



In Times of Crisis

Best Practices for Managing Your
Website

Thuy LeDinh

Someone once said...

**“It takes a lifetime to build
a reputation and only 15
minutes to destroy it.”**

- Warren Buffett

So, let's put this to the test... a quiz

**Which was the biggest
(use of website)
fail?**



Scenario #1


1. Donald Trump




Let's visit their website...

  <http://unitedstatespokerchampionship.com/>

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malespectrum
 Stimulating technology... and you



731 Full-Length Episodes
 1,514 MaleSpectrum Network Episodes
 275 Hot Guys

Brian Brower & Alan Capier

Brian and Alan thought they were doing a hotXXX shoot with a couple of babes...but surprise, surprise, after the cameras had been turned on, these two realize

Scenario #2

2. Toyota Recall

Toyota Recall Fails to Address 'Root Cause' of Many Sudden Acceleration Cases, Safety Expert Says



By JOSEPH RHEE
Nov. 25, 2009

Toyota's decision to replace accelerator pedals on millions of its vehicles to fix the company's sudden acceleration problem, says a safety expert who has been tracking reports of runaway



Toyota than 2m vehicles

Updated 1/22/2010 8:18 PM | 117 Comments | 84 Recommend

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■ TOYOTAS IN NEW RECALL

2009-2010 RAV4
2009-2010 Corolla
2009-2010 Matrix
2005-2010 Avalon
2007-2010 Camry
2010 Highlander
2007-2010 Tundra
2008-2010 Sequoia
Source: Toyota

By James R. Healey and Sharon Silke
Carty, USA TODAY

In another blow to its quality image, Toyota Motor announced Thursday a second huge recall of vehicles for another problem that could cause the throttle to stick open.

The latest recall involves 2.3 million Toyota-brand cars and trucks dating back to 2005 models. Toyota's Lexus and Scion brands are not involved.

DRIVE ON: Toyota says supplier is source of problem

TOYOTA STATEMENT: Read full text in our

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ry, Avalon, Prius, Tacoma and Tundra and the ES250, m Lexus.

yota's statement on the recall and see which vehicles affected.

ver, safety expert Sean Kane said the recall doesn't ss hundreds of runaway Toyota cases he has erved where owners insist floor mats cannot be ad. "What concerns me is that this recall still doesn't the root cause of the non-floor mat sudden eration cases," said Kane, who heads the firm Safety urch & Strategies. Overall, the firm says it discovered 1,000 Toyota sudden acceleration cases involving 16 s and 243 injuries.

Drive On post

Result for “Toyota Recall”



[Toyota Recall | Consumer Safety Alerts](http://www.toyotarecall.org/)

www.toyotarecall.org/

Toyota recall website; recall owners can express their op

Submit Comment

7 Responses to “Confusion About Toyota Recall Letters”

carole baxter says:
March 19, 2010 at 10:19 am

I received a recall for floor mat issues for my 2007 Lexus. When I called to schedule the service the dealer talked about making changes to my car that would disable to accelerator when the brake is applied. This proves that Toyota is lying about the extent of the problem by putting in writing that my car has a floor mat issue and then getting it into the shop to make other repairs. They are running scared but not making any points by not being transparent in their communications with their consumers.

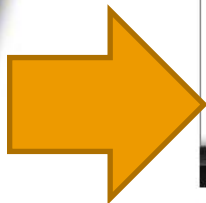
john says:
March 17, 2010 at 7:05 pm

This whole stuff reminds me of the partial recall Ford dis with the explorer and teh bursting firststone tires on some year models and then had to add other tears later. I have older toyotas I am worried about but ther is no one interested in talking to me at the toyota customer service centre. Thye tell me itsw not covered and if you have at problem go see the dealer. WHY DONT THEY HAVE A SITE LIKE THIS WHERE CUSTOMERS CAN AT LEAST WRITE IN AND VENT OR GET WRITTEN ADVICE ON WHAT TO DO. My answer to this is that they dont care, all they are concerned about is cost containment and not admittimg anything for legal reasons. They have stopped listening to their customers and taking feedback.They have got too big. If after buying toyotas for twenty eyars , I buy another ,it will ceratinly not be with a push botton start feature.

