



Protecting  
Reputation

# Protecting your reputation in the age of social media

A large industrial ship, possibly a tugboat or offshore supply vessel, is illuminated with bright lights and is surrounded by a large flock of birds flying in the air. The ship is positioned in the center of the frame, with a smaller tugboat visible to its left. The background shows a sunset sky with orange and yellow hues, and a distant shoreline with industrial structures and cranes.

ETA Conference  
Antwerp, May 17, 2018

# Media trends

Increasingly sophisticated  
mobile technology

The old firewall has gone  
forever



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## United Airlines: Eyewitness on how passenger was dragged off plane

11 April 2017 Last updated at 16:32 BST

United Airlines has been severely criticised after a passenger was forcibly ejected by airport security staff from one of its oversold flights, after no one volunteered to leave the plane.

The passenger who was sitting next to the man taken off the flight told BBC 5 Live radio that the 69-year-old was "dragged off" the plane.

She said that the officer was "very direct with his words".

*This clip is originally from 5 live Phil Williams on Monday 10 April*

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## White House: United Airlines incident 'troubling'

11 April 2017 Last updated at 20:16 BST

White House press secretary Sean Spicer says footage of a screaming passenger being dragged off an overbooked United Airlines flight is "troubling".

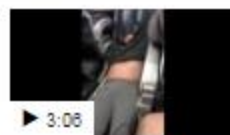
"I don't think anyone looks at that video and isn't disturbed that another human being is treated that way," he told reporters at the daily briefing.

"Clearly watching another human being dragged down an aisle, watching, you know, blood come from their face after hitting an armrest... this probably could have been handled a little bit better."

### Related video / audio



United eyewitness: 'It got violent quickly'  
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Eyewitness on United Airlines ejection  
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## United Airlines shares fall after passenger removal

11 April 2017 | Business



Shares in the owner of United Airlines recovered some ground after the airline's boss issued a second statement apologising over its removal of a passenger.

United Continental Holdings stock fell 4% at one point before losses narrowed to finish down 1%

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# The new media landscape



- *During a crisis social media becomes the single most significant platform for news to be spread, eyewitness experiences to be shared and official statements to be made.'*



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# Incident Video: Bulk Carrier Crashes Historic Mansion in Bosphorus Strait

April 7, 2018 by gCaptain



The damaged Hekimbasi Salih Efendi Mansion is seen after the Maltese flagged tanker Vitaspirit Bosphorus strait in Istanbul, Turkey April 7, 2018. REUTERS/Yoruk Isik





Broadcast Yourself



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# NEW TAIPEI CITY, TAIWAN



# Social media strategy



## *The responsibility of senior management*

- **Awareness and training of employees at all levels**
- Instructions during incidents
- Do we shut down the internet?
- If and when to respond
- Social media as a strategic tool



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Party on-board Norwegian Epic!

(Many thanks to Chup Chup Mwahmwah for sharing our wall!)

Like · Comment · Share



23 people like this.



**Zahin Islam Zahad** where country it was.

November 13, 2012 at 2:47am · Like



**Cdt Malaque** sa barko lng yta yan eh..

December 25, 2012 at 8:16am · Like



**Vincent Robles** hoi chito sa naman ka yadz oi naa lang gihapon ka sa epic

December 31, 2012 at 7:06pm · Like



**Jon Sacedon** PARTY,,, sa sundeck ng 2GO yn,, hehe ... (scandee)

September 22 at 3:29am · Like



**MC Bayudan** That's at the forward deck of the ship..Party for the crew..

October 10 at 9:44pm · Like



**Harka Shrestha** how funny its good time

November 6 at 9:12am · Like



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Oct 12, 2013



Ye Tayza Aung ▸ SEAFARERS LIFE

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# Social media strategy



## *The responsibility of senior management*

- Awareness and training of employees at all levels
- Instructions during incidents
- Do we shut down the internet?
- If and when to respond
- **Social media as a strategic tool**



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# The new media landscape

*‘During a crisis social media becomes the single most significant platform for news to be spread, eyewitness experiences to be shared **and official statements to be made.**’*



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# Social media strategy



- *Creating our own broadcast channels*
- *- Fast delivery of messages*
- *Correct inaccurate reporting*
- *- Ability to reach remote areas*
- *- Avoiding initial media intrusion*

