

HYPER-SPEED RESPONSE

Concept Maturity



Source:

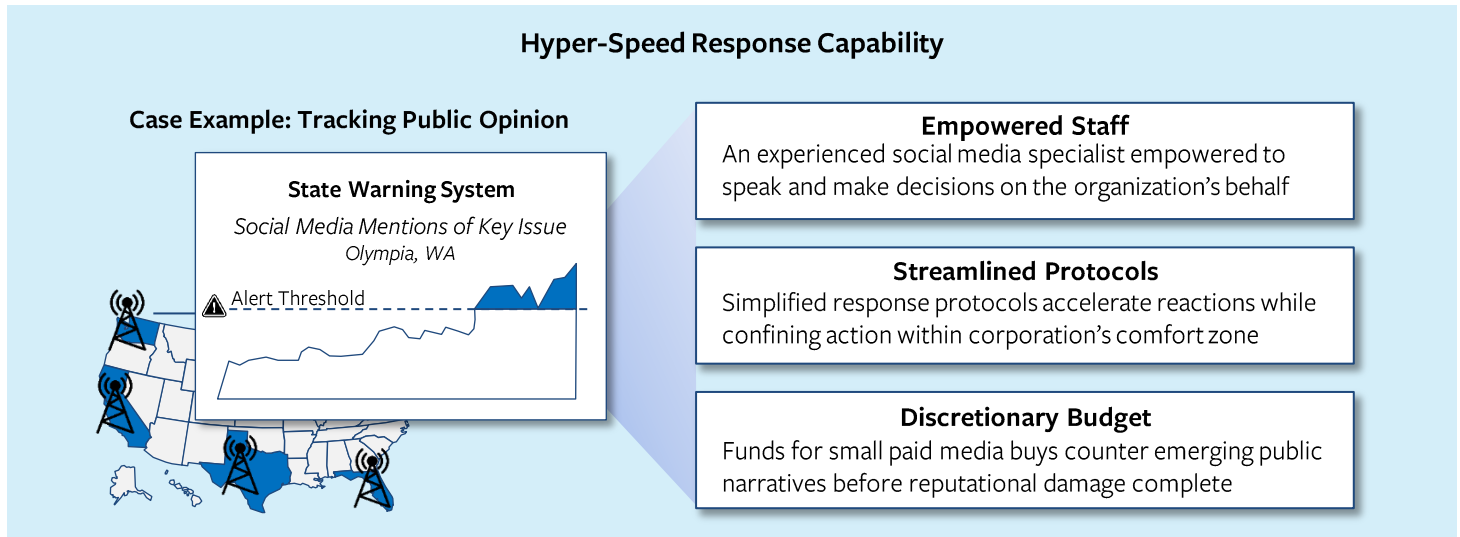
Member Interview

CONCEPT DESCRIPTION

Organization hires an experienced digital specialist to track dozens of niche policy conversations that might pose “pop-up” threats to the company’s legislative or regulatory portfolio. As conversational risks arise, the specialist is empowered to respond quickly, interjecting as an informal company spokesperson—independently or with a simple approval chain—and granted a small discretionary budget to make digital ad buys to spread content that can counter the risk.

KEY COMPONENTS

- ❏ **Keen sense of the riskiest conversations and listening infrastructure to track them:** A clear understanding of what to monitor and the basic software to do so—for example, local opposition among voters and lawmaker sensitivity to public opinion—enables specialist to focus their listening attention and establish meaningful triggers to take cues from.
- ❏ **Trusted specialist empowered to act quickly, speak up as an online spokesperson:** Hiring a seasoned digital staffer with knowledge of the social media platforms and the instincts and judgement to assess an emerging risk and then chart a delicate, timely response helps build organizational comfort for participating in online debates at the speed required.
- ❏ **Small, discretionary budget to facilitate digital promotion of talking points, evidence:** Setting aside a small pool of money for the digital lead to judiciously share content that can dampen or counter the conversational tide that challenges the organization helps address a primary barrier to a speedy response—an inflexible organizational budget.



CASE FOR CONSIDERATION

Chief Benefit: Tactic helps an organization move quickly to contain and neutralize unfavorable social media conversations that otherwise might have escalated, damaging the company’s public policy position or even worse, posed its reputation.

Additional Benefits: Tactic increases awareness of how selective influencers and the public view their issues. The tactic is also believed to lower the cost of a response, as they are better positioned to diffuse threats in their early stages.

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