

VELO

SOCIAL INTERACTION CELL



SHAHLA HAMEER NAREJO

WE ARE A COMMUNITY

Social Media is a highway –
A Two-Way Street With
Many Lanes.



If the traffic on the street is ignored, accidents occur..
Similarly, if brand ignores the customer query they lose the customer. Thus, for a two way conversation to work, speedy responses are required.

First response in

1 HOUR

42%

Consumers expect
A response on social
media within 60
minutes.

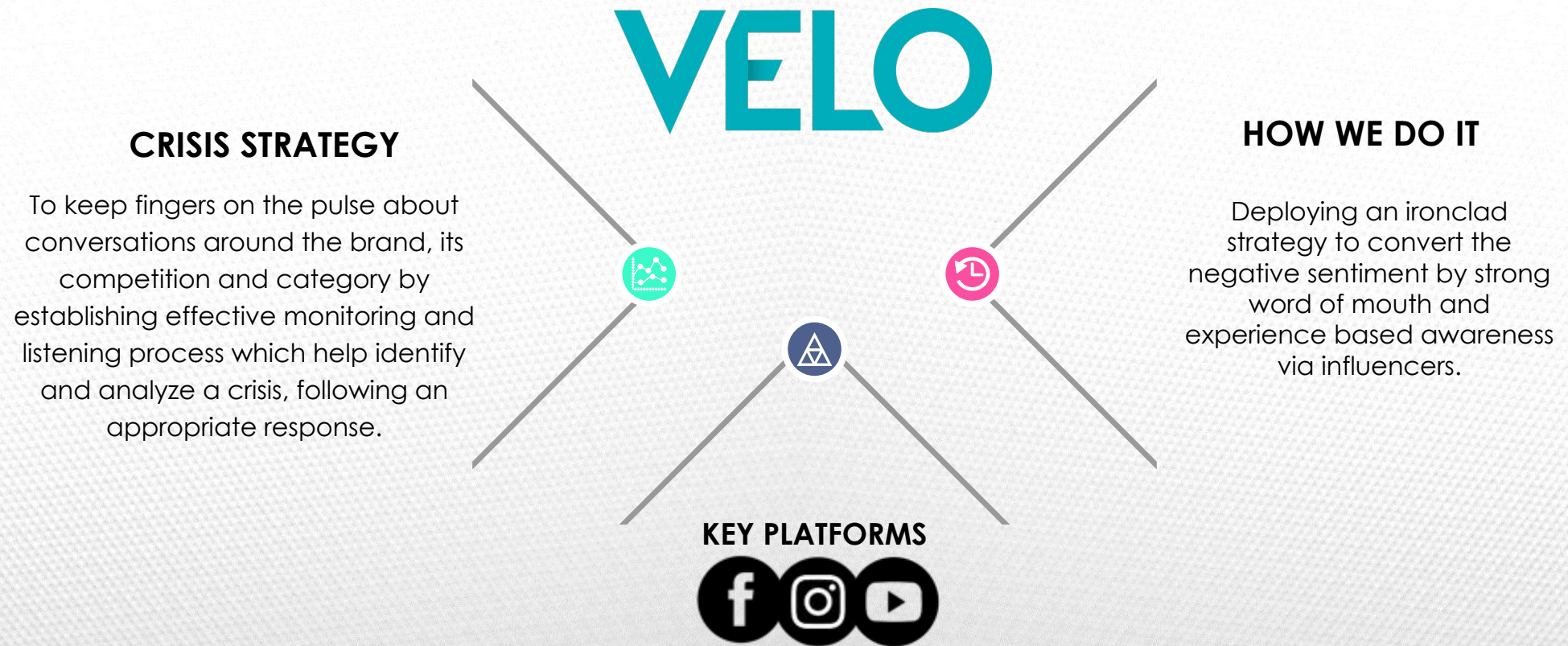
Time To Response



CRISIS MANAGEMENT

Social Listening and Crisis Management go hand in hand

MANAGING CRISIS SITUATION



THREE PILLARS OF CRISIS MANAGEMENT

LISTEN
Social Interaction Cell



INTERACT
Stealth Activation



INFORM
Internal Process Implementation

OPTIMAL ROADMAP FOR A CRISIS SITUATION

The social content should be continuously optimised through social listening and learning.

COLLECT

Collect Keywords or the topics being discussed around the brand such as; Foreign brand, Illegal, Unethical etc.

Keep A Close Eye

SET UP

Set up social listening, either manually or by an external listening tool.

