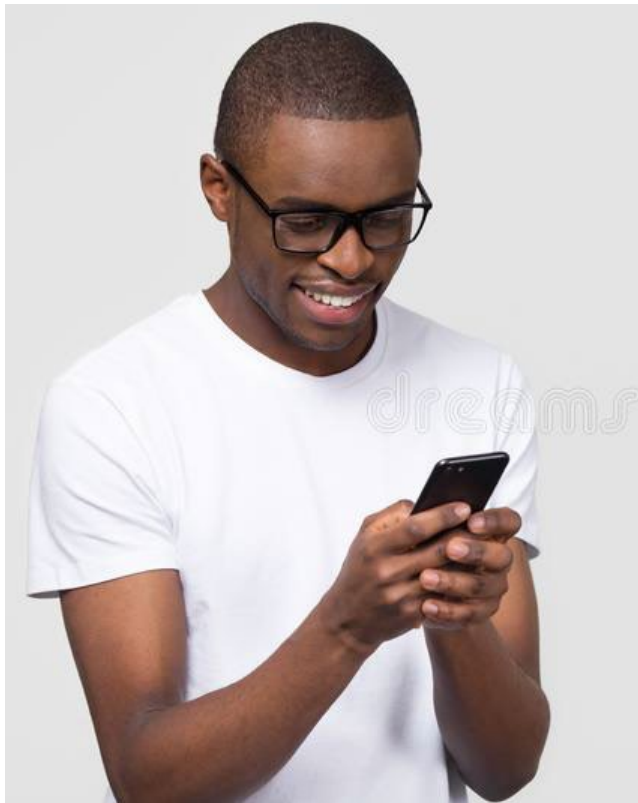
We need to think outside the meeting-room box!



Photo courtesy: Lockton.com

Takeaway #2

Determine the purpose of the engagement and set the technique to match your goal



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Mother called: "I can't talk. I'm surrounded by handsome men." Emergency surgery. If you can hold a thought for her now...

1:05 PM · Jul 16, 2013



34



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Tnx for nice thoughts for my mother. She's in recovery now, wheezing jokes through oxygen tube! Inspiration in aspiration!

8:14 PM · Jul 16, 2013



15



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I am getting a life's lesson about grace from my mother in the ICU. We never stop learning from our mothers, do we?

4:23 PM · Jul 25, 2013



246



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My mother drifts to sleep listening to Nat's Unforgettable. I keep things light, but moments like this hard, if sweet.

11:53 PM · Jul 26, 2013



62



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My mother: "Believe me, those great death bed speeches are written ahead of time. "

6:45 AM · Jul 27, 2013



227



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Mother asks, "Will this go on forever?" She means pain, dread. "No." She says, "But we'll go on forever. You & me." Yes.

12:07 AM · Jul 28, 2013



552



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I love holding my mother's hand. Haven't held it like this since I was 9. Why did I stop? I thought it unmanly? What crap.

10:30 PM · Jul 28, 2013 · Twitter for iPad

1,200 Retweets 2 Quote Tweets 1,537 Likes



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The heavens over Chicago have opened and Patricia Lyons Simon Newman has stepped onstage.

8:17 PM · Jul 29, 2013



897



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Social media

- Social media
 - Be authentic and walk the talk,
 - Be careful of empty statements
 - Deliver on your Communications and Engagement Strategy



TSSA Safety Checks for CNE

The Technical Standards and Safety Authority (TSSA) has an ongoing comprehensive plan to ensure public safety at the CNE.

- ✓ All operating rides at the CNE have received a TSSA inspection and valid permit.
- ✓ TSSA licence holders are required by regulation to perform daily safety inspections on rides at the start of each day.
- ✓ All food trucks, food trailers and food concessions will be checked to ensure they are authorized by TSSA and have been inspected for fuels safety.
- ✓ TSSA's Fuels Safety team will review fuels safety throughout the CNE grounds.
- ✓ CNE's third-party safety engineering firm is onsite to provide additional safety inspections.

Social Media

- LinkedIn
- Facebook
- Twitter
- Instagram
- Reddit
- Youtube
- TikTok

Social Media and Cancel Culture

- Don't be scared but do be prepared

Cancel Culture

Cancel culture

- refers to the popular practice of withdrawing support for (canceling) public figures and companies/organizations after they have done or said something considered objectionable or offensive. Cancel culture is generally discussed as being performed on social media

Cancel Culture – Societal Values

- Damage to the company's reputation is likely to occur when societal values conflict with corporate priorities. If societal values are not considered, communications may appear to be inept, uncaring or insensitive. This could have a negative impact on the company, even during a crisis that is being handled well.
- For this reason, communications planning, messages and actions should carefully reflect on and consider societal values, particularly during a crisis
 - Health and safety of humans and animals with particular emphasis on children, the disadvantaged
 - The value of possessions and property
 - Respect for the environment
 - Respect for the concerns of the community (peer concern / pressure)
 - Economic security
 - Quality of life (peace of mind, pride in community, absence of conflict, freedom from fear)

Could you be cancelled?

- Does being on social media make you more likely to be cancelled?

Be Principled not Canceled

Principles for Communications

- Be Timely
- Manage Expectations
- Show Compassion - demonstrate empathy and understanding for those affected
- Correct Mistakes – Correct mistakes or misconceptions as soon as possible
- Be Direct and Truthful - Stick to the facts, and try to answer all questions directly
- Resist Speculation or Blame
- Be Interactive
- Be Proactive
- Reduce barriers and simplify, facilitate participation
- Informed by research, evidence and best practices
- Transparent and accessible
- Issues management - understanding and addressing pressure points
- Tailoring information to the range of audiences
- Be ethical

Best Practices in Place – Crisis Communications

- Best practices in advance of a crisis help crisis communications efforts be more successful. Employees who know how to identify and notify internally of a crisis
 1. Employees who know to refer all media inquiries to Communications
 2. Updated protocol with government
 3. Strategic view of communications, understanding of the importance of good communications in general and particularly during a crisis
 4. Legal department who understands the importance of communications and works collaboratively with communications
 5. Communications presence at the executive table during a crisis
 6. Efficient approval process for communications
 7. Communications team members who regularly use the key tools, redundancy within the team
 8. Public track record of messages and transparency (e.g. social media, website, relationships with reporters)

Takeaway #3

Have a social media plan

Takeaway #4

Follow your principles and have a crisis communications plan

Takeaway #5

- Communications and Stakeholder Relations Strategy
 - Establishing your objectives and principles
 - Knowing and finding your audience
 - Research
 - Setting your objectives
- When to communicate and when to consult and engage
 - Transparent stakeholder engagement principles and plans, IAP2
- Social media
 - Participate and be authentic, be careful of empty statements
- Cancel culture and today's environment
 - Follow your principles, act with integrity and have a crisis communications plan