

# Using your Intranet during a crisis

Pita Norris

May, 2011









## What classifies a crisis?

A significant threat to operations that can have negative consequences if not handled properly. In crisis management, the threat is the potential damage a crisis can inflict on an organization, its stakeholders, and an industry. A crisis can create three related threats:

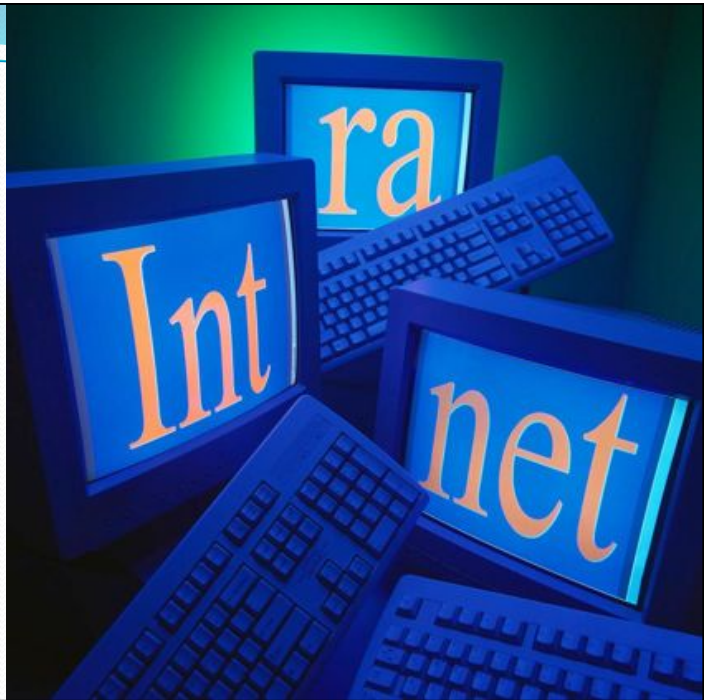
- (1) public safety,
- (2) financial loss, and
- (3) reputation loss.

# It's a crisis!

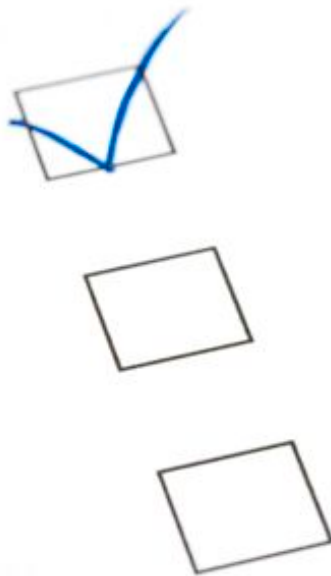
*"When written in Chinese, the word crisis has two characters.  
One represents tragedy, the other one represents opportunity."*  
**John F. Kennedy**

## Your intranet..

One of the tools in your crisis management approach.



## A quick poll



## Planning for a crisis



*"Next week there can't be any crisis. My schedule is full already."*

**Henry A. Kissinger**

**Create your  
own  
'dark site'**



**A crisis can  
move forward  
quickly**



*'Actually this seems to be the basic need of the human heart in nearly every crisis – a good hot cup of coffee'.*

**Alexander King**

## **What are the primary needs of your staff?**

- What's happening?
- What should I do?
- How will this affect me?





## What information will live on your crisis site?

- Staff communications
- Crisis specific information
- News room / media
- Support / assistance advice.

## Brisbane's floods



## Help and support




## Social Media





# Use of Twitter during the floods




16 Jan


**KRuddMP** Kevin Rudd  by Pileth  
For everyone in West End affected by the floods - join me for an BBQ 7:30am Wednesday. Cnr Montague Rd & Hill End Tce. Please RT. KRudd  
16 Jan


**SESBrisbane** SES Brisbane City  by Pileth  
Severe Storm Warning for areas including Brisbane City: <http://tiny.cc/kt7lq> #SES #BNEstorm  
16 Jan


**MsKymOG** Kym O'Dorman  by Pileth  
RT @rebeccaspawrow: Help a flooded business get back on its feet. "The Fishery" at Baroona Road Shops at Milton. Best fish chips in town!  
16 Jan


**PitieN** Pita Norris  
Article from @JohnBirmingham about the ways that people are pulling together during the big cleanup #qldfloods  
<http://tinyurl.com/8a1bn9m>  
16 Jan

**ourbrisbane** ourbrisbane.com  by Pileth  
What to do if your pool has been flooded. <http://ow.ly/3FuVB>  
16 Jan


**612brisbane** ABC Radio Brisbane  by Pileth  
Free tetanus vaccinations for registrd vols & flood-affected  
16 Jan

**brisbanecityqld** Brisbane City  by Pileth  
Yeronga State School is operating a Community Recovery Centre and need donations of soft drinks/poppers. Hours are 8.30am-5pm for drop offs.  
21 Jan

**briscleanup** Brisbane Cleanup  by Pileth  
I need updates from you. Do you know where help is needed for #bnecleanup? If so, SMS Paul @briscleanup 0411 887926 and I will tweet updates  
21 Jan

**612brisbane** ABC Radio Brisbane  by Pileth  
For more information about financial assistance available to #qldfloods affected residents <http://bit.ly/nBtudy> or call 1800 173 349  
21 Jan

**PitieN** Pita Norris  
Qld musical theatre performers have recored "Love you Qld". Avail on iTunes. All funds to aid flood relief Pls RT #qldfloods #bnefloods  
20 Jan

**drhappy** Dr Happy  by Pileth  
Free Webinar Today - Coping with the Floods. 11am Brisbane time or Midday Sydney time - <http://bit.ly/er8AWt>  
20 Jan

**PitieN** Pita Norris  
@Annieb25 I can give you one pair, size 8 (mens) would fit 9.5 woman. Where can I take them?  
20 Jan

# Innovate



# Gov 2.0

gov2qld

Government 2.0 in Queensland

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Felicia Dwyer

Notes from last night's meeting - How can Gov2QLD work with Government for the future?

How can Gov2QLD work with Government for the future?

- Collaboration – across multiple agencies
- Educating our workforce and developing strategies for the workforce
- Briefing for the CEO Services Committee?
- Reference group (PSC or IPAA)
- Get involved with the government online advisory group
- Individuals want to go back to our executive directors or senior management teams to present on Gov 2.0 issues
- Is the Gov 2.0 name appropriate?
- We need to 'talk the language' of government but also plain English
- Senior management education (i.e. through events like the Crown Law CEO seminars)
- Change management
- Regional focus – how do we network with the regions? Wiki/blog?

How do we educate up? (To management)

- Identify needs and requirements
- Put it in context – case studies, lessons learnt
- Regional focus from a business outcomes perspective
- When planning – get legal involved early
- Government has service delivery subcommittee – 8 committees who can work with change management

How do we educate across workplace?

- Accessible government
- Access to technology is critical
- Wiki/blog – accessible to non-technical staff?
- Access to internet requirements forms – how can we facilitate access to social media through existing IT protocols?

24 days ago





## Post crisis review



*‘Close scrutiny will show that most ‘crisis situations’ are opportunities to either advance, or stay where you are.’*

**Dr Maxwell Maltz**



**Pita Norris**

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