

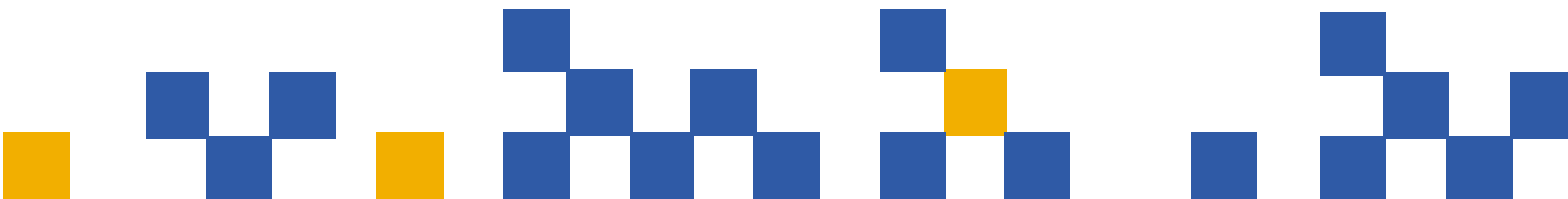
Liz Riding

Head of Media and Engagement, Lancashire Constabulary
LRF Warning and Informing Group, Chair



Communicating in a crisis

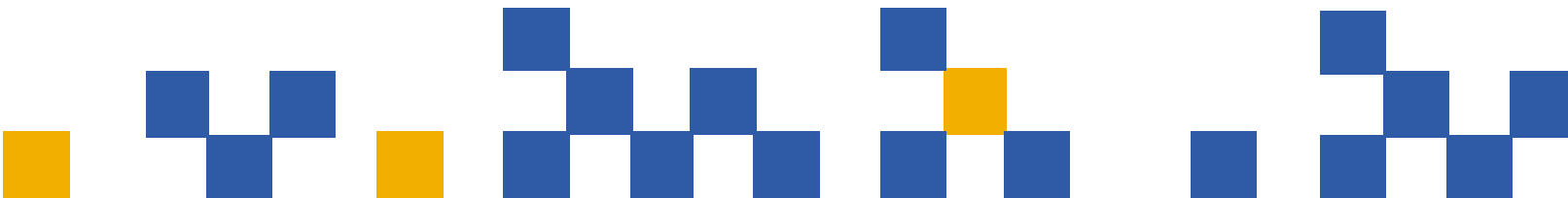
A new challenge



Our challenges



- Time
- Social media
- Trust
- Resources
- Experience





Metropolitan Police 
@metpoliceuk

 **Follow**

We are aware of reports on social media. We will release facts when we can - our info must be accurate [#LondonBridge](#)

