



February 26 – March 1, 2012 ♦ Phoenix, Arizona

Online and Social Media Tactics

Fred deSousa, Los Alamos National Laboratory

Communicating during a crisis



Correcting erroneous information



Twitter followers

May 2012: 1003 followers



August 2012: 2045 followers

Example tweets



LosAlamosNationalLab

Reply Retweet Favorite · [Open](#)

[#NM](#) fire: Neither nuclear nor hazardous materials ever in harm's way, thanks to actions taken by fire & emergency crews.



NMBobblehead @NMBobblehead

1 Jul

Information on [@LosAlamosNatLab](#) protection of nuclear waste during Las Conchas fire. kob.com/article/storie... [#nmfire](#) [#smem](#)

Retweeted by LosAlamosNationalLab



LosAlamosNationalLab @LosAlamosNatLab

30 Jun

[#NMfire](#): McMillan: We're not seeing anything so far in air samples that's unusual--nothing you wouldn't see with any other forest fire in NM

Responding online

- Comments appear directly below problem story, rather than a later correction or letter to the editor
- Unfiltered: In general, comments are not edited, vs. corrections or letters to the editor
- Always identify yourself as a spokesperson for the client
- Remind employees of company public communication or social media policies
 - Public communication is likely already covered by existing policy
 - May require a slight revision to include pseudo-public venues, such as Facebook