



Protecting
Reputation

PRO
RESPONSE





The Age of Social Media, March 21st, 2019



NEWS

[Home](#) [Video](#) [World](#) [UK](#) [Business](#) [Tech](#) [Science](#) [Magazine](#) [Entertainment & Arts](#) [Health](#) [World News TV](#) [More](#)[US & Canada](#)

United Airlines: Eyewitness on how passenger was dragged off plane

11 April 2017 Last updated at 16:32 BST

United Airlines has been severely criticised after a passenger was forcibly ejected by airport security staff from one of its oversold flights, after no one volunteered to leave the plane.

The passenger who was sitting next to the man taken off the flight told BBC 5 Live radio that the 69-year-old was "dragged off" the plane.

Related video / audio



Man forcibly dragged off US flight
10 April 2017

Most watched



Secret nuclear bomb videos revealed
12 April 2017



North Korea celebrates fresh investment
2 hours ago



'I killed two of my own brothers'
8 hours ago



Why do shoelaces come untied?
12 April 2017



YouTube star: 'My tips for surviving prison'
9 hours ago



Woman reveals 'sex-for-rent' ordeal
9 hours ago

[Show More](#)

Main stream news content



NEWS

[Home](#)[Video](#)[World](#)[UK](#)[Business](#)[Tech](#)[Science](#)[Magazine](#)[Entertainment & Arts](#)[Health](#)[World News TV](#)[More](#)US & Canada

White House: United Airlines incident 'troubling'

11 April 2017 Last updated at 20:16 BST

White House press secretary Sean Spicer says footage of a screaming passenger being dragged off an overbooked United Airlines flight is "troubling".

"I don't think anyone looks at that video and isn't disturbed that another human being is treated that way," he told reporters at the daily briefing.

"Clearly watching another human being dragged down an aisle, watching, you know, blood come from their face after hitting an armrest... this probably could have been handled a little bit better."

Related video / audio



United eyewitness: 'It got violent quickly'
11 April 2017



Eyewitness on United Airlines ejection
11 April 2017

Most watched



Secret nuclear bomb videos revealed
12 April 2017



North Korea celebrates fresh investment
2 hours ago



'I killed two of my own brothers'
8 hours ago



Why do shoelaces come untied?
12 April 2017



YouTube star: 'My tips for surviving prison'
9 hours ago



Woman reveals 'sex-for-rent' ordeal
9 hours ago

[Show More](#)

Top stories

abc NEWS | EXCLUSIVE

abc NEWS EXCLUSIVE

abc NEWS
EXCLUSIVE

UNITED AIRLINES UNDER FIRE
ONE-ON-ONE WITH OSCAR MUNOZ

GMA
@GMA

abc NEWS UNITED PASSENGER CLAIMS HE WAS THREATENED WITH HANDCUFFS TO MAKE ROOM FOR

NEWS

[Home](#) | [Video](#) | [World](#) | [UK](#) | [Business](#) | [Tech](#) | [Science](#) | [Magazine](#) | [Entertainment & Arts](#) | [Health](#) | [World News TV](#) | [More](#)[Business](#) | [Market Data](#) | [Markets](#) | [Global Trade](#) | [Companies](#) | [Entrepreneurship](#) | [Technology of Business](#) | [More](#)

United Airlines shares fall after passenger removal

11 April 2017 [Business](#)[f](#) [t](#) [v](#) [e](#) [Share](#)

Shares in the owner of United Airlines recovered some ground after the airline's boss issued a second statement apologising over its removal of a passenger.

United Continental Holdings stock fell 4% at one point before losses narrowed to finish down 1%.