Gather The Topics

MONITOR

Monitor and receive alerts 24/7 to track the conversation.

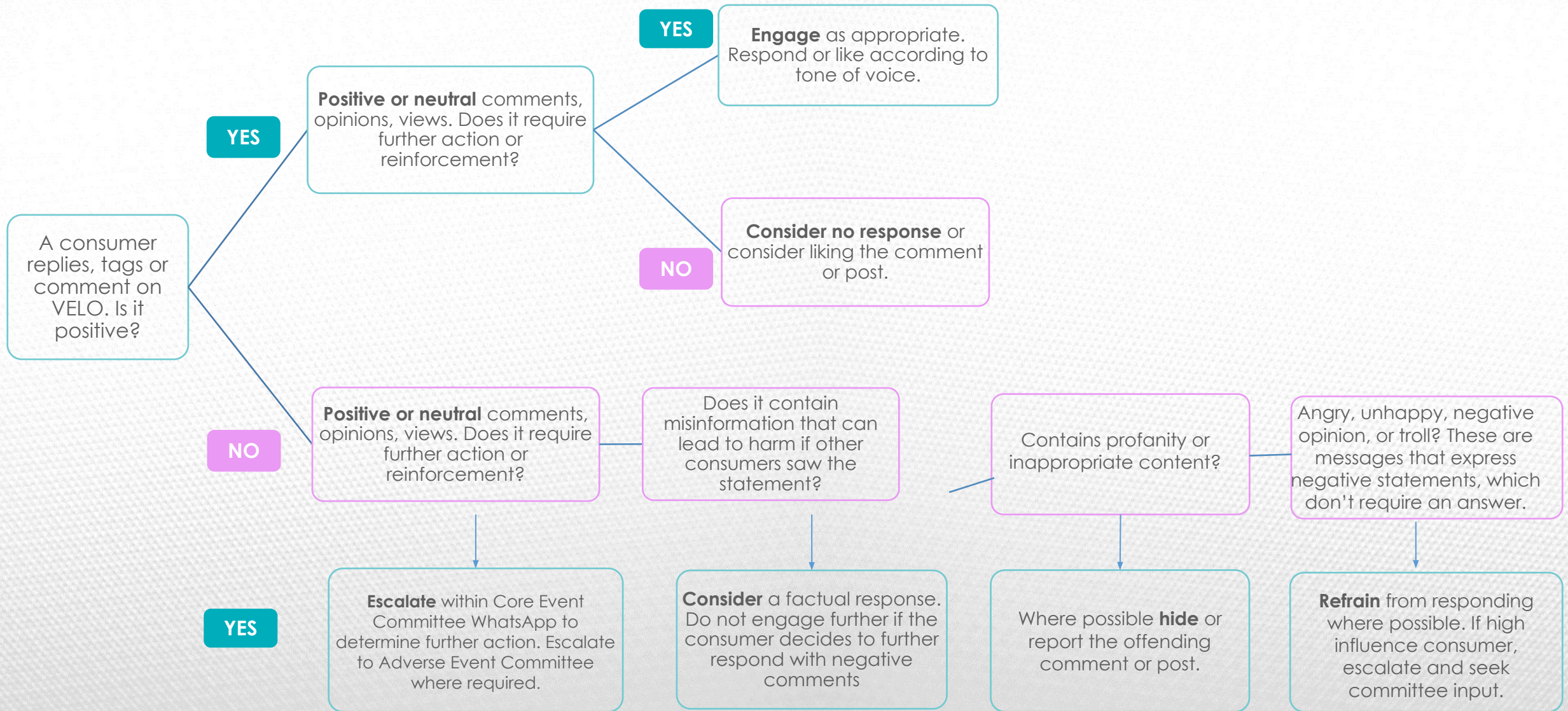
Be Alert

ESCALATE

Have an escalation plan in place either by responding to the customers or by onboarding seeders to turn negative sentiments into positive ones.

Reverse The Sentiments

FRAMEWORK FOR VELO



THREATS ON THE BRAND



POTENTIAL THREATS

CAMP (Collection, Analysis, Monitoring & Prevention) of adverse effects



CLASSIFICATION OF THREATS

ON THE BASIS OF INTENSITY

FLAG



BLUE

- Mention VELO's name
- Criticize but in general, or in doubt negative question
- Conversation is on 01 topic/thread, has less than 10 comments, with neutral response or just following.
- Posted by known publishers

ACTION

BASED ON THE NATURE OF CRISIS

Deploy influencers to spread positive image of the brand

Report VELO team via email/report

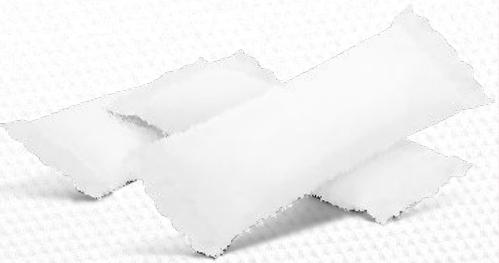
DO NOT RESPOND!

