

SOCIAL MEDIA FOR THE MARITIME INDUSTRY

A GUIDE TO OUR SERVICES

SOCIAL MEDIA GUIDELINES

Social media posts can have a direct impact on Company reputation.

Social Media Guidelines set out Company expectations and recommendations to onshore and seagoing staff when using social media, whether for personal or professional use.

MTI Network can provide assistance with:

- Reviewing existing guidelines in line with up-to-date business practices
- Developing new company specific guidelines
- Providing bespoke supporting material for both shore and sea staff:
 - » Animations
 - » Posters
 - » Information pack
 - » Autocue messages from senior management

For further information, please contact your regional MTI Network partner or

reception@mtinetwork.com, or visit:

www.mtinetwork.com/social-media

SOCIAL MEDIA AUDITS

Social media reaches millions of people globally. Analysing your online presence, addressing potentially damaging issues and establishing how it might be improved, is today an integral part of risk management.

MTI Network can audit all the major social network and video sharing sites using a combination of the latest social media listening software coupled with manual searches from an expert in-house team. We can help identify misleading posts, issues or threats which might negatively impact on your Company's reputation.

An audit takes approximately one week to complete and includes:

- Full summary of your audited online presence
- Recommendations based on what the audit uncovers
- At-a-glance review of all Company social media profiles and pages
- Social media posts, with links that require immediate attention

Audits are provided case-by-case, based on the number of search terms involved and historical period of the audit. Typically, vessels, previous incidents, company and crew, together with any related issues are included.

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SOCIAL MEDIA MONITORING

Examine issues pertinent to your Company and operation.

Upon request, MTI Network can provide a social media monitoring service that examines specific concerns which may be of interest; for example, political, economic, legislative or environmental issues that might have a bearing on your operations.

Utilising the same advanced social listening software that we use for incident response, we tune into over 300 million conversations in real-time to gather intelligence and can provide daily, weekly or monthly reports, as needed.

Recent examples include ongoing legal/commercial disputes, environmental issues, sector freight rates and trends and public opinion on specific projects and proposals.

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SOCIAL MEDIA TRAINING

Social media is growing to be one of the most powerful communication channels that your company has. Learn how to use this tool to strengthen your Company message and to communicate more effectively with your staff, seafarers and the wider public.

This half or full day training is suitable for all levels and will ensure that selected staff and management, who want to know more, learn how to engage with and grow, online communities of interested stakeholders. The training will provide a valuable resource, under the Company's control, for use in recruitment, marketing and where necessary, incident response.

The course includes:

- An introduction to social media
- How to set up social media accounts
- How to manage social media accounts
- Social listening tools and techniques
- Content creation
- Using social media for staff communications, particularly seafarers
- Using an Autocue statement with social media to deliver Company messages

Half day training: €2,400

Full day training: €4,100

All equipment, preparation, notes and certificates included. Expenses recharged at cost.

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PRORESPONSE SOCIAL MEDIA TRAINING - INCIDENT RESPONSE

Increasingly, social media is the fastest, furthest reaching communication channel used in a crisis. It plays a key role in how the media and public gather information and how a Company can effectively transmit its own message quickly and efficiently.

Like the MTI ProResponse Awareness and ProResponse Advanced Media Training courses, this is a company specific, highly practical course. Using three MTI Partners and a real-time scenario it tests preparedness and the ability to respond correctly on social media during a crisis, as well as providing interview practice for Autocue and video messaging.

Specifically, the course will examine:

- Different social media channels
- Company social media policy
- Social media messaging
- When to respond, when to wait
- The role of social media and the seafarers - what should they be saying?
- Family members and friends use of social media
- The Autocue and video messaging

Half day training: €4,900

Full day training: €7,100

All equipment, preparation, notes and certificates included. Expenses recharged at cost.

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ABOUT **MTI NETWORK**

With 44 offices worldwide, MTI Network is the world's leading crisis media response network dedicated to serving the shipping, energy, offshore and transportation industries - 24/7, 365 days a year.

www.mtinetwork.com

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Protecting
Reputation

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