

USING SOCIAL MEDIA

SPEAKERS BIOGRAPHY:

Robert Pauliszyn, Communications Director, Ministry of Public Safety and Solicitor General, Province of BC

Robert Pauliszyn is currently the Communications Director for the Ministry of Public Safety and Solicitor General. He was previously Communication Director at the Ministry of Forests and was instrumental in establishing the province's social media outreach campaign during the 2009 and 2010 Wildfire seasons. Most recently, Robert created the 2011 Wildfire Season, Cross Government Communications Plan. He is well-versed to speak about the province's successful social media and emergency communications

David Karn, Senior Media Relations Officer, Public Affairs Bureau, Province of BC

David was drawn to media relations because he thrives in the middle of the action. As the Senior Media Relations Officer with the BC Public Service, his primary responsibility is providing information to all BC media outlets and the Press Gallery.

But perhaps his greatest passion is his work as TEAMS Coordinator in emergency situations such as floods or forest fires. In this role, he is responsible for the recruitment, training and deployment of information officers during emergencies. He is a key member of the team who very successfully used social media to keep British Columbians informed during forest fire season on fire status, road closures, evacuation orders and alerts.



His goal in crisis communications is simple: to give the public and the media accurate, clear, concise and timely information. In fact, it is the approach he uses every day working with the media. An experienced communications professional, David has a wide range of expertise in both the public and private sectors. Prior to joining the Public Service, he taught communications at Camosun College in Victoria and worked with both private and public broadcasters for more than 10 years.

Get fire-related information, including fire status, at www.facebook.com/BCForestFireInfo

Stay connected with all BC government social media sites at <http://www.gov.bc.ca/connect>

SESSION ABSTRACT:

Social media in crisis communications starts with a plan – prepare, promote, respond and improve.

The rise of social media means that everything happens at lightning-speed. Success and reputation management in this mobile age means that your organization needs to be nimble with social media. Dialogue is as important as message delivery. When responding to an emerging crisis, you need to react fast; communicating solely through news releases doesn't work.

In this session, using the BC Forest Fires as a case study, you will learn to:

- Merge social media tactics with traditional communication approaches,
- Create content that's mobile and web-friendly,
- Motivate and train your information officers,
- Understand the vital role your team members play in busting rumours, correcting misinformation and identifying info gaps,
- Build an engaged and active community following, and
- Incorporate lessons learned into your organization's crisis communication strategy.