At the time of crisis, either one of the above or a combination of the above actions can be taken to counter the situation

CLASSIFICATION OF THREATS

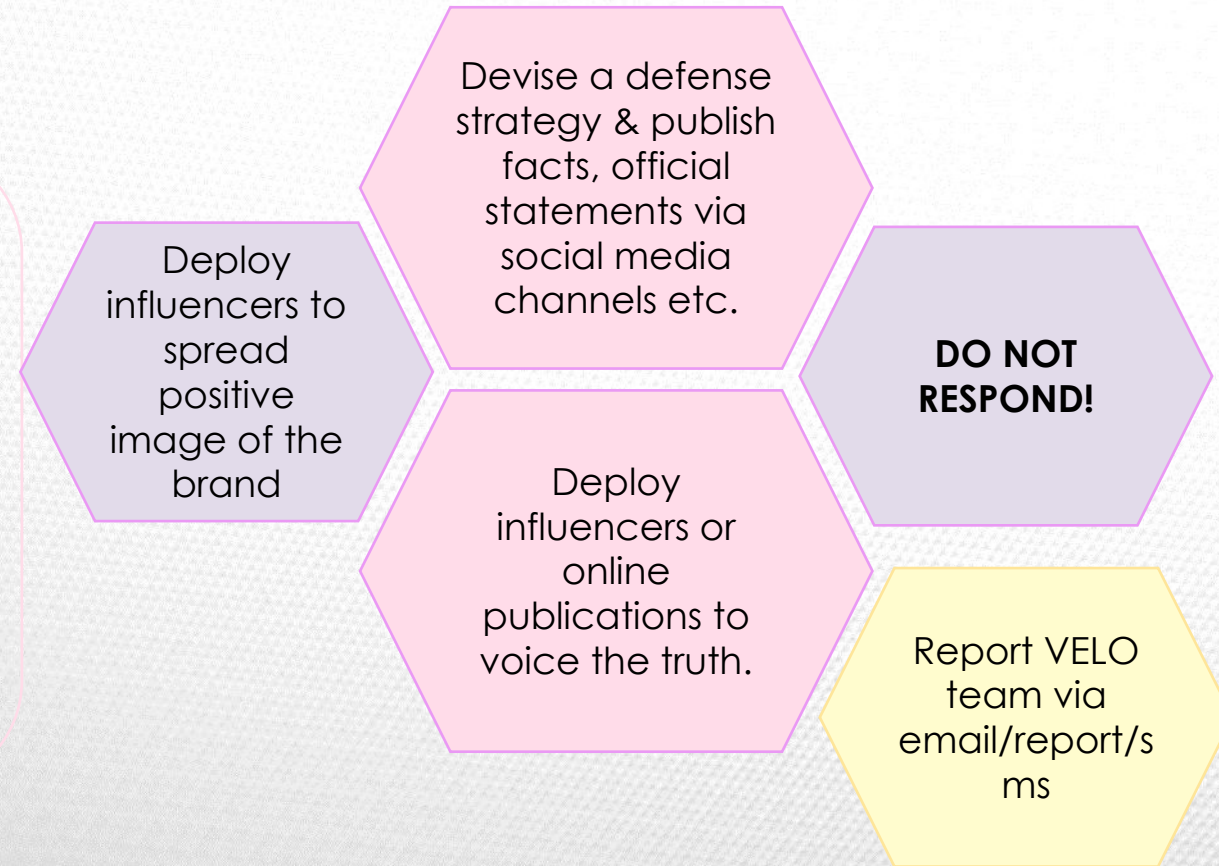
ON THE BASIS OF INTENSITY

FLAG



YELLOW

- Mention VELO's name
- Directly criticize brand, with specific evidences.
- Conversations spread out to less than 03 topics/threads on social media, have less than 20 comments, with negative & neutral response
- Posted by hot forums, hot bloggers/KOLs...

