



Mark Clark



BBC news journalist/editor

Crisis desks

National Health Service
Child Support Unit
Highways Agency
Number 10, Downing Street

Maritime and Coastguard Agency

Head of Communications

Crisis Response

Many marine casualties
MSC Napoli / MV Prince / MT
Atlantic Prosperity / MV Dole
America ...



Vigilate
sponse



10 DOWNING STREET





An International Network

- Established in 1989.
- The world's leading crisis communications network dedicated to serving the shipping, energy, offshore and transportation industries.
- Providing 24/7, 365 days a year, media response, planning, training and drills.
- Over 9000 ships registered in service.
- 600+ incidents handled pa.
- International Network of 24 offices+ 20 Associate offices.



New York
9/11



Manila
2018



REPUTATION
in the Age
of
**Social
Media**

IN CASE OF FIRE



EXIT BUILDING
BEFORE TWEETING
ABOUT IT.

US World Environment Soccer More

Will MySpace ever lose
its monopoly?

Victor Keegan



Thu 8 Feb 2007 07:41 EST

YES...

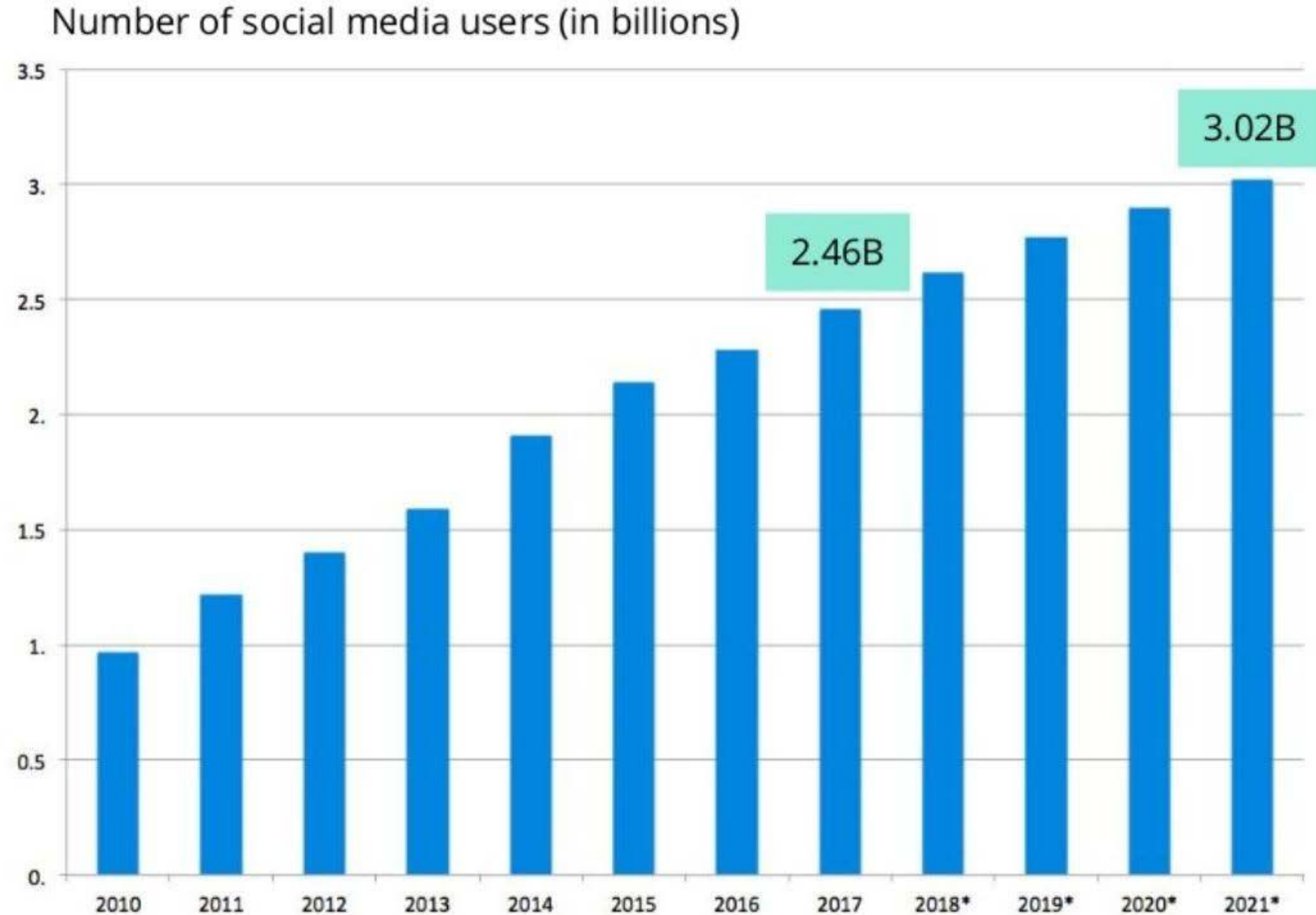
facebook

Fast forward to 2018

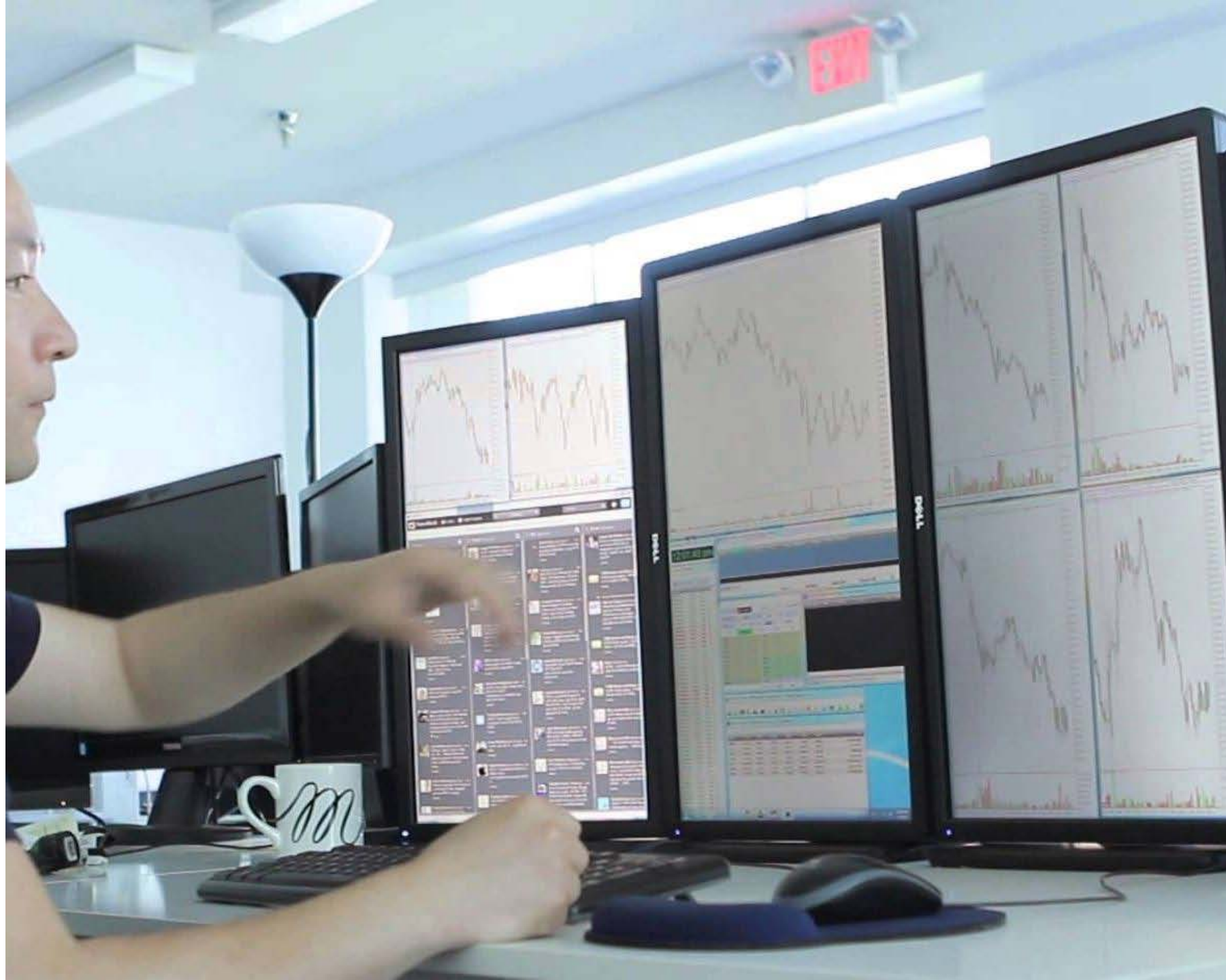


There are now almost 2.5 billion social media users on the planet..

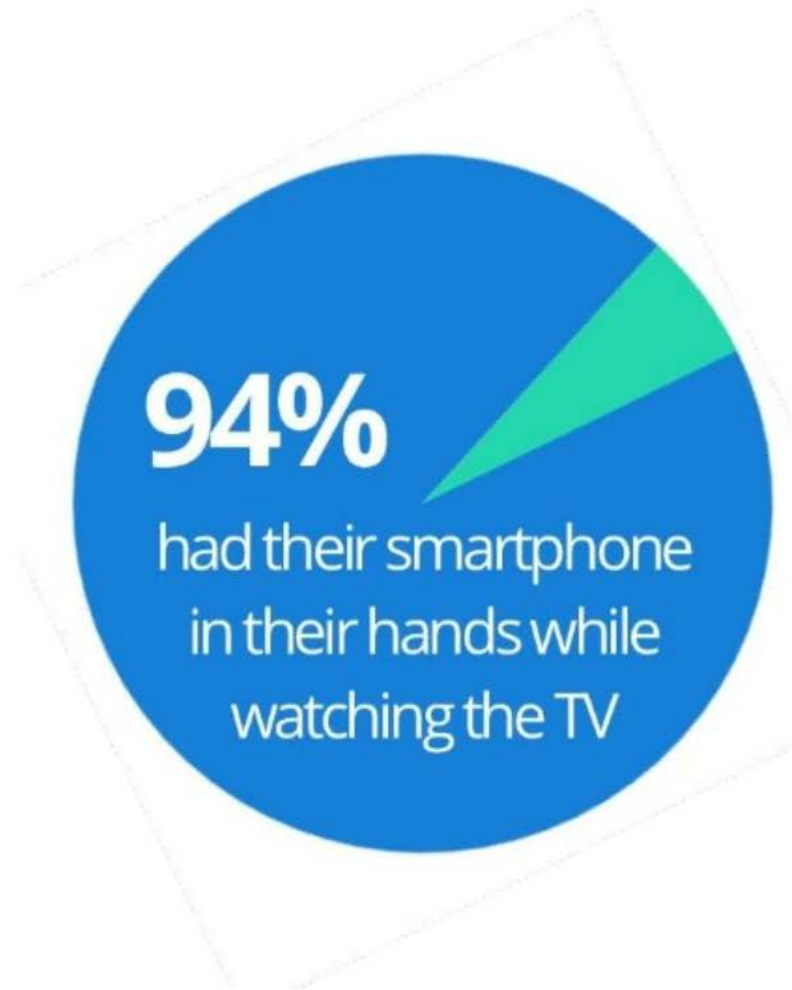
... estimated to grow to > **three billion** by 2021.



- Media monitoring - TV, Radio, social media, print, etc..
- Over 200 social media platforms



