

Exercise only: this material is for simulation purposes only and does not represent real events



How would you deal with a social media crisis? — test your team with The Social Simulator

Service overview



Helpful Technology

<http://helpfultechology.com> | hello@helpfultechology.com | 020 3012 1024 | @lesteph

The product in a nutshell

Hands-on, simulated experience of using social media tools and techniques to deal with a crisis scenario.

The Social Simulator is a **hands-on, secure and private environment** to practice using the language, tools and norms of the social web for social media PR and crisis response.

It combines a facilitated **scenario** with a pioneering **software platform** incorporating blogs, social network status updates and forums. It's designed for groups of up to 20 at a time, and can take place on-site or potentially as a virtual exercise for decentralised teams.

It's **modular**, so we can develop an exercise that feels realistic and tests the digital communications skills your team needs to have in a crisis.





Helpful Technology

<http://helpfultechology.com> | hello@helpfultechology.com | 020 3012 1024 | @lesteph

Social media in a crisis

- A growing issue for brands
 - BP
 - Motrin
 - Nestlé
- Even at a more mundane level, plenty for marketers to learn:
 - Identifying and dealing with content spam, erroneous information and leaks from within the organisation
 - Making content more impactful and social online
 - Assessing blogger credibility and reach
 - Getting the tone and style right
 - Choosing where and when to respond



Learning goals include:

- Write for the web effectively, translating conventional marketing materials into web-friendly blog copy
- Choose and use appropriate multimedia such as images and video to support a news package
- Analyse online influencers and craft a pitch as part of blogger outreach
- Follow online mentions via a basic social media dashboard
- Run a corporate Twitter or Facebook page, and respond to comments
- Decide how best to deal with critical social media comments and respond to hostile campaigns
- Measure and report on the effectiveness of your activity



Audiences

- Marketing Managers
- Product Managers
- Digital/e-communications teams
- Customer Service teams
- Press Officers
- new Community Managers

Suitable for any level of seniority from relatively junior staff up to Marketing Directors/Heads of News



Optional modules

Initial briefing

Teams set up a social media news release

Influencer analysis & outreach

Teams customise a dashboard and craft pitch to bloggers

Crisis response

Teams monitor and assess coverage, decide how to respond



Crisis Simulation exercise

Media articles & statements

Media articles will be published here during the simulation, please check back regularly. This page refreshes automatically every 60 seconds.



Lorem ipsum dolor sit amet

21 June 2011 13:04

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pulvinar facilisis fringilla. Maecenas posuere fringilla metus ac faucibus. Donec eleifend blandit risus a volutpat.



Lorem ipsum dolor sit amet

21 June 2011 13:04

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pulvinar facilisis fringilla. Maecenas posuere fringilla metus ac faucibus. Donec eleifend blandit risus a volutpat.



Lorem ipsum dolor sit amet

21 June 2011 13:04

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pulvinar facilisis fringilla. Maecenas posuere fringilla metus ac faucibus. Donec eleifend blandit risus a volutpat.



Lorem ipsum dolor sit amet

21 June 2011 13:04

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pulvinar facilisis fringilla. Maecenas posuere fringilla metus ac faucibus. Donec eleifend blandit risus a volutpat.

News releases



To publish news releases: choose 'Add post' from the grey top bar
user: xxxxxxxx
password: xxxxxxxx

Twitter



To tweet as @marksandspencer: [log in here](#)
user: xxxxxxxx
password: xxxxxxxx

Facebook



Participants access the simulator from an easy-to-use dashboard with instructions



Department for Farming & Animals: Newsroom

The latest news & social media support from the DFA

Minister visits City Farm for Open Countryside Week

without comments



Pupils from Bishop Parker Academy visit Durham City Farm during Open Countryside Week



Ruth Davies, Minister for Farming

High resolution images available from [our Flickr site](#)

Ruth Davies, Minister for Farming ([link to biography](#)) visited Durham City Farm today to launch [Open Countryside Week](#), a series of events designed to showcase the exciting and family-friendly activities available in Britain's rural areas. She met 30 Year 6 pupils from Bishop Parker's Academy in Newcastle, many of whom were visiting a farm for the first time.

