



USING SOCIAL MEDIA DURING A DISASTER



2020 SUMMER MEETING



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TODAY'S PLAN

3 Stages

- 1. Crisis Communication** -- Strategy for Advising Constituents of Important and Timely Information
- 2. The Recovery Phase** -- Creating and Promoting Content During a Global Pandemic
- 3. Sponsor Management** -- Managing Sponsor Content and Expectations

MARCH 12, 2020 - MHSAA OFFICE

“What do we do next?”



CRISIS COMMUNICATION IN THE TIME OF COVID

Start Dealing with That Dumpster Fire!

1. IDENTIFY STAKEHOLDERS & CONSTITUENT GROUPS

Who do you need to communicate with in order to minimize the negative impact on your association and your business?

- Schools and athletic directors
- Tournament hosts and venues
- Student-athletes and their families
- Media outlets
- Other state associations



CRISIS COMMUNICATION IN THE TIME OF COVID

Start Dealing with That Dumpster Fire!

2. CHOOSE YOUR COMMUNICATION CHANNELS

Social media vs. more traditional means of communicating?

- Inform schools/ADs first -- give them time to disseminate information as they see fit

- Social was THE route for us because:
 - Speed of message
 - Ease of content creation
 - Wider audience, greater reach

- TV/Radio/Newspapers followed



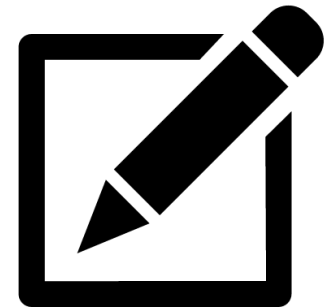
CRISIS COMMUNICATION IN THE TIME OF COVID

Start Dealing with That Dumpster Fire!

3. DRAFT, REVIEW, REWRITE, POST

Develop workflow process for creating messages and quick review

- Gather team in-person to make decisions
- Communications Coordinator drafts release
- Brand Team reviews, edits release
- Exec approves draft
- Social Media team crafts messaging, posts
- Communications Dept. handles media inquiries



March 12, 3:00 pm: Postseason events sponsored by the Michigan High School Athletic Association have been suspended immediately and indefinitely due to concerns related to COVID-19.

The Ice Hockey, Girls Gymnastics and Lower Peninsula Boys Swimming & Diving Finals had been scheduled for this weekend, while the Girls & Boys Basketball Tournaments are midway through earlier rounds of their playoff progressions.

On Wednesday, Gov. Gretchen Whitmer recommended a stoppage of large gatherings in order to assist in preventing the spread of COVID-19.

“Based on the events of the last 48 hours and with things changing by the minute, we believe we have no choice but to suspend our winter tournaments immediately,” MHSAA Executive Director Mark Uyl said. “This is a suspension until we have a better handle on the situation. The health and welfare of everyone involved is our number one priority.”

Uyl added that more information and updates will be forthcoming over the next few days. No timetable has been determined for possible rescheduling for tournaments.

More Information at [Michigan Coronavirus Resource Page](#)

March 12, 2:25 pm: BREAKING: All MHSAA winter tournaments are suspended, effective immediately and indefinitely, due to concerns related to COVID-19. Updates and press release to follow.

March 12, 2:00 pm: As this remains a fluid situation, and in order to provide the most current information, the Michigan High School Athletic Association is preparing an update on Winter postseason events to publish before the close of business today (4:30 p.m.).

Spring Sports: The MHSAA is receiving numerous questions about Spring sports, as relates to COVID-19 concerns. The decisions to conduct practices and hold competitions for Spring sports are being made at the local school level, by local administration. Parents should contact their school's athletic director for updates.