Top Stories

Russia 'failed to prevent' school massacre

15 minutes ago

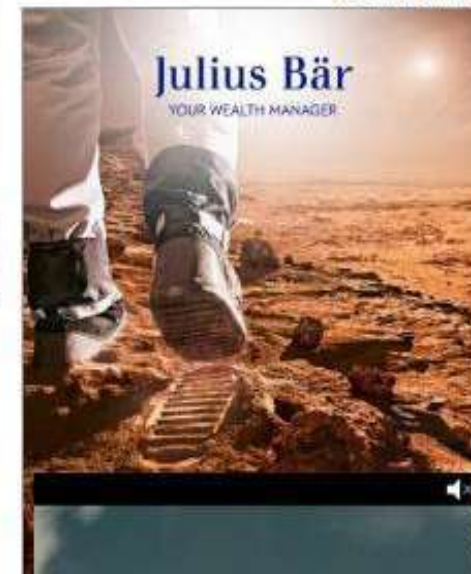
Evacuations as Cyclone Cook lashes NZ

7 minutes ago

What on earth is happening to Turkey?

12 April 2017

ADVERTISEMENT





THE SCALE

Total worldwide population is 7.7 billion

The internet has 4.2 billion users

There are 3.397 billion active social media users

One new account is set up every 10 seconds

The average daily time spent on social is 116 minutes a day



Social media strategy



The responsibility of senior management

- **Awareness and training of employees at all levels**
- **If and when to respond**
- **Social media as a strategic tool**



Facebook Search

Find the people and posts that matter to you most.

Now you can use Facebook Search to find photos, posts, videos, and links by searching for words in the post.





Social media strategy



The responsibility of senior management

- Awareness and training of employees at all levels
- **If and when to respond**
- Social media as a strategic tool



**Pinky Galorio**
Follow · January 21 · 

PATULONG NAMAN PO SA INYONG LAHAT
KAHIT KAUNTING SHARE LANG PARA MAKAMIT
NAMIN ANG HUSTISYA MISSING PO ANG
SEAMAN KUNG PAMANGKIN..😭

NAME : KRISTOFFER GALORIO
BORN : AUGUST 20 , 1998
FROM ILIGAN CITY... See More
[See Translation](#)

 226K · 122K Comments · 742K Shares

 Like ·  Comment ·  Share

[View previous comments](#) 6 of 113,9

**Ruena Valdez** Bkit inantay nu p ng ilang
buwan dpat antimano ngsuplong kau punta
ka tulfo tiyak my action agad
[Like](#) · [Reply](#) · [See Translation](#) · 12m

**Alice Vasequez** ·
[Like](#) · [Reply](#) · 5m

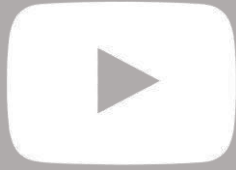
**Naaj Pedron Maghari** hustisya para ky
bryle,mga walang awa dapat sa kanila
bigyan ng matinding leksyon!
#24oras
#soco
... See More
[Like](#) · [Reply](#) · [See Translation](#) · 3m  1

**Mark Pangamal** replied · 2 Replies · Ju

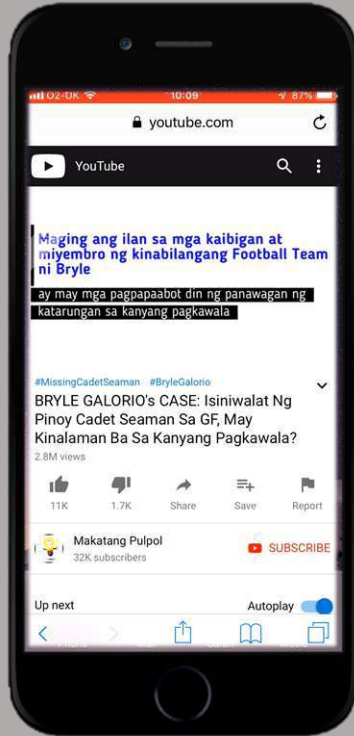
**Yvon Fullido** Jomar Fullido
<https://www.youtube.com/watch?v=23puETORYuo>

 **YOUTUBE.COM**
SEGMENT 3
JANUARY 28,...

 Write a comment... 