Kathie Roark says:
March 5, 2010 at 7:02 am

I have yet to receive a letter to bring in my 2008 Toyota Camry for repairs and when I called my local dealer I ask for a "loaner" since the repair will be 3 1/2 hours. was told they don't issue loaners. I also never received the replacement floor mat was told to use card board to keep the carpet clean. I feel like I traded a clunker for a lemon!!

Over 2+ million hits,
500,000
visitors.



More

Change location

Past 24 hours
Past week
Past month
Past 3 months
Past year
Custom range...

More search tools

[Toyota recall website; recall owners can express their op](#)
Nov 9, - About problem

[Toyota recall website; recall owners can express their op](#)
Sep 29, 2009 - address problem

[As Gas Pedal Recall](#)
Jan 29, 2010 - say specifically

[Toyota recall website; recall owners can express their op](#)
Jan 26, - Toyota involving about

[Toyota Recall website; recall owners can express their op](#)
Get the facts a Toyota Recall f

[Toyota | Sales and Service](#)
Toyota Annour Replace the Cr

HOME | C
Cars | Tr

Scenario #3

3. BP Oil Spill

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[About BP](#) | [Products and services](#) | [Environment and society](#) | [Press](#) | [Careers](#) | [Gulf of Mexico response](#)

Gulf of Mexico response

Latest news:

Update on Gulf of Mexico Oil Spill - 29 May BP started the 'top kill' operations to stop the flow of oil from the MC252 well in the Gulf of Mexico at 1300 CDT on May 26, 2010. Despite successfully pumping a total of over 30,000 barrels of heavy mud, in three attempts at rates of up to 80 barrels a minute, and deploying a wide range of different bridging materials, the operation did not overcome the flow from the well.

[Read the full press release](#)

Recent updates:

- Press release: Update on Gulf of Mexico Oil Spill
- Press release: Update on Gulf of Mexico Oil Spill
- BP to Appoint Independent Mediator to Oversee Settlement Process, 26 May
- BP Announces Launch of State-specific Response Teams, 26 May

Response quick links:

- [Response in detail](#)
- [Response in pictures](#)
- [Response in video](#)
- [Read our press releases](#)

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GoM response - contacts

U.S. Coast Guard Information Center: +1 202 267 2001

Environmental Emergency Community Response: +1 866 448 5816

Register your professional services: +1 281 366 5511

Vessels of Opportunity - register boats to assist with response: +1 281 366 5511

Do you have ideas to help us?: +1 281 366 5511

BP America Press Office: +1 281 366 0265

BP Press Office London: +44 20 7496 4076

Investor Relations: +1-281-366-4937

Claims: +1 800 440 0858

[bp.com/claims](#)

[Contact information](#)

Gulf of Mexico response homepage

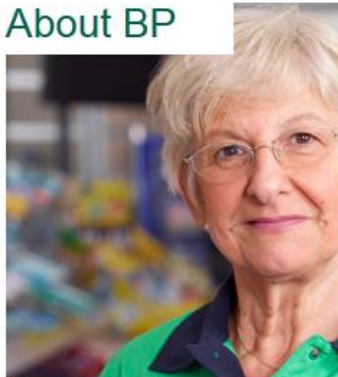
[Louisiana response website](#)

[Mississippi response website](#)



3. What about BP, the company?

About BP



In this section

- ▶ **BP at a glance**
BP in figures from number of employees to proved reserves
- ▶ **Company information**
General information about the BP Group
- ▶ **What we do**
We supply energy. Find out how we do it
- ▶ **BP worldwide**
Operating across six continents in over 80 countries
- ▶ **Our brands**
Six master brands delivering excellence across the globe
- ▶ **Our history**
An interactive journey through our history
- ▶ **BP and London 2012**
We are the Official Oil and Gas Partner for the London 2012 Games

Products and services

A diverse energy portfolio

Whether on the road, for the home or for business, we produce the natural resources on which our world depends.



