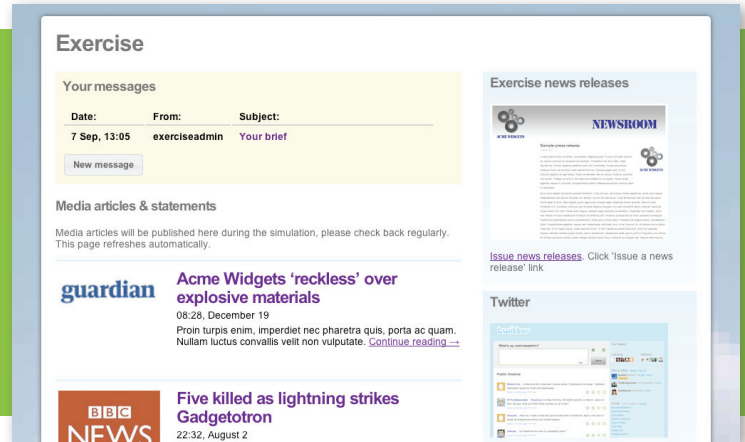




The Social Simulator

How would your team handle social media in a crisis?

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



Typically, there's at least a five-fold increase in the use of social media to question, discuss and comment during the first 24 hours of an emergency or PR crisis.

Journalists scour Twitter for sources and contribute live reporting from the scene. Concerned relatives and staff will post questions on your Facebook page. Volunteers will be mapping events and updating Wikipedia pages. Pictures and films will be on YouTube and Flickr before they make the news bulletins.

The basic communication challenge remains the same: when a crisis happens, people turn to the emergency services and trusted organisations for timely, accurate and consistent information.

Is your team ready for the challenge?

Find out more

- +44 (0) 20 3012 1024
- hello@socialsimulator.com
- www.socialsimulator.com
- @socialsimulator

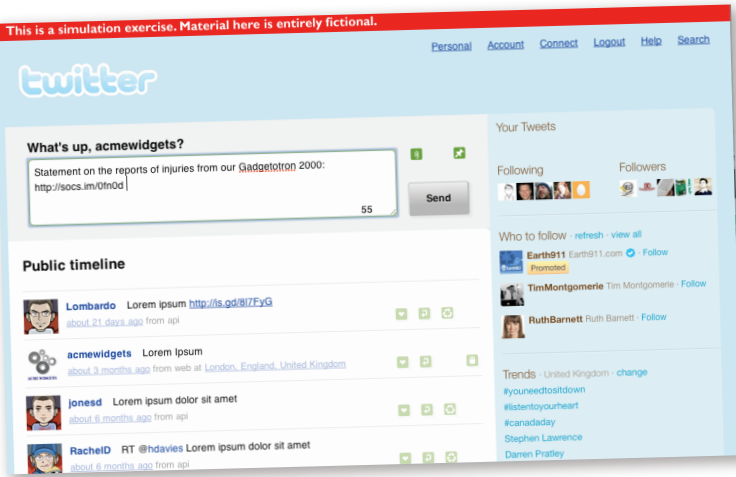
The Social Simulator uses innovative software to simulate interaction via commonly used social media platforms including Twitter, Facebook, blogs and online media articles. This is backed up by real-life specialist social media role players who provide citizen, media and community reactions as part of a realistic, real time scenario. The Simulator is designed for groups of any size, and can take place on-site or remotely across multiple locations.

Our platform has been deployed to train communications, policy and front line staff in a variety of sectors using a number of scenarios:

- Terrorist attacks on a major transport hub
- Leaked report spreads anger about a government policy
- Reports of malfunctioning prescription medication
- Virulent tropical illness forces relocation of company staff to alternative premises
- Military aircraft crash in the Middle East
- Piracy in the Indian Ocean

Our simulations are designed with you and your team to ensure a realistic and convincing scenario.





Adapt your Crisis Management Plan for social media

Use the Simulator as part of crisis management exercises to see how teams cope with social media inputs. Analyse the profile of teams' responses in a follow-up debrief and training session.



Practice behind closed doors

Run a full-blown crisis exercise on a private server, behind industrial-strength security. Built-in private messaging and URL shorteners, to keep the exercise private.



Respond to realistic media stimulus

Ensure teams across multiple locations access breaking news reports simultaneously, with the realistic look and feel of global media organisations. Handle fast changing news reports which adapt in realtime to reflect the social media discussion around the crisis.



Clear your lines

Test your internal and stakeholder communications, incorporating social media profiles for journalists and key external contacts. Push your teams to pick up and route enquiries to the right place, whether they're from customers, journalists or staff.



Stress-test communications teams

See how your existing social media management policies fare in a full-blown crisis. Clear your lines of communication between press, PR and digital teams, to ensure statements with the right tone and style can be delivered quickly.



Craft messages for instant crisis communications

Push teams to adapt messages for multiple social media in realtime, including lifelike interactive simulations of Twitter, Facebook and your own website. Handle hostile boycott campaigns and hashtags.

After the 2011 English riots, citizens mobilised to 'clean up' parts of their neighbourhoods to show solidarity in a crisis - using some of the same social tools and networks the rioters themselves used.

Local authorities, councils and emergency responders participated and highlighted these efforts to encourage positive community initiatives and counterbalance the often negative press coverage.

In spite of these positive efforts to harness the power of social media, public sector organisations are often criticised for a lack of engagement or 'getting it wrong' in times of crisis.

Five days in August, a report on the 2011 English riots, highlighted that:

'The ability to use social media effectively was clearly identified as a major weakness for authorities and the police. They need to be able to use it both to gather and use information and to communicate messages to communities, businesses and individuals. This needs to be urgently addressed.'

