



DELAWARE HEALTH CARE FACILITIES ASSOCIATION

# Webinar

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**VIA ZOOM: Thursday, February 17, 2022 2-3 pm**

## **When Social Hits the Fan: How to Prepare for and Manage a Social Media #FAIL**

Social media has changed how organizations must plan for and react to crises. Most organizations, however, do not have a reputation management strategy and aren't prepared to manage a potential PR nightmare that starts on one online site, quickly expands to others, and jumps the fire line into business or even general news.

### **Learning Objectives**

- Understand the importance of online reputation management. Learn about the changing dynamics social media has caused, such as how social media has affected the news media, how people interact, create community outrage, change expectations, etc. Also, how it is more important now than ever to be listening to the conversations.
- Learn the basics of online reputation management and integrate social media effectively as part of protecting and capitalizing on opportunities for your business. Having a good foundation is critical in managing a crisis successfully. I will share the building blocks essential for a solid plan, including the importance of monitoring your brand and listening to social media as an early warning system and a means of sampling community sentiment. There will be examples of organizations with solid listening capabilities, such as FedEx and McDonald's.

**Ann Marie van den Hurk, APR, MSM** brings 25 years of experience providing executives and boards with solutions. She blends her professional expertise in IT, operations, reputation management, and crisis communications to give sound counsel to executives. She is owner of Mind The Gap Cyber, a crisis management consultancy. Mind The Gap Cyber specializes in proactive crisis communications and small business cybersecurity strategies to mitigate risk and make your business more resilient. Working directly with small business owners, Ann Marie assesses and develops incident response and crisis communications plans.

***This will be delivered via Zoom. 1 continuing education credit for NAB and the Delaware Board of Nursing has been requested for this session. To receive credit, you must attend the entire session.***

# DHCFA Webinar – Thursday, February 17, 2022, 2-3 pm via Zoom

## REGISTRATION

Email to: [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org)

OR FAX to 302-239-6895 OR mail to DHCFA, 501 Silverside Rd. Suite 51, Wilmington, DE 19809

Please Register ASAP.

**\$20 for members, \$30 for nonmembers**

TOTAL FEE \_\_\_\_\_

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\_\_\_\_\_ **By check**, payable to Delaware Health Care Facilities Association.

*NOTE: webinar link will be released when payment is received.*

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**Fax to: 302-239-4214 Questions to: Tomi Morris, [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org) or 302-235-6895**