Search by country

Most viewed countries

- | | | |
|-------------|------------------|-----------------|
| ▶ Australia | ▶ Austria | ▶ France |
| ▶ Germany | ▶ India | ▶ Netherlands |
| ▶ Spain | ▶ United Kingdom | ▶ United States |

All Countries

Search by product or service

On the road

- ▶ BP Biofuels
- ▶ Gas and fuel cards
- ▶ Gas and petrol stations
- ▶ Motor oil and lubricants
- ▶ Route & journey planner
- ▶ Gas and petrol station locator
- ▶ BP Target Neutral

For the home

- ▶ Liquefied Petroleum Gas (LPG)
- ▶ Solar powered energy

For business

- ▶ Air BP
- ▶ Asphalt and bitumen
- ▶ BP Crudes
- ▶ BP Franchising
- ▶ BP Shipping
- ▶ Gas and fuel cards
- ▶ Gas and power energy



Let's vote

Biggest fail using your website...

1. *Trump – United States Poker Championship*



2. *“Toyota Recall”*



3. *BP – “Big PR” Push?*





What's the answer?

If you said...

Trump – United States Poker Championship

Not So Fast

- Yes, it was an embarrassment, for sure.
And it took 7 years to get it back...but
- Did popularity of US Poker suffer because of it?
No, not really.
- Was US Poker Championship's reputation damaged?
No, Not really.



If you said...

BP's Big PR push



- Yes, I agree, it was a bit much.
- But, was that really terrible, an attempt to “own” the content?
No, they had to try (media was out of control).
- Was BP's reputation damaged?
Yes, short-term. (long-term, see Exxon)

So, the fallout...



Toyota For nearly 3 months,

their message and their unhappy customers belonged to...

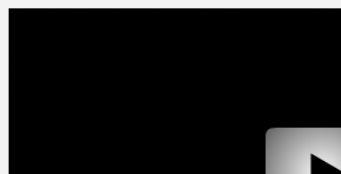
rom
lay
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Concerning Unintended Accelerati
Wed, 18 Jan 2012 08:00:00 PST
[View Full Post](#)

Fifteen Toyota, Lexus and Scion V Awards
Wed, 14 Dec 2011 21:15:00 PST
[View Full Post](#)

1 2 3 Next ▶

Videos



toyota recall

About 3,760,000 results (0.17 seconds)

Toyota Recall Updates - Toyota is Committed to Safety.

www.toyota.com/Recall

Read More About the Voluntary Recall.

Information About the Recall
Updates
NHTSA/NASA Study Findings

Ad - Why this ad?

2009-2011 Toyota vehicle recalls - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/2009-2011_Toyota_vehicle_recalls

Get the facts about current Toyota recalls. Find the Toyota recall list here.

[Check VIN - Toyota Recall](#)

Toyota | Safety/Recall

pressroom.toyota.com/safety-recall/

Nov 9, 2011 – Home · Safety/Recall · Safety and Quality Initiatives · 2004 Toyota Avalon/2004-2005 Toyota Camry, Highlander, Sienna, Solara/2006 Toyota ...

2009-2011 Toyota vehicle recalls - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/2009-2011_Toyota_vehicle_recalls

Three separate but related recalls of automobiles by Toyota Motor Corporation occurred at the end of 2009 and start of 2010. Toyota initiated the recalls, the first ...

Toyota Recall | Consumer Safety Alerts

www.toyotarecall.org/

Toyota recall website; read the latest recall facts and consumer feedback. Toyota owners can express their opinions and experience with the Toyota recall ...

