

**UPTOWN
STUDIOS**
DESIGNS FOR SOCIAL CHANGE



Social Media Post-Tragedy Communication



Tragedy has struck – how will your organization react?

While there is no single answer on how to act on social media during and/or after tragic events, we believe there are steps that can be taken to ensure that your organization acts with care and consideration of those affected whether you decide to vocalize your support or not.

The strategy in this document breaks down the steps Uptown Studios will take, as your social media manager, to ensure that your organization reacts appropriately during and after a national tragedy.

STOP

Pause posts and notify client

When disasters and emergencies strike, we rarely get all the details at once. In this day and age, it seems there is constantly some piece of sad news; it can be hard to tell what will become a national tragedy.

We are here to help you monitor the news and react appropriately.

As soon as we hear news of a national tragedy, we will immediately pause any messages scheduled to post that day. We will notify the client as soon as possible, informing you of the news and that your posts have been paused for 12 hours.

PLAN

Comment or go silent

Now that your posts have been paused. It is up to you whether you want to post a comment of support, remain silent, or continue to post, with care.

While we will evaluate and offer specific recommendations for each event as it occurs, ***we recommend a buffer period of 6-12 hours before continuing with “business as usual.”***

This buffer period does not mean you have to go silent.

If you would like to post a comment of support, we will schedule this right away. If you would like help crafting this message, our team is here to help ensure your organization posts with care and sensitivity,

EVALUATE

Re-evaluate planned messages

So now it has been 6-12 hours, your organization is comfortable with its decision to either post in support or show sensitivity through silence, but it is time to return to business.

It is OK to continue posting, in fact it is recommended, but first we will re-evaluate any previously planned posts.

What may have seemed appropriate before the tragic event may now be misconstrued and seen as insensitive. For example, it may not be the best time to elicit donations to your cause while there is a national cause clearly in need of support. If the tragedy happened at a particular kind of event, for example the Boston Marathon, we might hold off on promoting local marathons for the next few days.

Again, each event will have to be individually evaluated and recommendations will be offered at that time.

PROGRESS

Move forward with care

With any tragedy, it is likely that news will continue to develop in the days, weeks, even months ahead. We do not recommend pausing your posts every time a detail is unveiled.

It is important to move forward, but move forward with care.

We will continue to monitor the news closely, especially in the week following the event, and work to make sure each post is appropriate both in content and timing.

As more news on the event develops, we will also recommend posts as we see fit. For example, depending on your organization, it may be appropriate to share with your audience how they can donate funds to support victims and recovery funds, or to provide mental health tips after a tragedy.



Uptown Studios has been a creative source in Sacramento since 1992 - a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training. We do not outsource our work - it is done by our team in Sacramento, California.

Visit our website to find out more about us.

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