

**Appendix G:
Crisis Information Outlet - Social Media**

In the event of a crisis, the University Marketing (UM) team will be contacted immediately to post announcements and information to the university’s official social media channels, monitor discussion and form a plan of action.

The following staff members should be contacted (in order):

1. Social Media Manager
2. University Marketing Assistant Director
3. University Marketing Director

The total reach of Oregon State’s social media feeds has the potential to eclipse 300,000 people. Twitter, Facebook and Instagram — in that order — are the most effective means of communicating information.

	Crisis	Weather	When directed
Twitter	Y	Y	Y
Facebook		Y	Y
Instagram			Y

University Marketing staff will facilitate engagement with online followers during crises and will manage answering any questions that may come through social media. The information provided will be approved through the designated crisis/incident spokesperson.

University communicators may be contacted through existing channels (email, Slack or Teams groups) and provided additional information, but they are encouraged to proactively check the university’s social media accounts for updates and share whatever information is provided there on their platforms during a crisis.