She gave a short speech ([transcript here](#), podcast available shortly) in support of Open Countryside Week and announcing:

- wider rollout from this year to 600 schools, up from 400 last year
- more support from government: extra £500,000 this year for visits and projects

Demo Newsroom

Press Team Contacts

Someone: 020 XXXX XXXX

Someone: 020 XXXX XXXX



Department for
Farming & Animals

Our latest images



Publish news releases in a simulated corporate website, turning traditional press notices and statements into social media news releases written for the web



Exercise only: this material is for simulation purposes only and does not represent real events

The screenshot shows a Facebook page for 'Acme Widgets Inc'. At the top, a red banner reads 'Exercise only: this material is for simulation purposes only and does not represent real events'. The page header includes the Facebook logo, a search bar, and navigation links for 'Home', 'Friends', and 'Profile'. The profile picture is a cluster of gears, and the name 'Acme Widgets Inc' is followed by a 'Like' button. Below the profile information is a cover photo showing people working at a computer. A navigation menu on the left lists 'Wall', 'Info', 'Discussions', 'Photos', 'Events', 'Welcome', and 'Policy'. The main content area features a post from 'Acme Widgets Inc' dated 21 June 2011 at 01:41, announcing the 'Gadgetron 2000'. A comment from 'Laura Davies' is visible. Below this is another post from 'Acme Widgets Inc' dated 19 June 2011 at 11:45, celebrating Father's Day. A large image of a car engine is shown with the caption 'First test of new MegaBlaster AX-23'. The right sidebar contains a 'Sponsored' section with three ads: 'Gegobot.com', 'We are your Army!', and 'ProductionBase'. The footer of the page reads 'Facebook © 2011 - English (UK)'.

Manage a simulated corporate Facebook page, posting updates and responding to comments



Helpful Technology

<http://helpfultechology.com> | hello@helpfultechology.com | 020 3012 1024 | @lesteph

Exercise only: this material is for simulation purposes only and does not represent real events

facebook

Search

Home Friends Profile



ACME KILLS

19,666

people like this

Likes

Boycott bp/ARCO

Real Coastal Warriors

April 22, 2011 : Energy revolution on Earth

The Gulf Coast DVD Project

Information

We are calling on all customers to boycott Acme Widgets products until the firm takes action to clear up the mess it has made and stops covering up the damage.

Administrator

Penny Ramsworth

Boycott Acme Widgets Like



Boycott Acme Widgets

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dolor quam, posuere in varius sit amet, pretium eu nibh. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent sit amet augue risus, sed interdum urna. Sed faucibus nisi in neque feugiat quis trincidunt felis pellentesque. Vestibulum ac neque ut justo tristique viverra non blandit orci. Sed viverra, erat id sodales eusmod, ipsum erat rutrum sapien, eu aliquam diam orci sed nibh. Nulla in dolor vitae massa ultricies mattis. Aenean leo felis, consequat non tristique molestie, faucibus vitae urna. Phasellus quis dictum nibh. Vestibulum posuere augue ut ipsum facilisis quis porta est fringilla.

21 June 2011 at 02:10 - Comments - - Edit



Sarah Sutcliffe Great idea, fully support!

23 June 11 at 21:34



Tracey Hart I'm a teacher in London and I think it's terrible that innocent young people have been allowed to be caught up in this business. I'm giving this my full support.

23 June 11 at 22:00



Penny Ramsworth (Administrator) Hi everyone, just to make the point again - this group was set up to call on people to boycott all Acme products until the company is able to prove that it is taking action over what is happening. Thanks again for your continued support - Penny,

24 June 11 at 12:00



Steve Roberts Totally agree that Acme need to pay for the trouble they're causing. Also think the authorities need to know that you shouldn't say a problem is contained when it clearly isn't!