More Information at [Michigan Coronavirus Resource Page](#)



CRISIS COMMUNICATION IN THE TIME OF COVID

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4. MONITOR CONVERSATIONS & MEDIA REPORTS THROUGHOUT

Gather input from outside sources to inform decision-making



CRISIS COMMUNICATION IN THE TIME OF COVID

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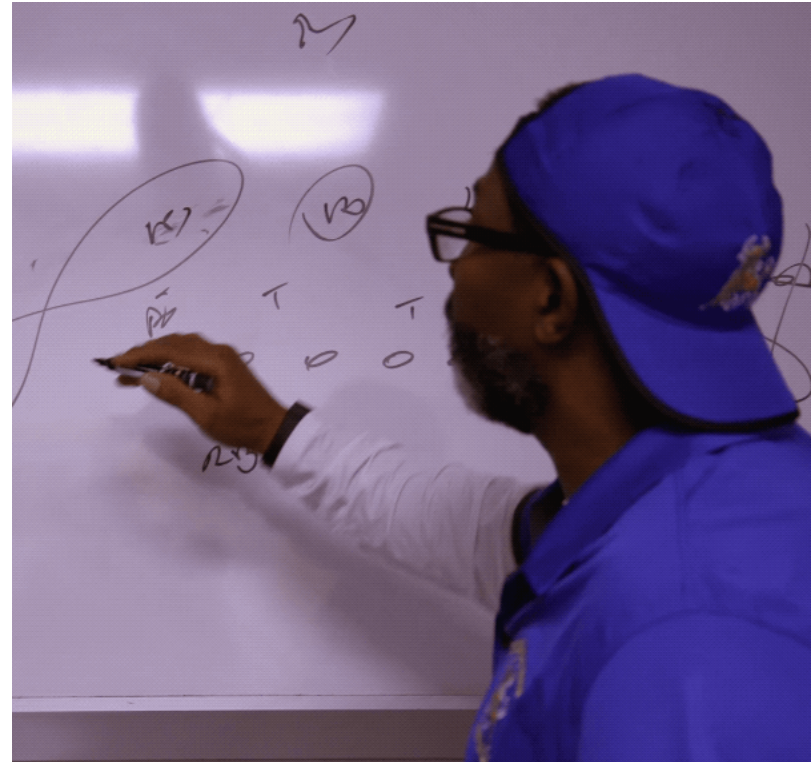
1. IDENTIFY STAKEHOLDERS & CONSTITUENT GROUPS
2. CHOOSE YOUR COMMUNICATION CHANNELS
3. DRAFT, REVIEW, REWRITE, POST
4. MONITOR CONVERSATIONS & MEDIA REPORTS THROUGHOUT

5. PRIORITIZE HONESTY AND TRANSPARENCY

RECOVERY PHASE

Game Plan

- **GET ORGANIZED**
- **OBJECTIVES & GOALS**
- **PROMOTING CONTENT**



RECOVERY PHASE

GET ORGANIZED

- Weekly check-ins
- Google Document - COVID Calendar

		POST	TWITTER	FACEBOOK	IG	MHSAA MOMENT CLIP TITLE	LINK	Time Posted
Tu	3/24/20	Applebee's Support RT/Share	2	2	2	2017 BBB Class B Semifinal	https://youtu.be/ZySc71HQDok	9:15 AM
W	3/25/20		1	1	1	2018 GBB Class D Semifinal	https://youtu.be/0DLQ1DUTwZw	11:00 AM
Th	3/26/20		1	1	1	2019 BBB Division 1 Final	https://youtu.be/Vi-agMnUV4Y	10:30 AM
F	3/27/20		1	1	1	2010 GBB Class C Final	https://youtu.be/IXG9bb25WkA	10:20 AM
Sa	3/28/20		1	1	1	2016 BBB Class C Semifinal	https://youtu.be/IR-YoxqjTWc	11:00 AM
Sa	3/28/20	Boys Basketball Rear Fox Sports	1		1			9:30 AM
Su	3/29/20		1	1	1	1972 BBB Class B Final	https://youtu.be/LWWYVpwNu2o	1:30 PM
M	3/30/20		1	1	1	2015 WR Division 3 Final	https://www.youtube.com/watch?v=9	10:00 AM
Tu	3/31/20	Meijer Thank You	2	2	2	2008 HKY Division 3 Final	https://youtu.be/3gynCDgW8cY	11:45 AM
W	4/1/20		1	1	1	2019 BSW Lower Peninsula Division 1 Finals	https://youtu.be/FofGNDs0TXk	11:30 AM
Th	4/2/20		1	1	1	2013 WR Division 1 Final	https://youtu.be/DKYLylonkc	2:00 PM
F	4/3/20		1	1	1	2007 HKY Division 2 Final	https://youtu.be/aYAZ-pzS75E	10:45 AM
Sa	4/4/20							
Su	4/5/20							
M	4/6/20							
Tu	4/7/20		3	1	1	2016 BSW Lower Peninsula Division 1 Finals	https://youtu.be/L0e4Otf9Zlc	10:30 AM