We are becoming glued to our smartphones



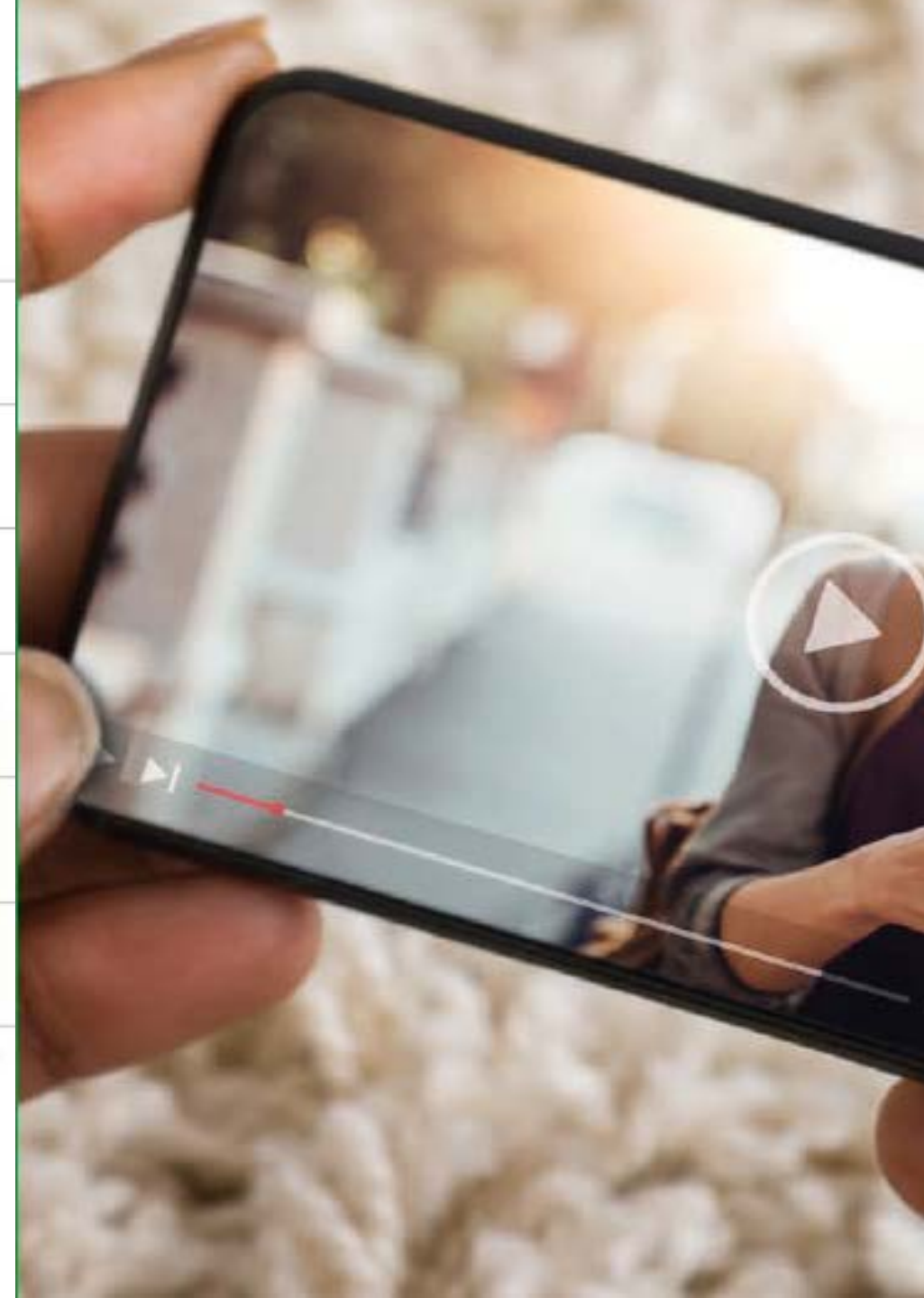
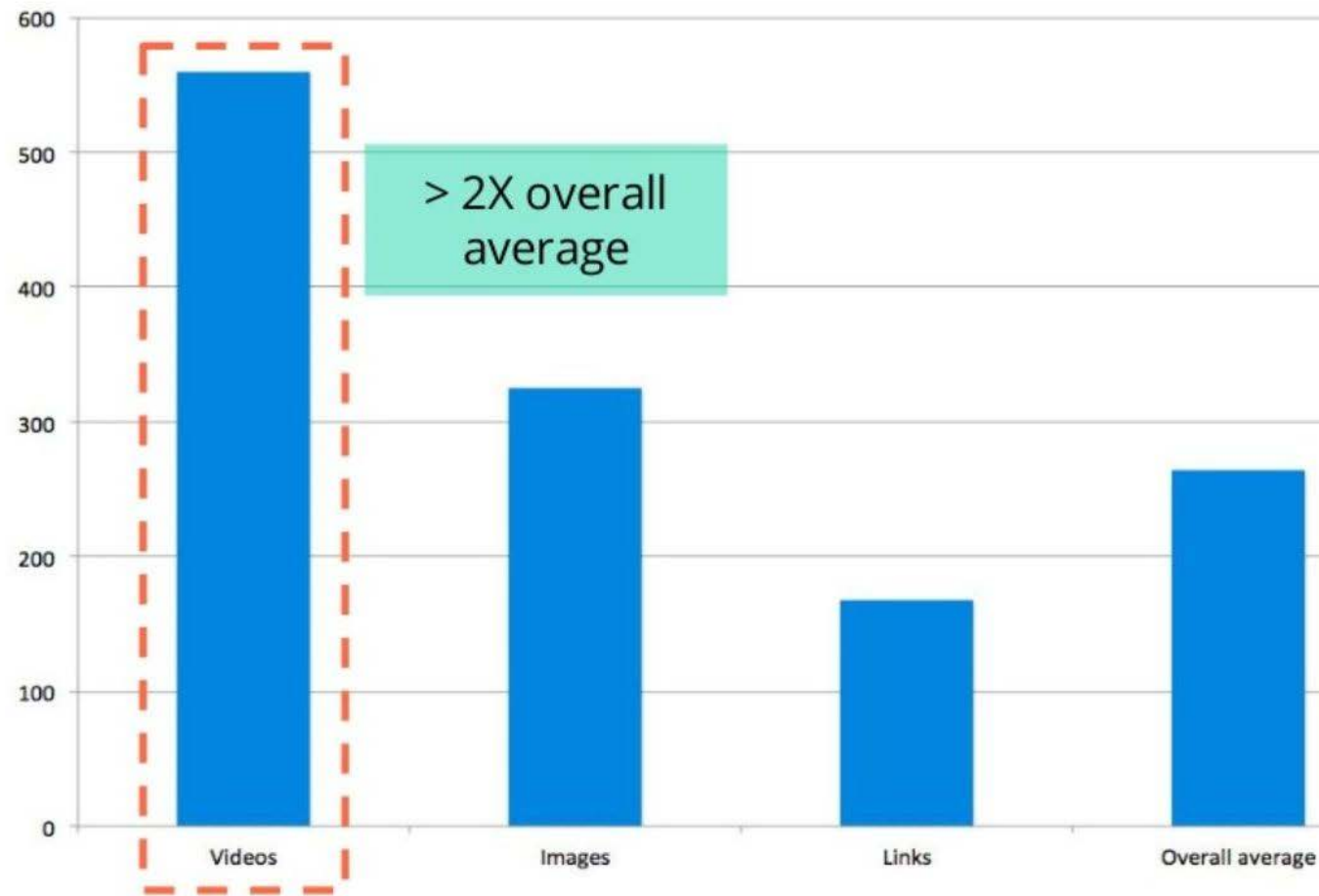
- ◆ Facebook study: 100 people watching TV
- ◆ 94 had their smartphone in their hands
- ◆ One of the top reasons they look away from the TV is to **use their smartphone**