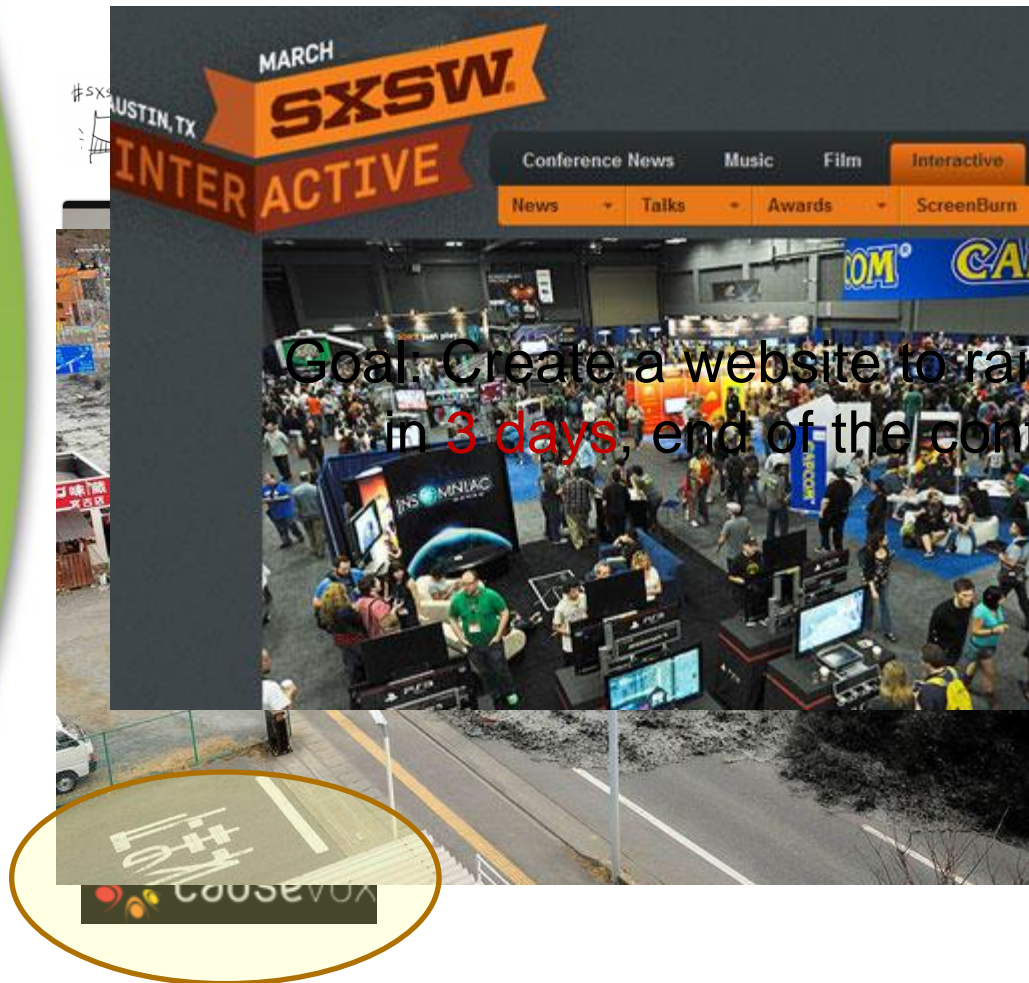
Toyota recalls 420000 U.S. vehicles to fix crankshaft pulley - Los ...

articles.latimes.com/2011/nov/10/.../la-fi-autos-toyota-recall-201111...

Nov 10, 2011 – In another corporate sputter for beleaguered Japanese automaker Toyota Motor Corp., the company said it was recalling more than 420000 ...

in
has

But wait, there's more...



Goal: Create a website to raise \$10,000
in 3 days, end of the conference

It takes as little as

30 minutes to
setup a website, from
start to finish.

- Buy a domain name
- Add hosting
- Build site (content)
- Add features (donate)
- Go “live”

That's right, 30
minutes.

But wait, there's more...data

Q3: When you are looking for information in a time of crisis, where are you most likely to find this information online?