2:50 PM - 3 Jun 2017



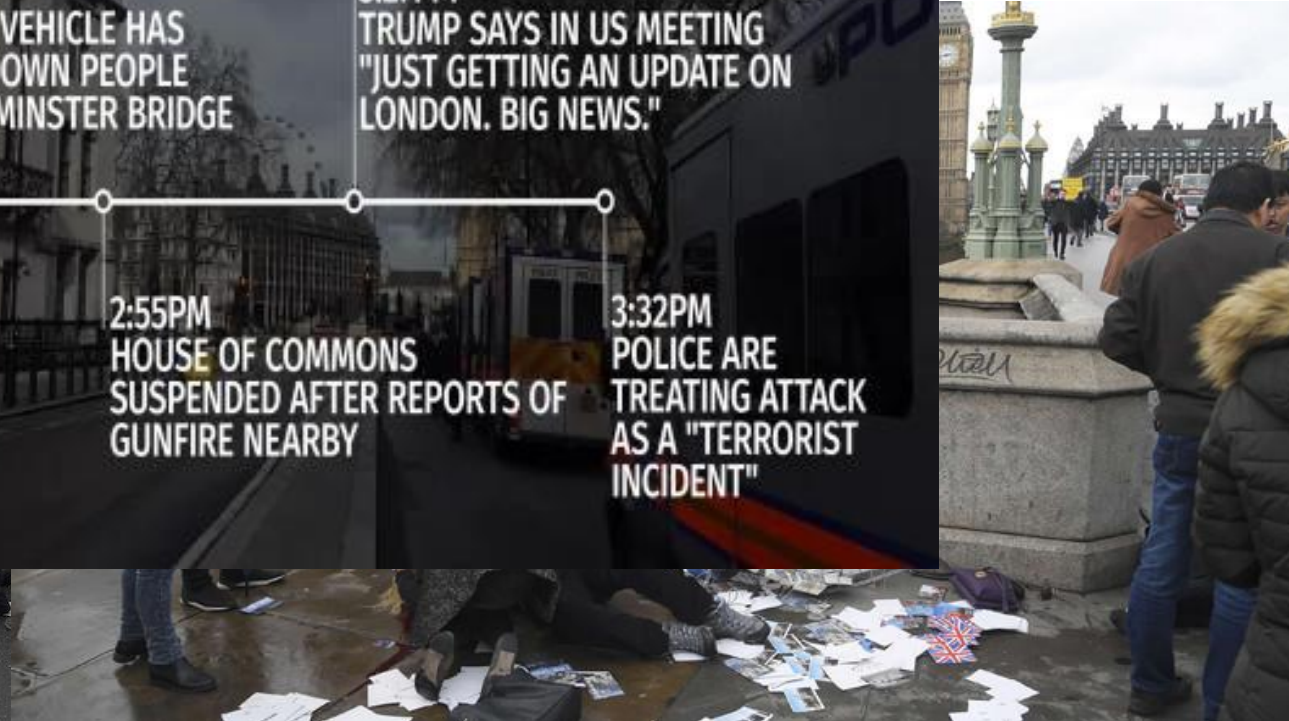
TIMELINE WESTMINSTER TERROR ATTACK

2:40PM
REPORTS VEHICLE HAS
MOWED DOWN PEOPLE
ON WESTMINSTER BRIDGE

3:27PM
TRUMP SAYS IN US MEETING
"JUST GETTING AN UPDATE ON
LONDON. BIG NEWS."

2:55PM
HOUSE OF COMMONS
SUSPENDED AFTER REPORTS OF
GUNFIRE NEARBY

3:32PM
POLICE ARE
TREATING ATTACK
AS A "TERRORIST
INCIDENT"



We have a plan!

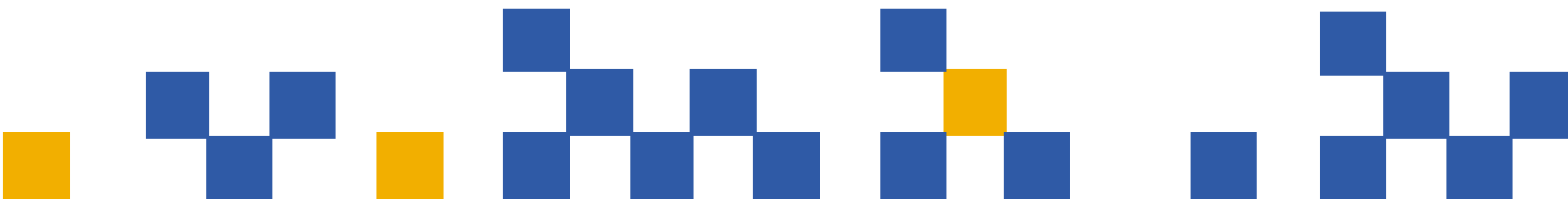


The guidance is '**owned**' by:

- Lancashire County Council Emergency Planning Service on behalf of the LRF.

The guidance is **reviewed and updated** by:

- Lancashire Constabulary, in conjunction with the LRF Warning and Informing Sub Group and the Lancashire Public Relations Officers Forum.

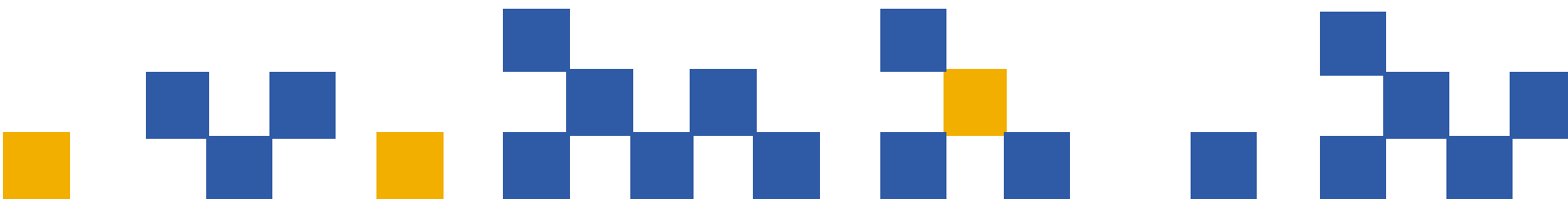


Purpose



To provide a multi-agency framework in which agencies can work effectively together to;

