

Social Media & Emergency Incident Notification:

How Royal Caribbean Communicated
It's Return to Haiti Through Social Media



Cynthia Martinez

Manager, Global Corporate Communications
Royal Caribbean Cruises Ltd.



Background

- Over 30 year relationship with Haiti & one of the country's largest foreign investors
- Labadee – Royal Caribbean's private destination – on the northern coast of Haiti
 - Almost 100 miles from Port-au-Prince
- Employ 500 local employees and vendors at Labadee and 200 Haitian crew members

Haiti Earthquake – Day 1

- At 16:53 local time, on January 12, 2010, a catastrophic earthquake hits Haiti
- Instantly start receiving media inquiries from major news outlets on location of ships & damage to Labadee
- Within two hours, crisis response team is activated

Haiti Earthquake – Day 2

- Decision to return to Haiti only w/ approval of Haitian government
- Media Statement – status of Labadee
- Implemented plans to transport supplies on ships
- CEO's first blog on earthquake
 - Social media used to drive visitors to blog



The screenshot shows a blog post on the Royal Caribbean International website. The main heading is "WHY NOT?" in large, bold, blue letters. Below it, a yellow banner reads "The President and CEO's View". To the left is a profile picture of Adam Goldstein. The article title is "Earthquake in Haiti". The text discusses the company's response to the earthquake, mentioning that they are saddened by the destruction and that they will use their blog to convey their involvement in the relief effort. There is a search bar at the bottom left and a "SIGN UP NOW" button on the right. The Royal Caribbean International logo is in the top right corner.

WHY NOT?
The President and CEO's View

PROFILE
Adam Goldstein,
President and CEO
Royal Caribbean
International

Adam is a father and a Phillies fan. He's got a mean table tennis serve.
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Earthquake in Haiti

We are all extremely saddened to hear of the earthquake-caused destruction in Haiti. While many details are imprecise or unknown at this point, there are unquestionably catastrophic conditions involving many casualties and great loss of property. Our thoughts and prayers go out to the Haitian people and the Haitian diaspora.

As one of the leading investors in Haiti through our private destination at Labadee, we have nearly 30 years of involvement in the country and many, many relationships. We will attempt to utilize this blog to convey what we understand is happening and what our involvement will be in the relief effort. In this respect I will be asking our Associate VP, Private Destinations, John Weis, to partner with me in these communications.

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Haiti Earthquake – Day 3

- Received approval to return to Haiti
- CEO's blog used to announce decision to return



WHY NOT?
The President and CEO's View

ROYAL CARIBBEAN INTERNATIONAL

← MAIN PAGE

ABOUT ADAM



**Adam Goldstein,
President and CEO
Royal Caribbean
International**

Adam is a father and a Phillies fan. He's got a mean table tennis serve

Guest Post: Royal Caribbean Heading to Labadee

Today was the first day of real progress from our standpoint. We loaded *Independence of the Seas* with relief supplies today at San Juan, Puerto Rico, which included 60 cases of badly needed water and other dry goods.

We have also started to receive additional provisions, including four truckloads of drinking water, from our suppliers at our logistic center, which we are preparing to load on to *Navigator of the Seas* and *Liberty of the Seas*, to arrive on Monday and Tuesday.

On the home front, we have our link set up for contributions to Food For The Poor (<http://foodforthe poor.org/royalcaribbean>) for our customers and our employees.

And, we've agreed to commit 100 percent of the net proceeds from tomorrow's tours and shore excursions during *Independence of the Seas'* call to the Haitian relief effort.

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Haiti Earthquake – Day 4

- Press release on \$1m donation
- CEO interviews with major media outlets
- 1st ship returns to Haiti



Haiti Earthquake – Day 7

£1.00

Monday 18.01.10
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No room in Haiti's cemeteries but cruise ships still find a berth