39% of all respondents would find information during a crisis on a .ORG, while 25% would find it on a .COM. 20% opted for .NET and only 5% for .INFO.



It was also indicated that females are more likely than males to turn to .ORG for information during a crisis

But wait, there's more...data

Q5: Please rank the following items from 1-3 with 1 being the most trustworthy place to find information about a charity or social causes and 3 being the least: An organization's website, Facebook, LinkedIn, YouTube and Twitter.



81% of all respondents chose an organization's website as the most trustworthy place to find information about a charity or social cause



60% of all respondents chose Twitter as the least trustworthy place



So, what should I do?
(Give me the top 3 points)

1. Separation of purpose

The screenshot shows the google.org website. The browser address bar displays `://www.google.org`. The navigation menu includes links for Home, Projects, Giving, About Us, and News. The main heading is "The philanthropic arm of Google", followed by a description: "Google.org develops technologies to help address global challenges and supports innovative partners through grants, investments and in-kind resources." Below this is a featured section for "Crisis Response" with an aerial image of a flooded area. The text states: "Google Crisis Response makes critical information more accessible around natural disasters and humanitarian crises." A blue button prompts users to "Learn more about Crisis Response". At the bottom, a list of featured projects includes "1 Google for Nonprofits", "2 Crisis Response", and "3 Dengue & Flu Trends".

2. Strike a balance

Don't overdo it, but don't under do it either.

The screenshot shows a website layout that balances environmental and social themes. At the top, there's a 'Gulf of Mexico response' section with a photo of people in pink shirts and a video of a control room. Below this is a 'TOYOTATHON' advertisement for Toyota vehicles. The page also includes a search bar, navigation links, and a footer with various links and a copyright notice.

- Address the issue, but don't make it the only message on your site .
- Be visible, be transparent, and reachable.

3. Be first, be honest, be credible

The screenshot shows the top of a news article on the Tylenol website. The header includes the Tylenol logo and navigation links like 'Product Locator' and 'Shop Online'. The article title is 'J&J's Defective Children's Tylenol Killed Toddler, Parents Allege' by Linda A. Johnson, dated 01/5/12. Below the title are social media reaction buttons (Inspiring, Greedy, Typical, Scary, Outrageous, Amazing, Innovative, Infuriating) and a 'Follow' section with various tags. A 'SHARE THIS STORY' section shows 1,330 likes, 49 tweets, and 617 shares. At the bottom is a photo of a Johnson & Johnson medicine bottle with the text 'NET WT 4 OZ (113g)' and '724358'.

...and be empathetic.

Your websites are your PRIMARY mean of communication during times of crisis.

Compliment our outreach with social media (secondary). Remember, your website is the only place you can control 100% of your content.

TRENTON, N.J. -- A Washington state couple is suing Johnson & Johnson, alleging their toddler son was killed after taking defective Children's Tylenol from a batch that had been recalled -- part of the company's continuing string of recalls of drugs and medical devices.

Daniel and Katy Moore of Ellensburg, Wash., claim 2-year-old River Moore was given Very Berry Strawberry flavored Children's Tylenol for a slight fever late on July 22, 2010 and began spitting up blood 30 minutes later.

He was rushed to a hospital and died the next day of liver failure. The family's lawyer, Joseph Messa of Philadelphia, said Thursday that the liquid medicine contained excessive acetaminophen that damaged the child's liver, causing his death.

"We believe that it was a super dose," he said.

Johnson & Johnson said in a statement that its 2010

Now what?

- Time to **search** for some domain names.



- Review your web strategy/name portfolio (i.e., **tylenolrecall.org** is owed by J&J, but not used – missed opportunity)
- What are my dark sites? Do I have any?



- There is **no “silver bullet,”** not one strategy is the answer, it’s a multifaceted approach.
- And, yes, Warren Buffet was right... *but **you can do something** about it.*



Thank you.

Thuy LeDinh

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