24 June 11 at 12:02



Alice Paetel Something clearly wrong with Acme products and they're not doing anything - disgraceful

24 June 11 at 12:03



Laura Davies Think it's about time Acme were held to account. First they try to cover up the disaster and now they've started spreading it because they want to get what's left of their business up and running.

24 June 11 at 12:45



Sarah Khalil Great idea guys! No way I'm going near an Acme store for the foreseeable future.

24 June 11 at 13:00



Kelly Mangrove Think it's pretty clear that Acme can't be trusted!

24 June 11 at 13:42

Write a comment...

Sponsored Create an advert

Gogobot.com



Who would you rather travel with?

We are your Army!



Create your Army, fight with your friends and conquer the World. Play Social Empires!

ProductionBase

productionbase.co.uk



The online network for people working in TV, Film & Production. Need a Showreel? Create a Showfolio online.

Become an SEO Guru

quark.biz



Learn how to apply online marketing to your business! Use voucher code QTV-c8 for a 10% discount. Sign up today for the 6 week course.

Facebook © 2011 - English (UK)

...and deal with hostile spoofs and counter-campaigns, choosing how and where to respond



Helpful Technology

http://helpfultechology.com | hello@helpfultechology.com | 020 3012 1024 | @lesteph

Exercise only: this material is for simulation purposes only and does not represent real events

Mobile site Sign in Register A Test larger smaller About us Today's paper Zeitgeist

guardian.co.uk

Your search terms... Media Search

News Sport Comment Culture Business Money Life & style Travel Environment TV Blogs Data Mobile Offers Jobs

News

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pulvinar facilisis fringilla. Maecenas posuere fringilla metus ac faucibus. Donec eleifend blandit risus a volutpat.

Peter Walker
guardian.co.uk, 21 June 2011 13:04
Article history

In hac habitasse platea dictumst. Proin dapibus tellus nec enim molestie condimentum. Aenean ac orci a augue elementum blandit. Donec ac nisi eu libero venenatis venenatis vitae id quam. Ut nec augue vitae purus eleifend mollis. Aliquam sit amet ante at odio varius suscipit. Donec dignissim rutrum enim. In fermentum tortor tempor sit amet. Proin dignissim orci eget libero semper placerat. In nisi dui, tristique ut mollis at, portitor eget leo. Pellentesque vitae sem et quam rhoncus dapibus. Ut malesuada laoreet consequat. Aliquam ultrices nibh sed dui volutpat vulputate. Nulla sapien risus, elementum vitae suscipit a, posuere sit amet justo. Sed neque quam, tincidunt et varius id, aliquam id tellus.

Donec sollicitudin suscipit est tincidunt eleifend. Phasellus euismod, tellus quis ultrices pharetra, est quam semper quam, quis ornare dolor quam id lectus. Sed nec pharetra orci. Nunc congue, justo a vehicula mollis, leo purus accumsan mi, nec semper augue lectus id justo. Vestibulum vestibulum felis at diam suscipit laoreet. Suspendisse fringilla volutpat massa, et sagittis turpis venenatis a. Pellentesque portitor massa vitae felis laculis id consectetur nulla faucibus. In hac habitasse platea dictumst. Nam a accumsan nisi. Phasellus suscipit ornare nisi in faucibus. Praesent eu turpis leo. Morbi lacinia tincidunt malesuada. Praesent sit amet turpis nunc. Duis congue diam sit amet neque venenatis vestibulum. Mauris libero neque, feugiat eu pulvinar quis, pulvinar eu lacus. Nullam tortor

Tweet 0
Share

larger | smaller

Media
Marketing & PR

Business
Company - Travel & leisure

Related

27 Oct 2010
Sed a diam in est

22 Apr 2008
Lorem ipsum dolor sit amet

6 Aug 2008
Mauris mattis porta convallis

guardian/jobs

Find the latest jobs in your sector:

Arts & heritage	Health
Charities	Marketing & PR
Education	Media
Environment	Sales
Government	Senior executive
Graduate	Social care