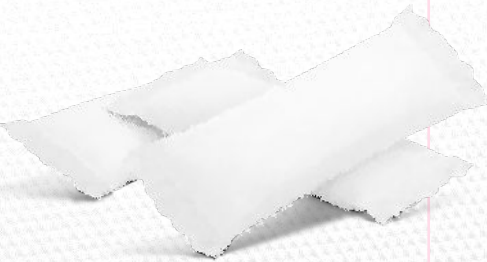


At the time of crisis, either one of the above or a combination of the above actions can be taken to counter the situation

CLASSIFICATION OF THREATS

ON THE BASIS OF INTENSITY

FLAG



RED

- Mention brand name
- Seriously directly criticize brand, with proven evidences.
- Call for boycotting brand.
- Conversations spread out to more than 03 topics/threads on social media, have more than 20 comments in less than 4 hours with negative responses
- Posted by news websites, hot forums, hot bloggers/KOLs

ACTION

BASED ON THE NATURE OF CRISIS

Deploy influencers to spread positive image of the brand

Report VELO team via email/report/sms

Devise a defense strategy & publish facts, official statements via social media channels etc.

Deploy influencers or online publications to voice the truth

Halt all on-going campaigns and conversations

Counter crisis by distracting the audience towards something else

At the time of crisis, either one of the above or a combination of the above actions can be taken to counter the situation

INTERNAL PROCESS IMPLEMENTATION

FLAG
BLUE

Email -> VELO Team-> Direct response -> DIGITZ TEAM responds
Action Time: **Less than 3 hours**

FLAG
YELLOW

Email & SMS/Whatsapp -> VELO's POC -> Takes Decision & Directs Response -> DIGITZ TEAM responds
Action Time: **1-2 hours**

FLAG
RED

Call, SMS/Whatsapp -> VELO's POC -> Takes Decision & Directs Response -> DIGITZ TEAM responds
Action Time: **Immediate**



HOW WILL WE KEEP OUR RESPONSE TIME TO THE MINIMUM?

(AUTO GENERATED MESSAGES)

Instant Replies: Instant Replies are messages sent automatically as your Page's first response to new messages

Saved Replies: A feature that allows us to quickly respond to incoming inquiries with canned (pre-written) replies

Away Status: When the status is **(AWAY)** The responsiveness metrics for those messages will be calculated based on the time at which your Page becomes available again

HOW WILL WE FORWARD ANY QUERIES AND REPLY TO THE CUSTOMERS AFTER WORKING HOURS

(7 pm to 11 pm) ?

Moderation & query handling is majorly done during office hours which is 10 am – 6 pm, the queries received after office hours will be entertained the next day

During Weekends:

Moderation during weekends are managed via Facebook pages manager however we notify the client if any alarming situation comes up

ANALYSIS AND REPORTING



COMMUNITY REPORTING

ANALYTICAL TOOLS FOR SOCIAL LISTENING & COMMUNITY MANAGEMENT

 **Meltwater** A global media intelligence tool to monitor and listen conversations around the brands in real-time and help the brand grow.



BI-WEEKLY REPORTING SYSTEM

Bi-Monthly reports are shared with team which include a round up of; Conversation Volume, Conversation Sentiment, Keywords w/ brand etc.



DAILY MODERATION & COMMUNITY MGMT

Removal of spam and respond to questions, 3 times during office hours and 2 times after office hours.