RECOVERY PHASE

OBJECTIVES & GOAL

- **Determine what your main focus is without sports**
 - Keep audience engaged and involved
 - Transparency
 - Sponsorship fulfillment



MHSAA  @MHSAA · Apr 3

 **BREAKING: MHSAA Cancels Remainder of 2019-20 Winter & Spring Seasons**

>> PRESS RELEASE: ow.ly/DRqw50z4DO3

RECOVERY PHASE

PROMOTING CONTENT

♥ #wewillplayagain ♥

Hey, this is hard.
Be safe. Stay healthy.
When the time is right,
We **WILL** all play again.



 Liked by andiosters and 4,096 others

mhsaasports

♥ #wewillplayagain ♥



RECOVERY PHASE

PROMOTING CONTENT

● REPLAYS



MHSAA @MHSAA · 3/29/20

Watch this year's Division 1 Boys Basketball District Semifinal game featuring Ypsilanti Lincoln v. Ypsilanti Community here: ow.ly/unie50yZ0k3
 #ReliveTheMadness @NFHSNetwork



MHSAA @MHSAA · 4/29/20

For a limited time, you can claim a FREE digital download of ANY eligible game from the @NFHSNetwork archives! Own your favorite MHSAA memory -- just follow the instructions listed on the NFHS Network site.

Claim your FREE Full-Game Download

You Retweeted



FOX Sports Detroit
@FOXSportsDet

We are replaying the @MHSAA Boys Basketball Finals today, starting at 10 a.m. on FOX Sports Detroit & FOX Sports GO.



3,654 views

RECOVERY PHASE

PROMOTING CONTENT



Moment: GPS, Meier Earn National Acclaim



Moment: 1961 Team Tips Off 'Rouge Week'



Moment: Beecher Practice Made Perfect

RECOVERY PHASE

PROMOTING CONTENT



RECOVERY PHASE

PROMOTING CONTENT



MHSAA @MHSAA · 4/7/20

👊 Adjust Your Workout When Gym Isn't Option >> ow.ly/hA4q50z7IOP
@HenryFordNews



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The most important teams and players right now are at our hospitals.

THANK YOU
to all health care heroes. You are our MVPs.



Liked by mandersnhadley and 762 others

mhsaasports

👊 The MHSAA is proud of its health care partners: @sparrow_health_system and @henryfordhealthsystem #thankyou #healthcareheroes



mhsaasports



meijer

THANK YOU
for continuing to serve everyone during this time.



RECOVERY PHASE

PROMOTING CONTENT

CONGRATULATIONS
TO THE 2020

Scholar
ATHLETE
A W A R D

WINNERS!



Scholar
ATHLETE
A W A R D



MADelyn KOSKI
ISHPEMING WESTWOOD



RECOVERY PHASE

PROMOTING CONTENT



RECOVERY PHASE

PROMOTING CONTENT

made in
MICHIGAN

MHSAA

MUSKEGON 4
MUSKEGON 18
MUSKEGON 74
MUSKEGON 72

2012

2020

**QUINCY
CROSBY**
MUSKEGON

RECOVERY PHASE

TAKEAWAYS

- **HAVE A PLAN**
- **BE CREATIVE**
- **TRY NEW THINGS**
- **THINGS WON'T ALWAYS WORK, TRY AGAIN**
- **ADAPT QUICKLY**



SPONSOR SUPPORT

#supportoursupporters

- **During times of crisis, make sponsors a priority**
 - Monitor sponsor content
 - Listen with intention
 - Be patient, but ready to mobilize
 - Review and revise inventory
 - Be innovative and adaptable
 - Consider both short-term support and long-term relationship building



SPONSOR SUPPORT

3rd-Party Sponsorship Management During COVID-19

- **Immediate outreach**
 - Allowed Association staff to focus energy elsewhere
- **Sympathy AND Empathy**
 - Provided space to understand how they were uniquely impacted and look for common ground
- **Campaign Support**
 - Developed a plan to amplify sponsor campaigns



SPONSOR SUPPORT

CASE STUDY #1

- **SPONSOR**

- RushTeamApparel

- **CATEGORY**

- Official State Championship Merchandise

- **CAMPAIGN**

- Spring Championship merchandise sale to honor the lost season
- Commemorated Washington's "Be the Light" campaign



SPRING STATE MERCHANDISE

ON SALE NOW!