Browse all jobs

media Search

Everest
New Business Manager
UK | Unspecified
HUDSON FUGGLE

On Media

Most viewed Zeitgeist Latest

- Last 24 hours
1. American anger at BBC World Service Trust's bid for US funding
 2. Libya's other war - between CNN and Fox News
 3. Today's media stories from the papers

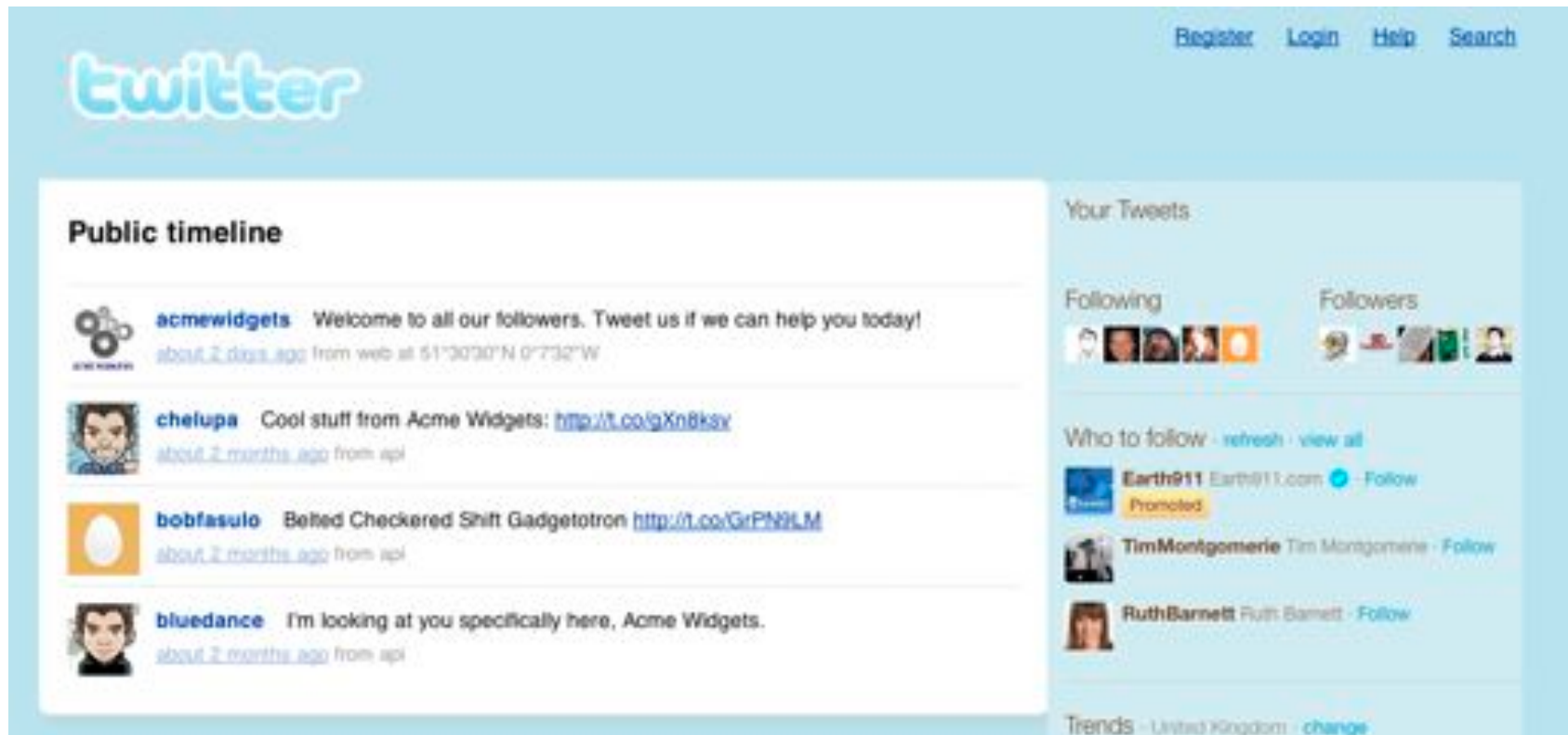
Decide how to respond to simulated mainstream media coverage