WEEKLY TAGGING & SENTIMENT CHECK

Obtaining the right sentiment of conversations, Two Times A Week

CRISIS RESPONSE IMPACT



VELO Crisis Management Sequence



Velo Crisis Response Timeline

Official Statements

Public statements shared across social media and press release published



Initial Response

Auto-replies acknowledge customer concerns and investigation



Escalation Protocol

WhatsApp Core Event Committee activated for rapid response

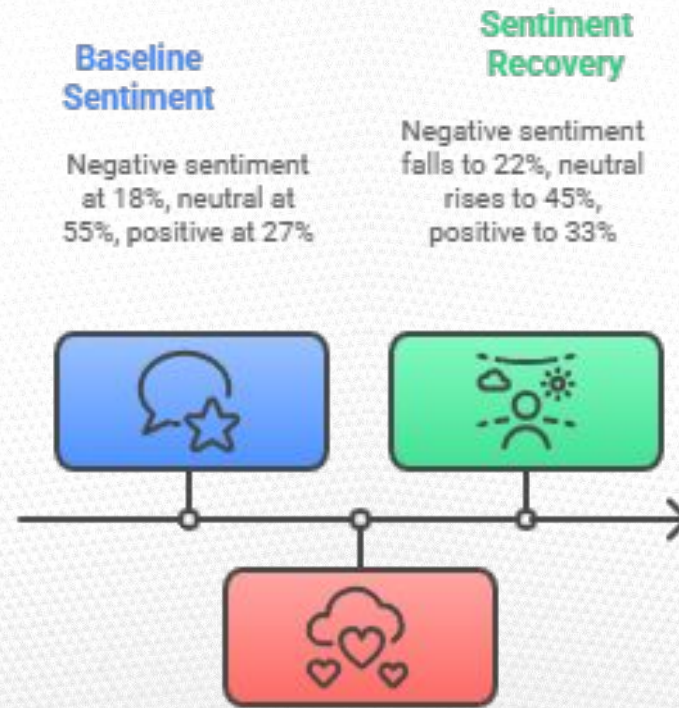


Monitoring Begins

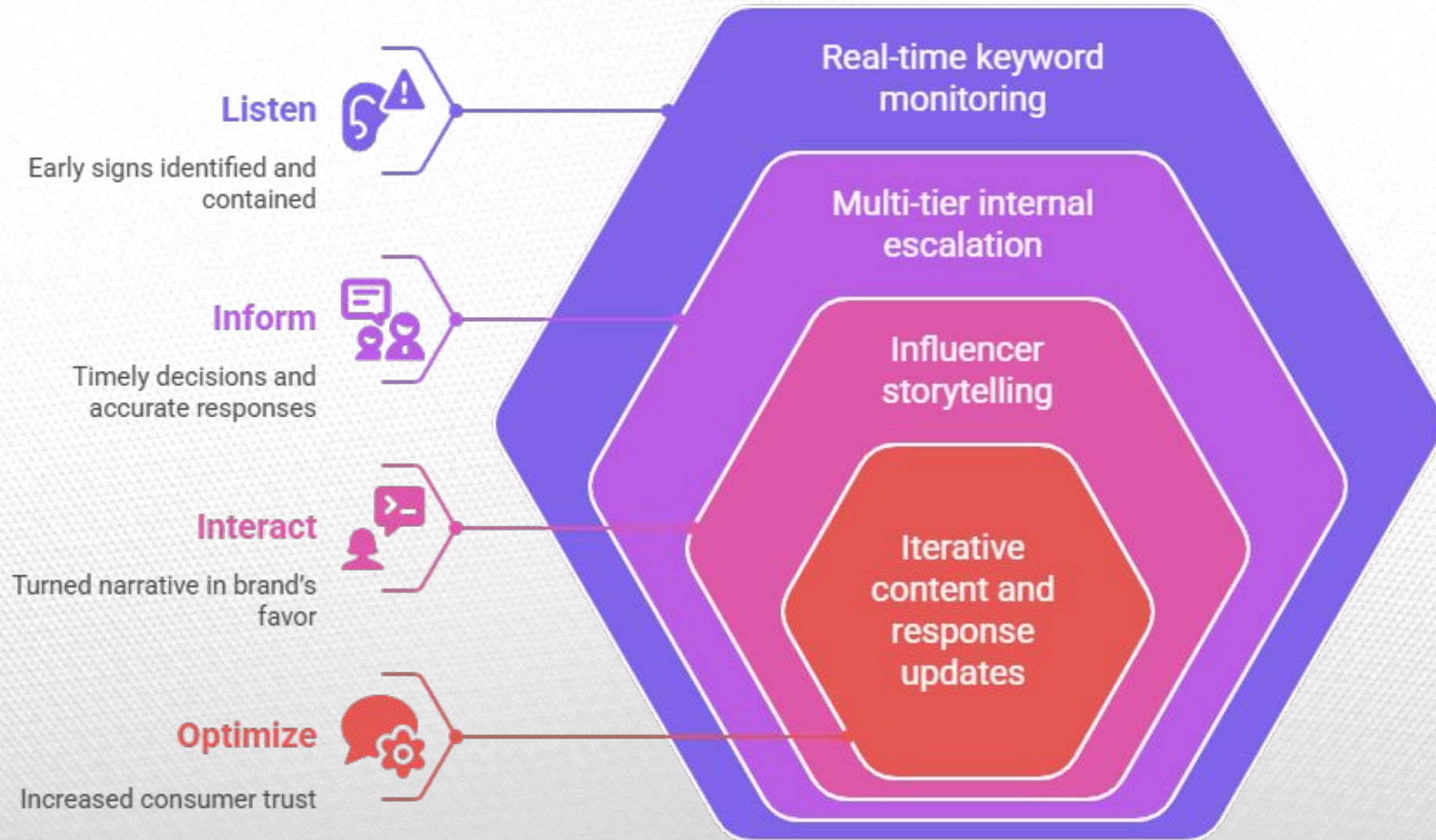
Real-time social monitoring initiated, 12,000+ mentions identified