- Develop an understanding of the roles and responsibilities needed to provide a media response to a major emergency;
- Develop positive and effective working relationships and dialogues between responding agencies and between agencies and the media;
- Outline protocols for the sharing and dissemination of key information during an emergency.



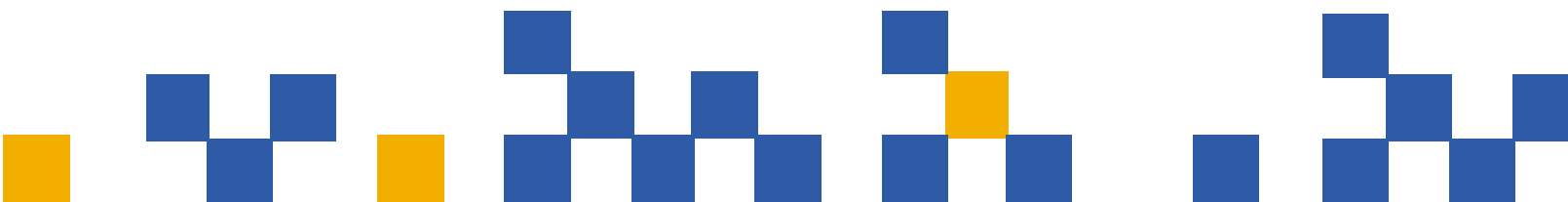


Most importantly.....

- We must provide **accurate, up to date** information to the media and the public in a **consistent** and **coordinated** way.

It is important to remember that;

- Information released **MUST** be accurate, but we must release it **QUICKLY**.



Who does what?



Media Coordinating Centre

Only opened in extreme incidents
All agency press officers deployed together
Managed by Lead Agency
Media informed SPOC

Media Briefing Centre

Established if incident is likely to be protracted
Managed by Senior Press Officer, Lead Agency
Agency Press Officers deployed
Senior spokespeople required

Hospital Briefing Point

Established where multiple casualties
Managed by Hospital Press Officers
Casualty info released from here (in liaison with WIC)
Medical spokesperson required

Forward Media Briefing Point

As close to the scene as possible
Managed by lead agency press officer
Other agency press officers deployed
Spokespersons required

Warning and Informing Cell
Develops strategy
Advises Gold Commander and senior reps
Coordinates agency responses

Agency Press Offices

Manage own calls
Draft statements and key messages
Link in with WIC

Social Media reach...