Helpful Technology

http://helpfultechology.com | hello@helpfultechology.com | 020 3012 1024 | @lesteph

Use a fully-featured Twitter simulation, including hashtags, replies, RTs and messages



Social Simulator: Exercise Control Panel

Participant dashboard | Newsroom | Twitter

Deploy

Live tweet

User:

Message: under 140 characters

Recent tweets

- acmewidgets: Welcome to all our followers. Tweet us if we can help you today! [X]
- chelupa: Look at this beauty! http://twitpic.com/30fmd [X]
- anizahou2569: I've become the mayor of Acme on Foursquare! http://4sq.com/3jvl [X]
- DrThunderpumper: ACME GADGETOTRON 2000 NOW ON EBAY: http://socs.im/efe0f [X]
- bluedance: Hearing disturbing things about Acme Widgets' attitude to product safety: http://socs.im/r03 [X]
- belhysys: @chelupal Nice one mate! [X]

Monitor

Latest published inputs:

- 08:28, December 19: Lorem Ipsum Dolor Sit Amet
- 22:40, August 2: Stakeholders do lorem ipsum log
- 22:32, August 2: More lorem ipsum media coverage

Latest from participant Newsroom:

- 17:21, June 9: Sample press release

Latest from @acmewidgets:

- acmewidgets: Welcome to all our followers. Tweet us if we can help you today!

Manage

Scheduled tweets

- 1. Background tweets
- Day 1. First event
- Day 1. Second event
- Day 2. Third event

Users

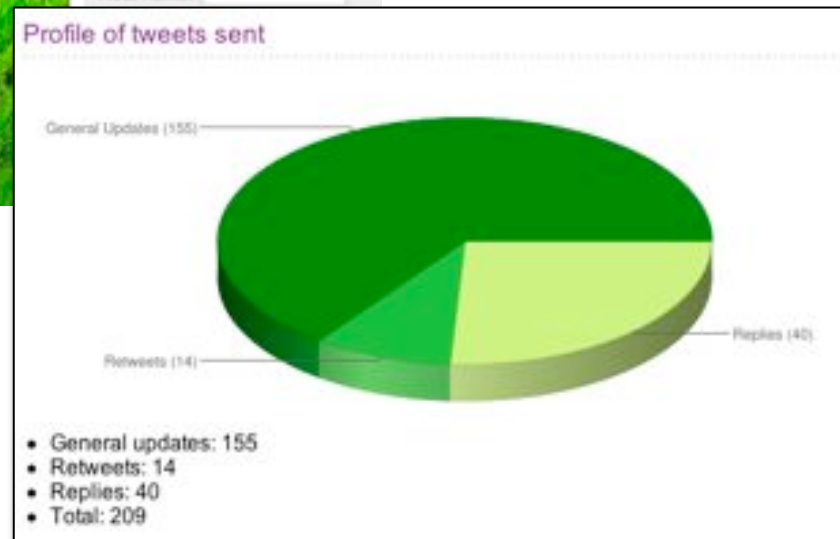
Create twitter user

Username:

Real name:

Whilst facilitators and role-players can deploy tweets, blog posts and messages in bulk from a unified control panel, making the exercise feel realistic and responsive

Realtime analysis of how Twitter is being used by participants:



About Helpful Technology

[Helpful Technology Ltd](#) is a digital engagement agency, helping clients use digital tools and techniques to work more effectively and save money. It:

- offers no-nonsense **advice and strategic plans**, based on a solid understanding of clients' goals and the context they work in
- working with others and by ourselves, **builds and implements** a range of tools and websites, putting these principles into practice with an eye on the user experience and building sustainable relationships with audiences and clients
- delivers **training, coaching and mentoring** to people interested in doing this for themselves, helping to develop skills and confidence
- offers its own **products** – platforms and services to help clients learn and publish at low cost, including [Read+Comment](#) and [The Social Simulator](#)

The company was founded by Steph Gray, a former Head of Digital for a major UK government department with top 10 digital agency experience.

