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Communication in the New Information Era and Social Media Handling

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5W1H of Information Technology and Social Media Proposal

Factors for Consideration	Results
Why?	Principles, targets
For Whom?	Staff, service users, other stakeholders, the public, etc.
Where?	Internal vs External
Which media/tools to employ?	Intranet, websites, facebook, etc.
When?	24 x 7 vs limited to office hours
How?	<ul style="list-style-type: none">• Financial budgeting, manpower allocation• Policy, principles• Integrate with other communication channels

Composition of the Social Media Strategy

- Objectives
- Policies and guidelines
- Content Planning
- Staff training
- User analysis
- Monitoring
- Handling of comments
- Crisis management
- Performance assessment (no. of views, shares, comments, etc.)
- Establishment of online communities
- Complying with regulations (privacy, copyrights, etc.)
- Exit strategy(?)

Components

- Websites
- Facebook
- Twitter
- Instagram
- Wechat

Tools

Crisis Response Plan

- Set up a crisis response team coordinated by a senior rank staff; assign a spokesperson for making announcement
- Draw out the procedure for crisis response
- Conduct simulation, evaluate and improve afterwards
- Compile a crisis handling handbook according to the various situations and actual needs of the organisation.

Be aware of the attitude when responding to violent comments

- If there is no fault, tell the truth but be aware of the public emotion
- If the faults exist objectively, claiming lack of manpower and resources will only be treated as an excuse by the public, it does not help in remedying the image of organisation.
- Earnest and sincerity could improve the organisational image and recover from the faults. (Caution: when making apology, respective evaluation plan or improvement proposal should be raised to give a pragmatic image to the public)