Using Social Media tools in Crisis Response & Reputation Management

Wendy Clark
Manager, Social Media, General Motors
Social Media Engagement June 1-5

- Created extended Social Media team to engage GM Communications team to support Plan B communication efforts
  - Represented at least one member from Brands, Regions, Manufacturing, Marketing, Product Planning, Technology, Finance, Corporate, Policy and Design
- Live “Tweeting” from GM Communications team during executive broadcast interviews, sales call, press conferences and congressional hearings
- Rapid Response engagement via Twitter, Facebook, YouTube and influential blogs
- Fastlane posts from Fritz Henderson
- Live chats with Ray Young (Twitter) and Fritz Henderson (Fastlane)
- NPR Planet Money Podcast with Ray Young
- gmreinvention.com was built to include social network sharing tools
June 1-5 Highlights: Twitter

Making use of the @GMBlogs Twitter account, members of the social media team responded to questions, comments and concerns on the site all week long.

The team also live-Tweeted press conferences and media calls that would have been otherwise unheard by the Twitter community.

Communication employees on twitter collectively have more than 30,000 followers.

Overall, the community was impressed with GM’s use of Twitter to communicate news during a corporate communications crisis. Several local news outlets published the GM Twitter badge on their own web sites during the announcements.

Notable comments:

- Live from New York! It's our bankruptcy proceedings twitter feed! GM breaks new territory into corporate lifecasting with @GMBlogs -@JonnyWon

- @GMBlogs is on fire today. Not a plug, but in the olden days, a company would be hiding in cave on a day like 2day -@APAutoWriter
June 1-5 Highlights

YouTube

- Nine new videos were posted to YouTube in conjunction with the launch of the RE:invention Web site.

FastLane Blog Posts

- GM Drives for Open Communication – Fritz Henderson – June 1, 2009
- Keeping the Conversation Open – Fritz Henderson – June 2, 2009
Webchat – Fritz Henderson – June 4th
Webchat – Fritz Henderson – June 16th
Twitter chat – Fritz Henderson – June 16th

Facebook - Facebook.com/generalmotors

- Videos and comments posted to the page since June 1 have received more than 750 comments. 1,511 fans have made use of the new Facebook interaction tools by “liking” the posts since June 1st.
The news on June 1 caught nobody by surprise - bloggers re-posted the details of the announcement to start the day, and then coverage shifted into "what does this mean for..." be it an owner of a GM car, towns where plants will close, etc.

The first day’s blog coverage did not include a lot of news about GM's use of social media. Most of that coverage was found on Twitter. However, prominent blogger Chris Brogan's blog post, "Pay Attention to GM this Week," was a catalyst in steering people who might not have otherwise followed GM on Twitter or followed the news as closely.
There’s been no greater use of social media during a crisis moment than GM’s use of these tools during the past week. GM’s head of social media Chris Barger took some time out of his incredibly busy week to answer some questions on GM’s efforts this week, and moving forward.
Social media in crisis response: Video

62,051 views (as of June 11, 2009)
Social media in crisis response: Blogs

Webchat: Ed Peper Answers Your Questions About Chevrolet

Please join Ed Peper, GM North America Vice President, Chevrolet, right here on FastLane on Wednesday, June 10 at 3:30 p.m. Eastern Time for a one-hour live chat to address questions about the present and future of Chevrolet.

Looking forward to hearing from you - Adam Danielson, Assistant Manager Chevrolet Communications

GM Drives for Open Communication

By Fritz Henderson
President and CEO

Today marks a defining moment in the history of General Motors. Our new fast-track plan to form a leaner, quicker, more customer-focused, more cost-competitive company has the support of the U.S. government. It also incorporates the terms of our recent agreements with the Canadian government, the UAW and GMW unions, and a substantial portion of GM’s unsecured bondholders.

This New GM will be built from the strongest parts of our business - including our best brands and products. It will have a dramatically stronger balance sheet, with far less debt, which will allow us to better invest in our business and our future. It will have fully competitive labor costs and the ability to generate sustained and positive bottom-line performance.

We’re committed to open communications and I am personally putting a high priority on transparency. One way we’ll do this is by launching a series of live web chats on this website. I’ll look things off later this week for one hour on Thursday, June 4 at 3 p.m. EDT. Following me, a steady stream of GM leaders from throughout the company will host additional chats, about two a week, on whatever topics are of most concern to you.

Today marks the beginning of what will be a New GM dedicated to building on only the very best of our recent progress in fuel efficiency, world-class quality, green technology development and outstanding design. Above all, the New GM will be redefined for our customers. We don’t do that by working in a bubble. We do it by engaging with you, our customers and critics, our partners and champions who are interested in our progress. I hope you’ll join us as we begin a new and better era for General Motors.

(To read a Spanish translation of this post, please click here.)

(Note: Below is video of Monday’s press conference with Fritz Henderson. - Will Stewart, blog editor)
18,381 fans (as of June 11, 2009)
Social media in crisis response: The Web

re: invention
Your window into the reinvention of GM.
See how we’re reinventing the automobile and our company.

A clip from GM CEO Fritz Henderson's June 1 address to employees

GM CEO addresses employees

re: progress

GM Opens Largest, Most Advanced Automotive Battery Lab In The U.S.

Fritz Henderson’s Senate Testimony on Dealer Consolidation

General Motors, Penske outline proposed deal for purchase of Saturn

Summary FAQ on GM’s Chapter 11 Filing

>>See all progress reports

QUESTIONS ABOUT GM’S RECENT COURT FILING?

>>Learn More

>>Learn More

>>Learn More
Social media in crisis response: The Web

gmreinvention.com

FEATURE STORY
Live That Transcript with Ed Peper, Vice President, Chevrolet
On Wednesday, June 10, Ed Peper, Vice President, Chevrolet, held a live Q&A session answering your questions about the Chevrolet brand.

LATEST HEADLINES
GM Tweaks Dealer Rules®
Source: Detroit News
Date: June 10, 2009

GM 2010 Chevrolet Equinox: First Drive®
Source: Jalopnik
Date: June 9, 2009

GM Irate at Huffington Post Blog
Critical of Design and Old White Guys®
Source: Edmunds Inside Line
Date: June 9, 2009

Meet our contributors
Frank Weber
Global Vehicle Line Executive & Chief Engineer

Ed Welburn
GM Vice President
Global Design

Ray Young
GM Executive VP
and CFO

You deserve the latest information about the reinvention of GM from the people hard at work making it happen. Meet the men and women who will share news on our progress with you.
GM Social Media: History

- “FastLane” blog launched, January 2005
- “FYI” blog launched June 2006
- Blogger relations function established early 2007
- Facebook presence established (via group interactions as well as pages/widgets) July 2007
- Twitter (@gmblogs) established January 2008
GM Social Media Team: Philosophy

- The GM Social Media team is responsible for reaching new audiences, bloggers and other key influencers that live in the online world. We continue to educate communications and marketing colleagues throughout the globe on the importance of social media, how to embrace it, and how to engage in conversations that are taking place online.

- **Intense** sense of urgency; there is no tomorrow
- Let nothing factually inaccurate go unchallenged
- Be humble and acknowledge mistakes and past sins — **without** simply falling on sword
- Remember the goal: win **affinity**, not just self-defense
- Be **human** in our interactions, not just messengers