YOUTUBE



Over 20 Million
Combined Views



TWITTER



Over 17.5 Million
Combined Views



FACEBOOK



Over 32 Million
Combined Views



**STOP
FOUTE
PALMOLIE**

STOLT TANKERS



Follow

HAPPENING NOW: 6 climbers are delaying a shipment of dirty palm oil from reaching European markets. Waya, a student from Indonesia is one of them. She is risking everything to stand up for our rainforests and our planet. RT this video to stand with Waya. [#DropDirtyPalmOil](#)



4:57 AM - 18 Nov 2018

870 Retweets 1,109 Likes



19 870 1.1K



Whereas past Deepfakes have been used to swap faces (often to make **fake celebrity porn**), the video created by BuzzFeed takes a different approach. The source video is Obama making a public address, and the face shown in the final version is also *mostly* Obama. The goal was not to make Obama look like someone else, but to make it look like he was saying things he never said.



That's how BuzzFeed made it sound like Obama voiced support for Black Panther's Killmonger and insulted President Trump. The point of the video is not to create "fake news," but to warn about the future of fake news. Eventually, it won't just be words written on the internet, but believable videos conjured up inside a computer.

Social media strategy

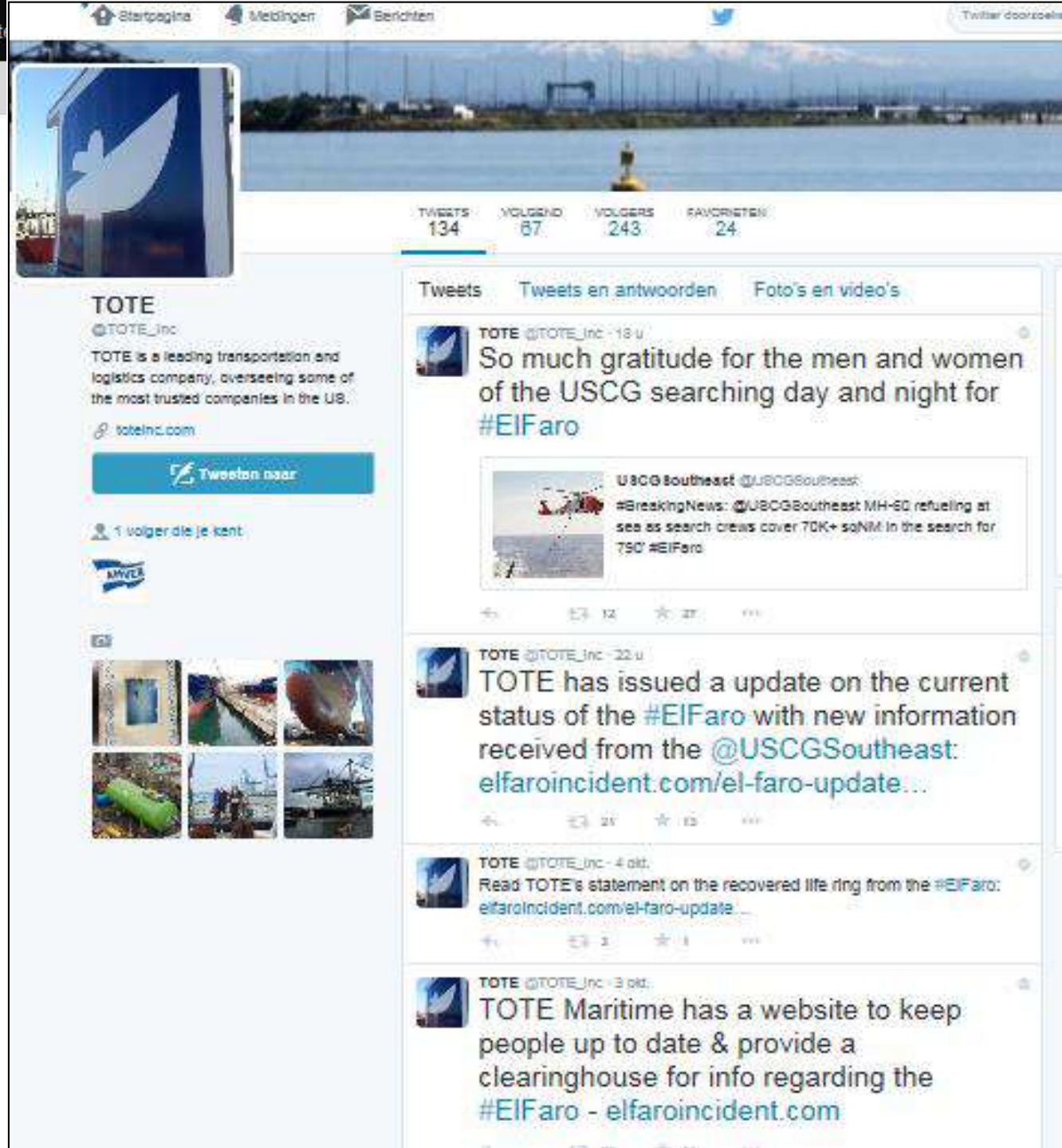


The responsibility of senior management

- Awareness and training of employees at all levels
- If and when to respond
- **Social media as a strategic tool**



'El Faro' Hurricane Joaquin tragedy



EL FARO INCIDENT



TOTE will continue to update this site with the latest information available related to the El Faro incident.

NTSB News Release: 11-16-15

NTSB Completes Documentation of Sunken Cargo Ship El Faro; Voyage Data Recorder Not Located November 16, 2015 WASHINGTON – The video documentation of the cargo ship El Faro and the associated debris field has been completed but the vessel's voyage data recorder was not located. "Over the years we've completed many investigations without the aid [...]"

[Read More](#)

NTSB Update: 11-12-15

OPERATIONAL PRIORITIES

- Continue supporting families and loved ones
- Cooperate with USCG and NTSB investigators
- Cooperate with third-party investigators engaged by TOTE
- Provide accurate, timely updates

RESOURCES

- [Press Releases](#)
- [FAQs](#)