- A 55-75 year old who have adopted their smartphone now looks at their phone an average of 60 times a day (22,000 times per year), compared to an average of 40 daily glances across all Western European adults.
- 71 per cent of this group checks their phones within 15 minutes of waking, compared to 56 per cent across all smartphone owners.

2018 will again be the year of video

Average engagement by Facebook post type



Selfie Stick, the latest piece of SOLAS equipment.



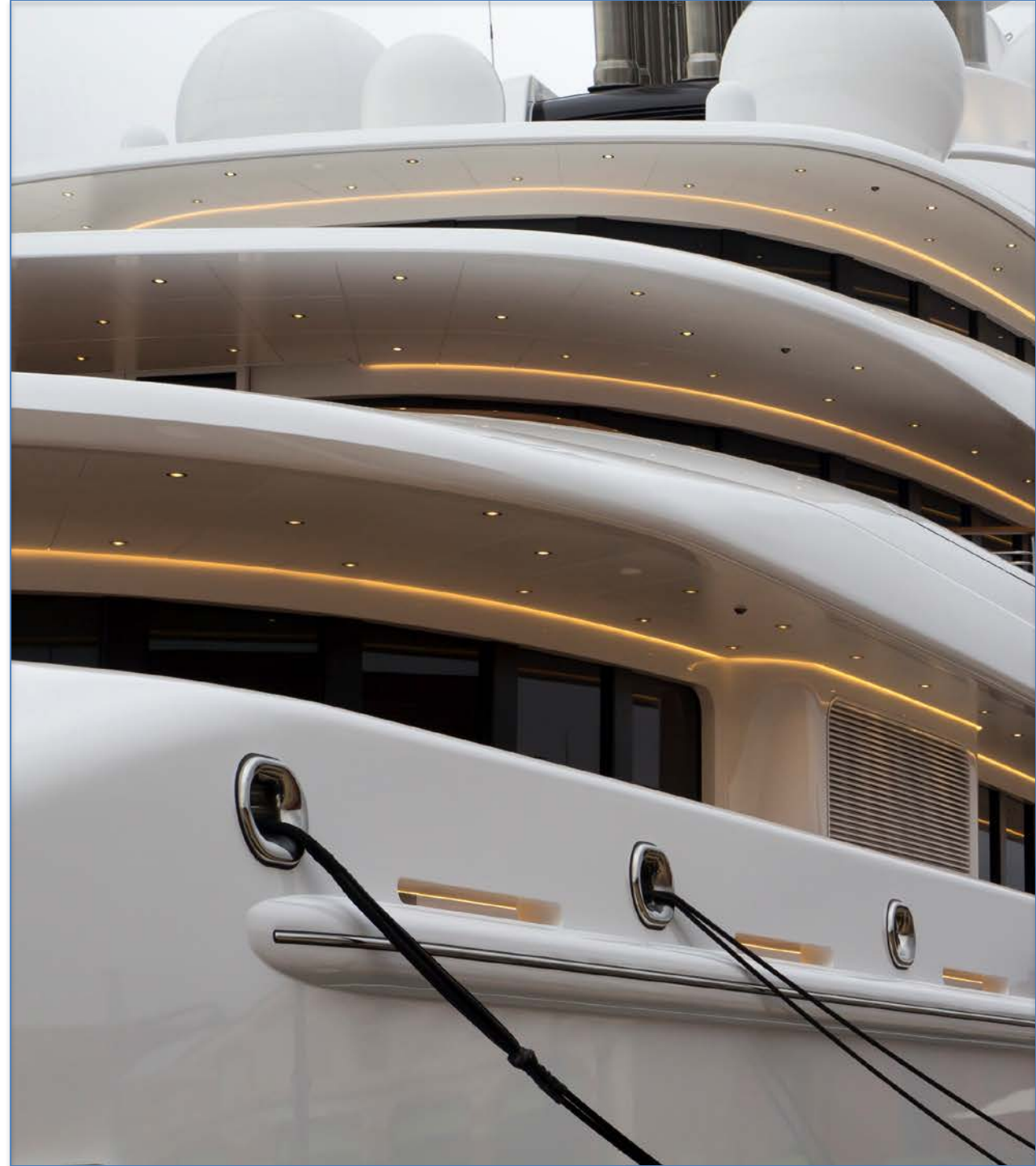


10 post types that get noticed...

1. New information you can share
2. Material with a personal impact
3. Surprising / impressive pieces of trivia
4. Jokes
5. Incredible photos
6. Appeals to moral decency / indignance
7. Celebrity (name recognition)
8. “Proof” that you were right
9. Something that scares you
10. Success stories