● Relatives charged hundreds of dollars to avoid mass graves

● Looters lynched, burned and shot as security strains

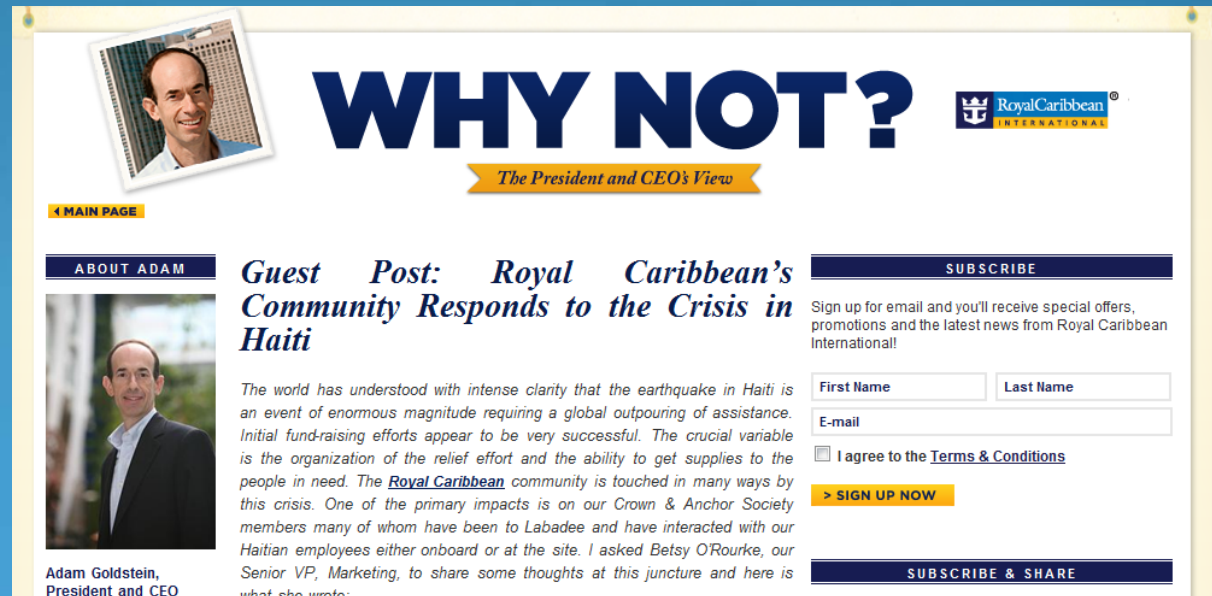
● Tourists land 60 miles away on a private pleasure beach




Bodies wait to be dealt with at the Grand Cimetière, Port-au-Prince. Just a few dozen miles from the quake zone, cruise ships continue to visit Haiti's Labadee beach Photographs: David Levine, Daniel Morel/AP

Strategy

- Mainstream channels + Social Media
 - CEO blog responded to Guardian article directly
 - E-mailed blog to media outlets
 - Used Facebook & Twitter to drive traffic to blog




WHY NOT? 

The President and CEO's View

[← MAIN PAGE](#)

[ABOUT ADAM](#)

Guest Post: Royal Caribbean's Community Responds to the Crisis in Haiti


Adam Goldstein,
President and CEO

The world has understood with intense clarity that the earthquake in Haiti is an event of enormous magnitude requiring a global outpouring of assistance. Initial fund-raising efforts appear to be very successful. The crucial variable is the organization of the relief effort and the ability to get supplies to the people in need. The [Royal Caribbean](#) community is touched in many ways by this crisis. One of the primary impacts is on our Crown & Anchor Society members many of whom have been to Labadee and have interacted with our Haitian employees either onboard or at the site. I asked Betsy O'Rourke, our Senior VP, Marketing, to share some thoughts at this juncture and here is what she wrote:

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Haiti Earthquake – Results

- Majority of the public agreed with our decision
 - Polled readers on Cruise Critic (67%), MSNBC (58%) and CNN (53%) approved of Royal Caribbean's decision to return
- No long-term impact on brand or sales

Lessons Learned

- Use social media (free!) to get the message out
 - CEO's blog used to provide information from the source
 - Twitter & Facebook reiterated message
- Monitor not only media, but public's response
 - Article comments, Facebook, polls, etc.

Social Media Crisis How-To

- Now, Not Later
- Put it in the Plan
- Get the C-Suite Onboard
- Don't Ignore Your Website
- Key Messages
- Communicate Often
- Talk, But Also Listen

Questions?

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