CUSTOMIZE WITH YOUR SCHOOL COLOR!



SPONSOR SUPPORT

CASE STUDY #2

- **SPONSOR**

- Dairy Farmers of Washington

- **CATEGORY**

- Co-Title Sponsor

- **CAMPAIGN**

- Collaborative campaign supporting GenYouth, non-profit that raises funds to provide summer meals





F R SCHOOLS' SAKE

HELP US FEED OUR NATION'S KIDS!



GENYOUTH[®]
CREATING HEALTHIER SCHOOL COMMUNITIES™



SPONSOR SUPPORT

CASE STUDY #3

- **SPONSOR**

- Dairy Farmers of Washington,
Les Schwab Tires



- **CATEGORY**

- Co-Title Sponsors

- **CAMPAIGN**

- WIAA Sports & Activities Bracket Challenge



SPORTS & ACTIVITIES

BRACKET

MARCH 30

APRIL 1

APRIL 3

APRIL 6

APRIL 8

APRIL 6

APRIL 3

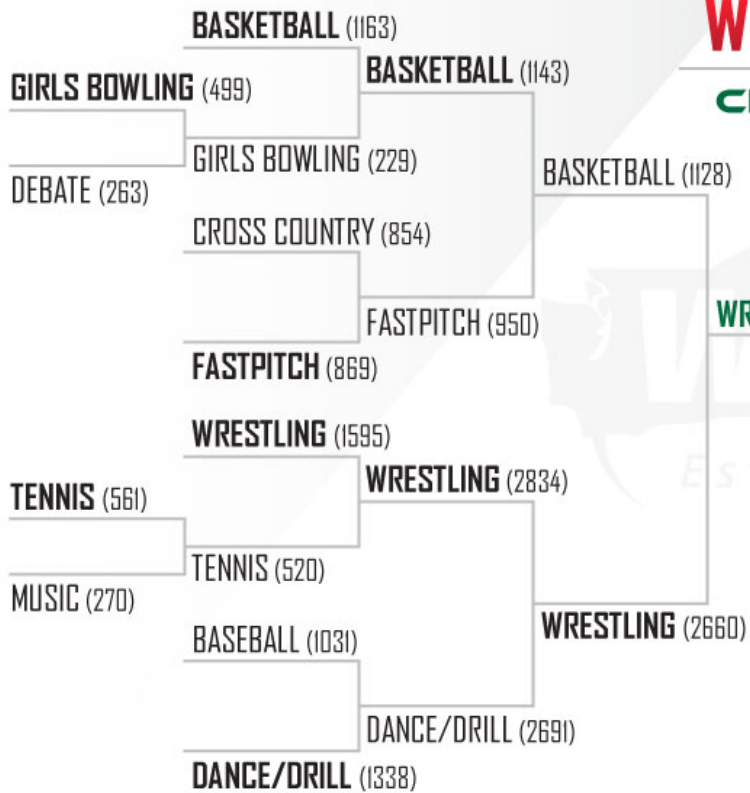
APRIL 1

MARCH 30

WRESTLING

CHAMPION

WRESTLING (3340)



SPONSOR SUPPORT

CASE STUDY #4

- **SPONSOR**

- Gesa Credit Union

- **CATEGORY**

- Official Financial Institution

- **CAMPAIGN**

- Financial education webinars designed specifically to address COVID-related topics
- Donation component to benefit non-profit providing immediate funding to WA schools



Gesca
CREDIT UNION



PRESENT

FINANCIAL EDUCATION WEBINARS



FINAL THOUGHTS

- **Prioritize stakeholder groups**
- **Target audiences with your communication tools**
- **Take inventory of your content**
- **Get your messaging right, don't rush it**
- **Be honest and transparent**
- **Monitor content of other organizations**
- **Make sponsors a priority**
- **Be innovative and proactive**



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