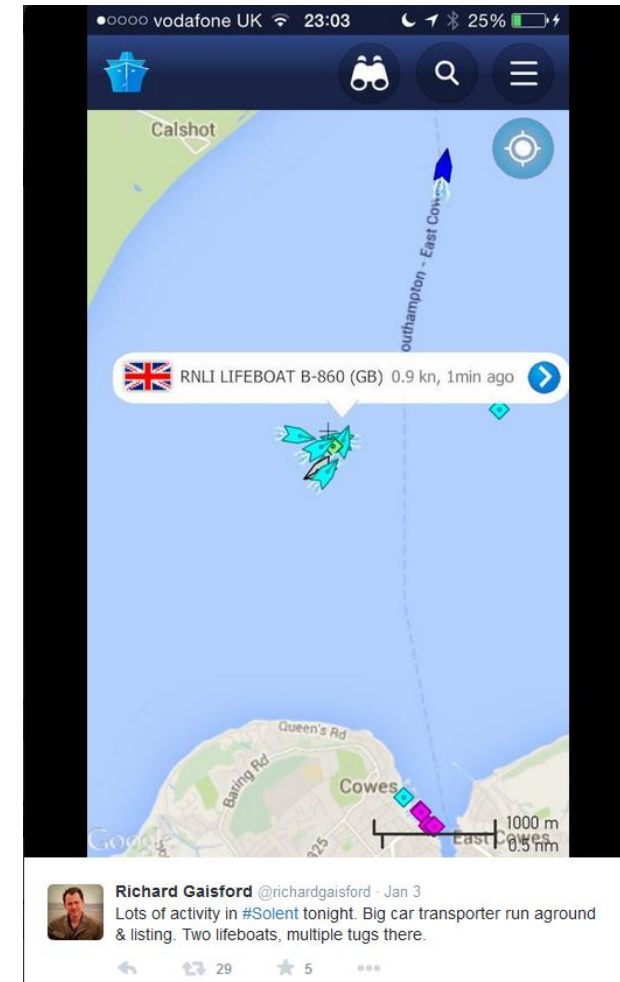
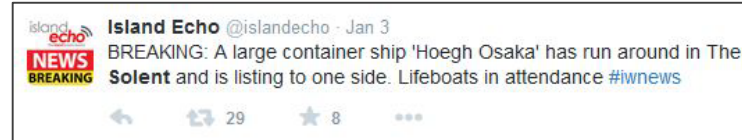
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Speed of social media and visibility





Hoegh Osaka: Drone video of stranded cargo ship



BBC News ✓



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361,195

524,650



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189



27

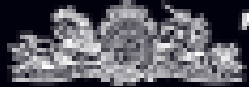
British crew member dead on superyacht



Rebecca Boyle, from west London, is thought to have broken her neck

A British woman was found dead on a £6 million superyacht in Italy after celebrating England's World Cup win on Tuesday, it was reported last night.



THE  TIMES



‘SHE WAS VERY UNSTEADY’ Last person to see Brit superyacht stewardess alive reveals her final ‘drunken’ moments before she fell to her death after World Cup celebrations

Cops say Rebecca Boyle, 32, tragically fell and broke her neck following celebrations with fellow crew members in the northern Italian port of Imperia after England's dramatic win

NEWS

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Sinead McNamara, Australian Instagram model, dies on Greek yacht

3 September 2018

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SINEAD MCNAMARA/INSTAGRAM

Greek authorities are investigating the death of Australian woman Sinead McNamara



'My head is all over the shop today': Chilling twist in mysterious death of Australian Instagram star, 20, found 'tangled in rope' on back of superyacht owned by Mexican billionaire