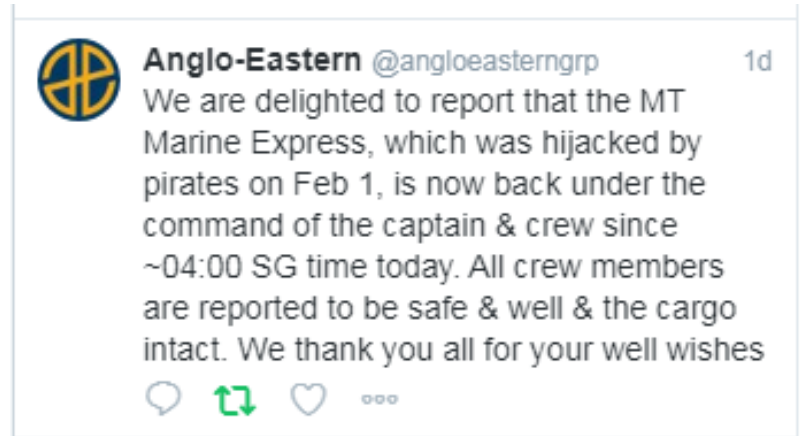
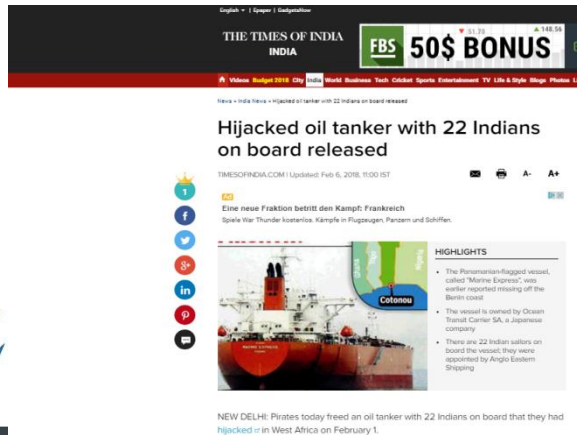


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# Social media channels



*‘The Marine Express was the subject of a piracy attack and seizure in the Gulf of Guinea on February 1, Anglo-Eastern of Hong Kong said on social media’*



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# Nigerian Pirates Kidnap 12 Crewmembers from Freighter



The FWN Rapide (Image courtesy Port of Hamburg)

BY [MAREX](#) 2018-04-23 18:08:00

Dutch general cargo vessel operator ForestWave reported Monday that pirates abducted 12 crewmembers from the freighter *FWN Rapide* in the Gulf of Guinea.

On Saturday, the *Rapide* was approaching Port Harcourt, Nigeria when pirates approached and boarded her. They kidnapped 12 of her 14 crewmembers and departed. The remaining two crewmembers managed to navigate their vessel to safety, ForestWave reported. As of Monday, the *FWN Rapide* was anchored near Port Harcourt.

In a statement, Forestwave said that it is working to establish contact with the abductees and secure their release. The company has established an emergency response team, which is working with local and international authorities. The firm said that it would not release further information in order to minimize risk.



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**Cor Radings**

@cfradings

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Main priority is to establish contact with missing seafarers [#Nigeria](#) [#FWNRapide](#) [#piracyincident](#)

**Groningen, April 23, 2018** – Managers ForestWave regret to confirm that following an attack by pirates in the early hours of Saturday April 21 off the coast of Nigeria a total of 12 crewmembers have been taken from its general cargo vessel FWN Rapide. Two of the remaining seafarers are safe and unhurt. FWN Rapide has meanwhile been moved to a safe position.

ForestWave would like to stress its main priority is to establish contact with the missing seafarers and secure their earliest and secure return. The company's Emergency Response team is working around the clock and is liaising with the local and international authorities. ForestWave together with its local organisations are in close contact with the families of the valued seafarers to support them in these difficult times.

Finally, ForestWave would like to compliment its two crew members for their courageous and professional handling of the situation and moving FWN Rapide to a safe location after the attack.

ForestWave will not be providing any further information in order not to jeopardise the safety of those involved.

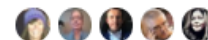
FWN Rapide is a 2005 built vessel flying the Dutch flag and was on its way from Takoradi, Ghana to Port Harcourt, Nigeria when it came under attack.

**For further information please contact:**

Cor Radings - Tel + 31 626 316 854

3:56 AM - 23 Apr 2018

2 Retweets 4 Likes



# Social media strategy



- *Creating our own broadcast channels*
- - *Fast delivery of messages*
- - *Ability to reach remote areas*
- - *Avoiding initial media intrusion*



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# Video statements on Autocue



PICTURES | TUE APR 17, 2018 | 12:55PM EDT

# Arrest of two black men in Starbucks sparks protests



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"These two gentlemen did not deserve what happened. We are accountable. I am accountable." - @Starbucks CEO releases a video message after the Rittenhouse store arrests. He says he's to blame and not the store mgr who called police. @NBCPhiladelphia



A follow-up message from Starbucks ceo in Philadelphia  
news.starbucks.com

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Newsroom



## Views

### A follow-up message from Starbucks ceo in Philadelphia

Kevin Johnson apologizes, says he will personally address issues that led to situation in Philadelphia: "I will fix this."



Downloadable video here









# *Protecting Your Reputation*

*‘Any event likely to attract unfavourable attention’*



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