140,000



180,000

800,000+



18,000

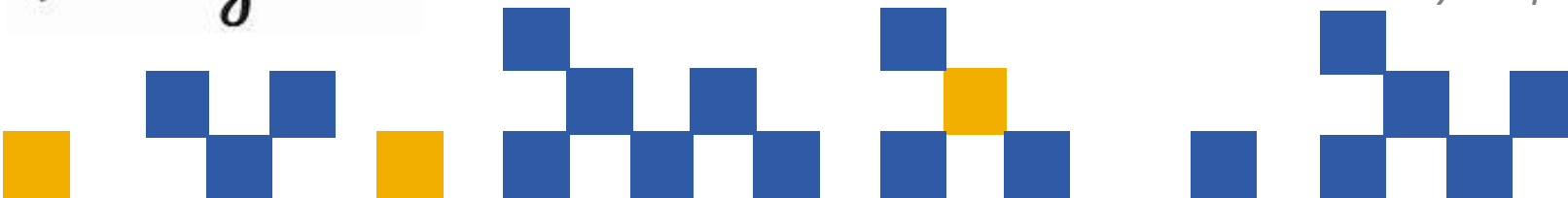


KNOW
about lancashire

40,000

Instagram

Lancashire Constabulary Corporate Accounts



Desmond, Eva and Frank

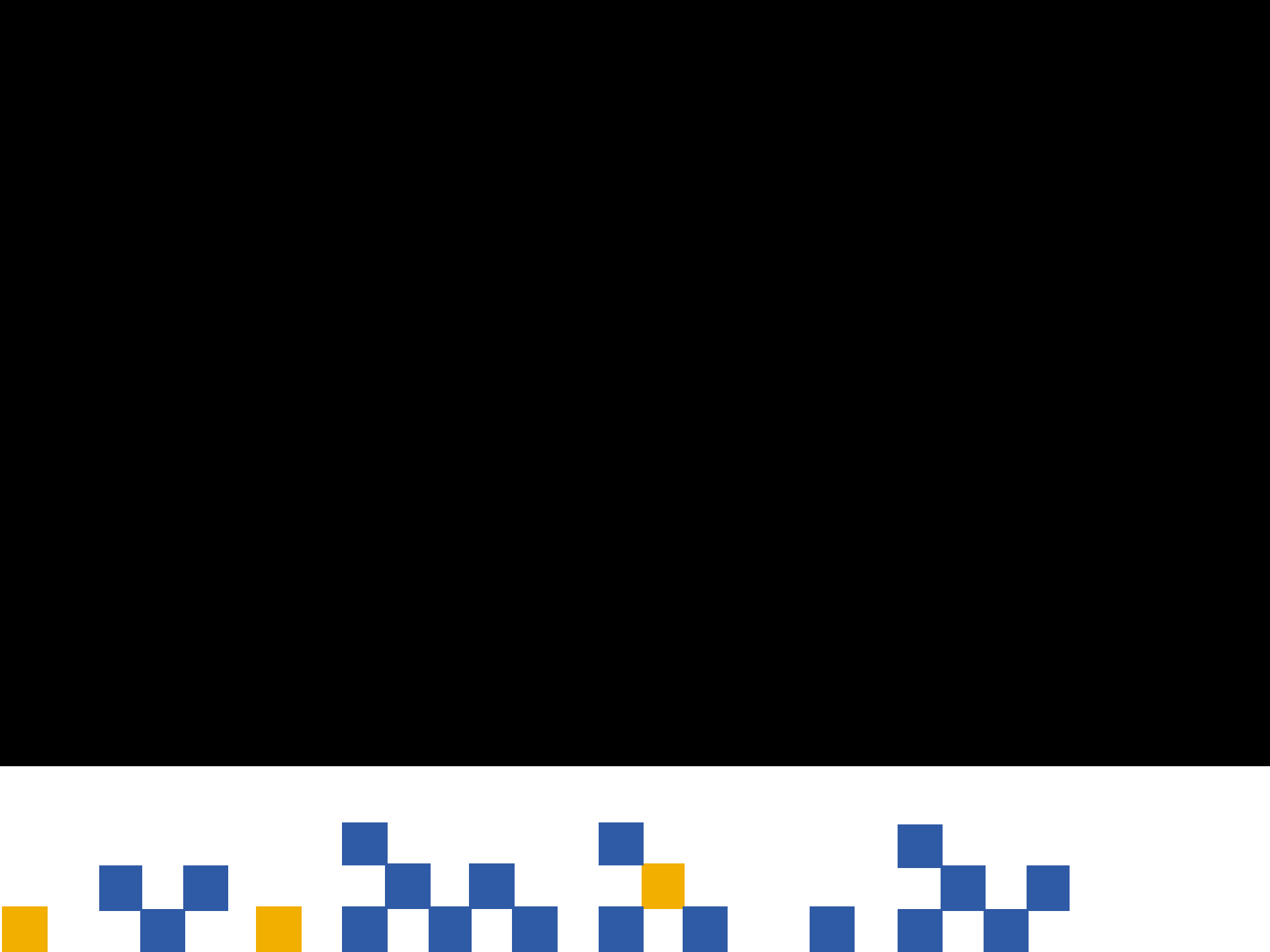


PRIORITIES

To save life
To protect critical
infrastructure

To warn people to take
action







Garstang and Over Wyre added 4 new photos.