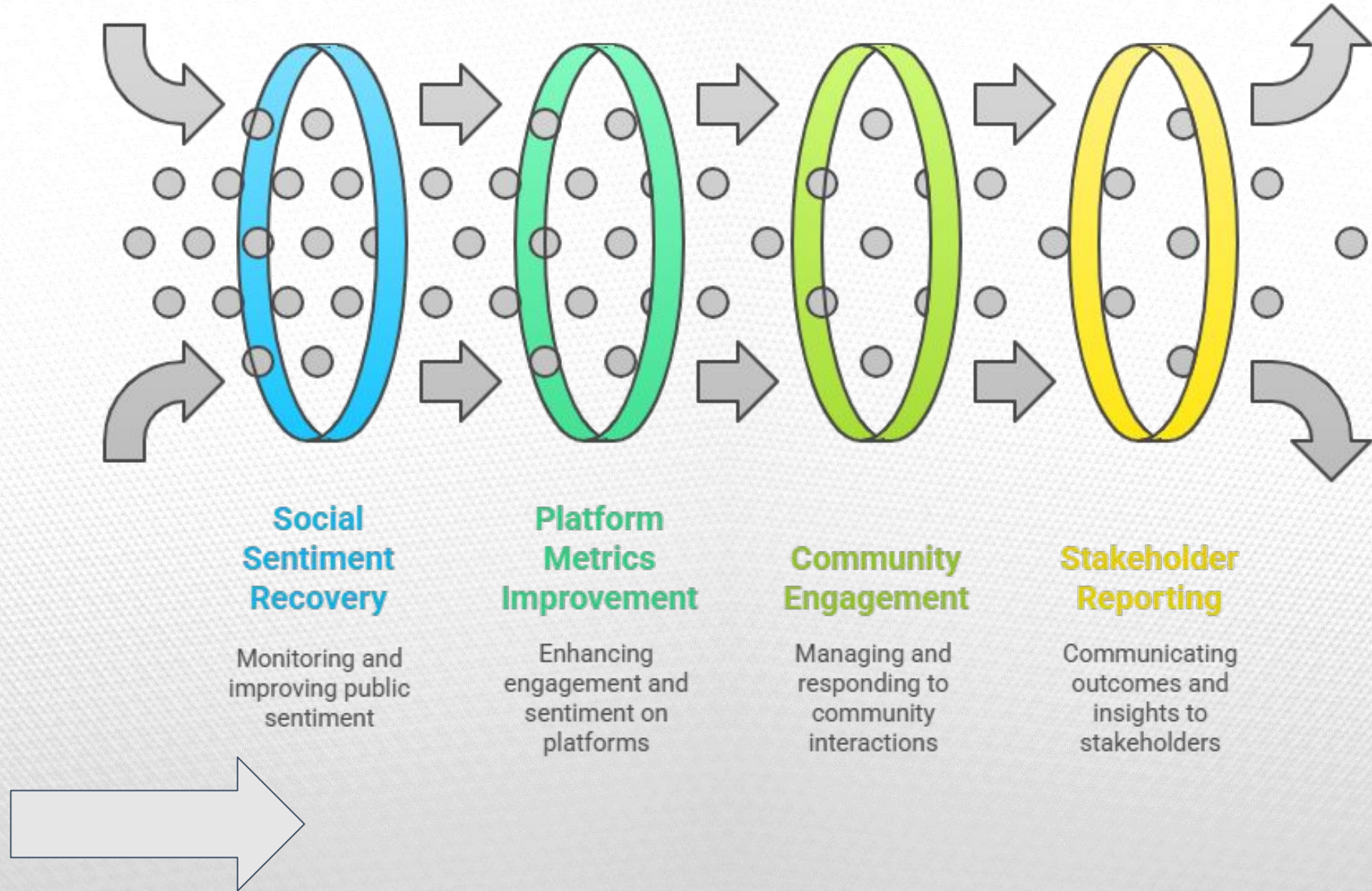
Crisis Response Outcomes and Impact



Velo's Narrative Management



Crisis Plan Effectiveness Funnel



THANK YOU!

