

Social Media **Defense Checklist**

Ready Your Government Affairs Office for Social Media Attacks



When an important policymaker or influencer attacks an organization on social media, the impact on policy and business objectives comes fast. Use this checklist to determine if your government affairs office is prepared for a social media attack against your organization. The checklist is designed for use by government affairs organization leaders.

Note: May require consultation with other executives.

SOCIAL MEDIA DEFENSE CHECKLIST

- We have identified the 3 most likely attacks to come from important policymakers.
- If an attack happened, I would know within 90 minutes.
- I have choreographed my first 3 actions (e.g., who to call, what people to convene) for each likely attack.
- I know what I am accountable for in the event of an attack.
- I have defined roles for my staff (e.g., who's in charge, who will reach out to allies) for each likely attack.
- I have empowered staff to take action pursuant to their roles for each likely attack.
- We know which external networks we will tap for each likely attack.
- I have set aside budget (or can free up resources) to use in the event of an attack.
- We know what government affairs' role would be in an organization-wide effort, and have coordinated our response plans with other external-facing functions at the organization (e.g., corporate communications, investor relations).
- My staff knows what steps to take and who is in charge if I am unavailable immediately after an attack.
- I know how to get in touch with the right people, even if I don't have my mobile phone with me.