Published by garstangfbt@lancashire.pnn.police.uk [?] · 6 December at 04:02 ·

*****A Huge Thank You*****

It has now nearly 4am on Sunday 6th Dec and PC Matt and myself (Sgt Danielle) are still on duty having started at 2pm on Saturday 5th Dec! We have been non-stop going from floods to floods, reported vehicles stuck in floods, rescuing occupants of vehicles, rescuing residents and their pets in Churchtown, turning traffic away from roads where the River Wyre breached it's banks and trying to ensure the safety of all drivers, pedestrians and home o... See More



121,912 people reached

Boost Post

1.2k Likes · 188 Comments · 713 Shares

Like · Comment · Share

121,912 People Reached

3,449 Likes, Comments & Shares

2,235 Likes	1,274 On Post	961 On Shares
485 Comments	223 On Post	262 On Shares
729 Shares	713 On Post	16 On Shares

48,140 Post Clicks

15,102 Photo views	3 Link clicks	33,035 Other Clicks
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NEGATIVE FEEDBACK

28 Hide Post	13 Hide All Posts
0 Report as Spam	0 Unlike Page



Lancaster Area Police

Published by Lancaster Pol [?] · Yesterday at 09:41 ·

UPDATE - Lancaster City Centre now has power, however, access is still limited to pedestrian access. Businesses in the City Centre remain closed at this time. Both Sketon and Greyhound bridge are currently being assessed for damage and repair works will be carried out during the day to ensure they can be reopened as soon as possible. We have been informed that full power to the sub station will hopefully be restored by tomorrow evening. We are also aware that approximately 50 homes are without water. United Utilities are working hard to rectify this and will supply bottled water to those affected. All services are doing our best to resolve the issues and appreciate your patience during these difficult times.

23,240 people reached

Boost Post

Like · Comment · Share

Deborah Johnson, Angela Maria Dunstan, Jayne Kerr and 130 others like this.

166 shares

View 34 more comments



Alia Rashid Kiran Rashid

Like · Reply · Message · 1 · 23 hrs



Mary Ruth Upstone To all the services: You have been working hard. Thank you.

Like · Reply · Message · 40 mins



Write a comment...



356,000
people reached

Back to basics in St Michaels...



- Messages not landing
- Community concern about response
- Wyre BC mobile information point
- Community meetings
- In the **PUB!**



Lancashire Police

Published by Orlo [?]

Page Liked · 10 December 2015 ·

A reminder that if you live in St Michaels on Wyre there is a meeting at 6pm tonight (Thursday 10th) at the Grapes Pub to discuss the response to the flooding. All the emergency services plus Wyre Council, the Environment Agency, Electricity North West and the Army will be there to answer questions from local people and give them the latest information. If you live in the area and have been affected please do come along. The picture shows the latest repairs to the banks of the river where the breaches happened. Thanks to the Army and all our partners for their efforts over the last few days.

Tag photo

Add location

Edit

56

8 Comments 53 shares

Like

Comment

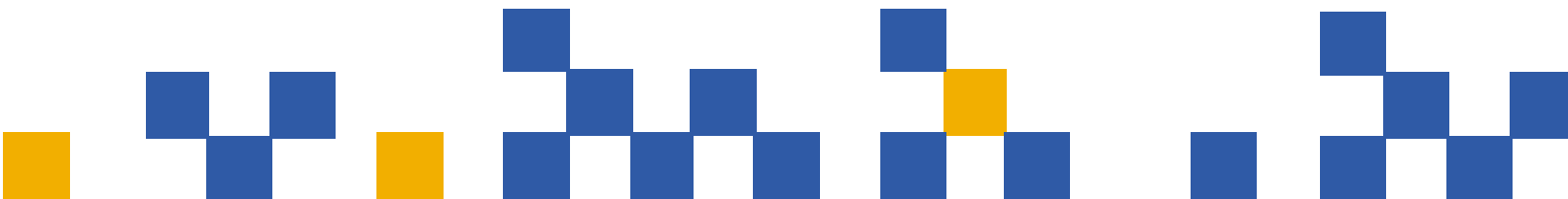
Share



Consider these...



- You cannot **delay** your initial response
- Be clear about **delegated authority**
- Nominate a **senior spokesperson**
- Know what's working, and **what isn't.**
- **Record** everything
- Consider **resilience**
- How will you manage **post-incident?**





Thank you