Social media strategy



The responsibility of senior management

- Awareness and training of employees at all levels
- If and when to respond
- **Social media as a strategic tool**
- **Video statements**

PICTURES | TUE APR 17, 2018 | 12:55PM EDT

Arrest of two black men in Starbucks sparks protests



1/24



EDITION: UNITED STATES ▾



REUTERS



Business

Markets

World

Politics

Tech

Commentary

Breakingviews

Money

Life



Pictures



Video





Newsroom



Views

A follow-up message from Starbucks ceo in Philadelphia

Kevin Johnson apologizes, says he will personally address issues that led to situation in Philadelphia: "I will fix this."



Top

Latest

People

Photos

Videos

6

54

95



Aundrea Cline-Thomas ✓ @A... · 2d ✓

"These two gentlemen did not deserve what happened. We are accountable. I am accountable." - @Starbucks CEO releases a video message after the Rittenhouse store arrests. He says he's to blame and not the store mgr who called police. @NBCPhiladelphia



A follow-up message from Starbucks ceo in Philadelphia
news.starbucks.com

106

492

1,186



Social media strategy



The responsibility of senior management

- Awareness and training of employees at all levels
- If and when to respond
- **Social media as a strategic tool**
- **Video statements**

THE FUTURE?



Autocue Statement

'Yesterday our passenger roro vessel 'Amalia' came into contact with another ship whilst manoeuvring out of Zeebrugge port.

It is with great sadness that I can report that during the incident one passenger is feared to have gone overboard.

Extensive search and rescue operation continues.

Four other passengers suffered injuries and are now in the care of the medical authorities.

All our thoughts go out to families of those missing and injured.

We have seen reports on social media and in the main stream media reports of an alleged black out of the main engine of the earlier this year.

We would like to emphasise this information is totally incorrect and the ship has never suffered from any such black out in the past.

There will be a full investigation into the cause of the accident and the Authorities will have our full co-operation.

Further information will be provided as it becomes available.

Thankyou'



Protecting Your Reputation

‘Any event likely to attract unfavourable attention’