# Emergency situation guidance

In the event of a localised or nationally reported emergency the following steps should be taken by the social media and/or marketing manager.

## Social Media

1. Clear or pause scheduled social media posts as soon as possible.
2. Do not retweet/share or comment on news – we do not know the impact of the event(s) and it would be inappropriate for us to comment.
3. For the duration of the incident all social media activity MUST be approved by a director.

**Buffer social media scheduling** can be disabled by the social media manager using Buffer via the "Schedule" tab for each profile and then deselect all the days of the week to turn them off.

## Email Marketing

Suspend all email marketing campaigns

Suspend all email marketing automation.

Suspend all credit control automation.

**Log into Midas as an administrator, go to Admin Tools > Automation > Email > uncheck automation tasks**

## SMS Campaigns

Suspend all SMS marketing campaigns.

Suspend all SMS marketing automation.

Suspend all credit control automation.

**Log into Midas as an administrator, go to Admin Tools > Automation > SMS > uncheck automation tasks**

## Telephone

1. **No comment is to be given on the incident under any circumstances.** Refer requests to a director, take down a name and return number for the caller and advise that a director will return their call when available.
2. **If the incident directly impacts our premises, staff, or partners or if there is an unmanageable volume of calls for any reason you can switch to the “emergency” closure message on the main IVR menu.** From an internal extension dial 17071-8888 and follow the instructions, from an external line dial the main IVR, dial extension 8888 followed by your remote access pin number.

**The emergency recording is as follows:**

*Thank you for calling O’Brien Media. Due to an incident affecting business operations we are unable to take your call at this time. For updates please visit our website at* obrienmedia.co.uk*. Service status announcement as at 2:40 AM on Tuesday, 23 May 2017*