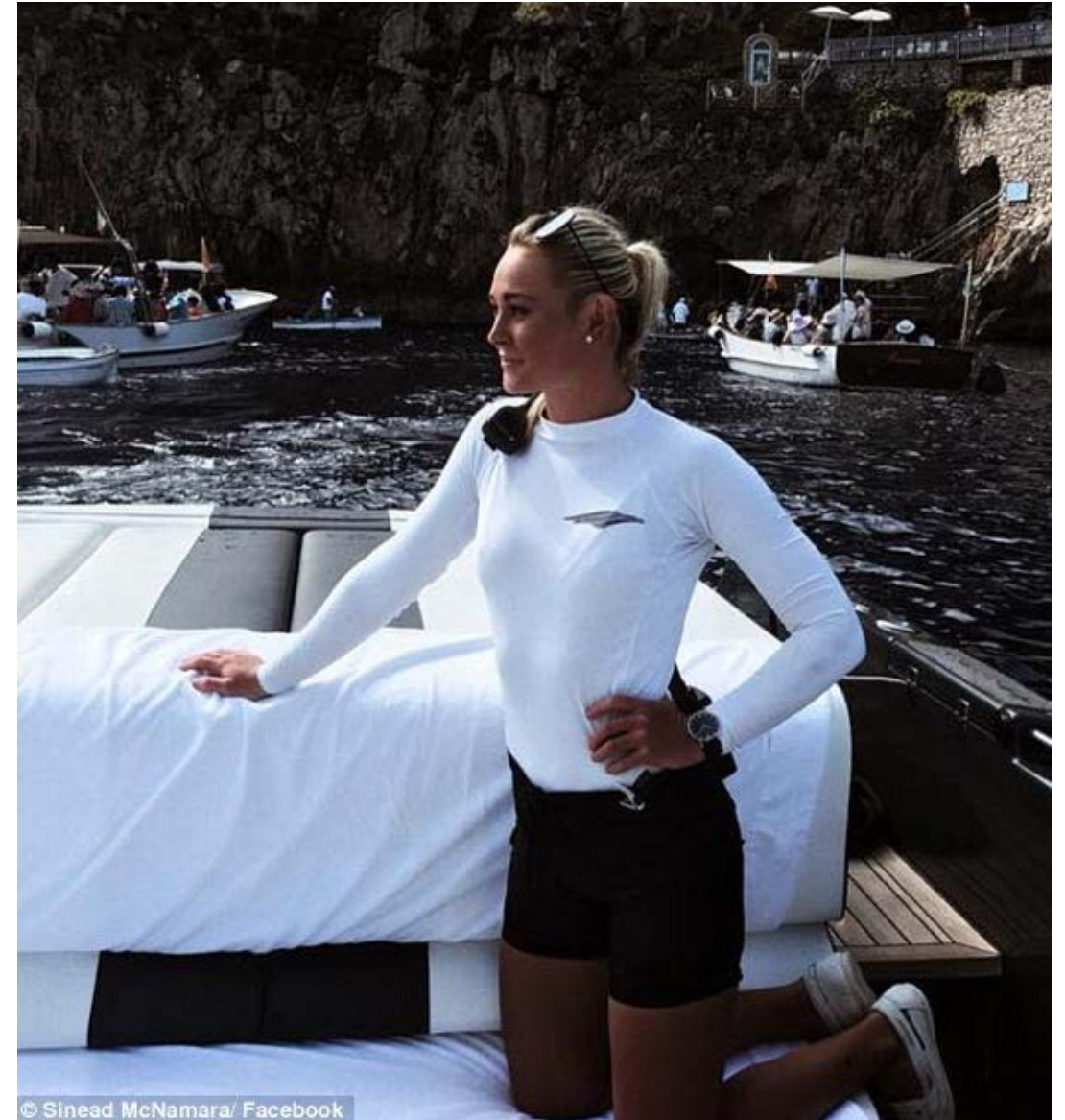
- Australian Instagram model Sinead McNamara, 20, died while on Greece holiday
- Greek authorities are trying to piece together mysterious details about death
- Ms McNamara had been working on luxury yacht Mayan Queen for four months
- The yacht is owned by Mexican billionaire businessman Alberto Bailleres
- It's reported Bailleres left yacht on Tuesday and McNamara was found Thursday
- Her mother and sister were flying to Greece when they were told about death

By KYLIE STEVENS and ZOE ZACZEK FOR DAILY MAIL AUSTRALIA



'Don't look at her body': Instagram model, 20, died from hanging on billionaire's yacht as her family is warned to stay away from the morgue - and a skipper reveals the fight to save her life

- Australian Instagram model Sinead McNamara, 20, died while working in Greece
- Ms McNamara was found dead while working on board a \$190million superyacht
- She was reportedly finishing her last shift when she was found tangled in ropes



Superyacht seized over link to 1MDB corruption scandal should be freed, owners tell court

By Indonesia correspondent [Adam Harvey](#)

Updated 9 Apr 2018, 3:44pm

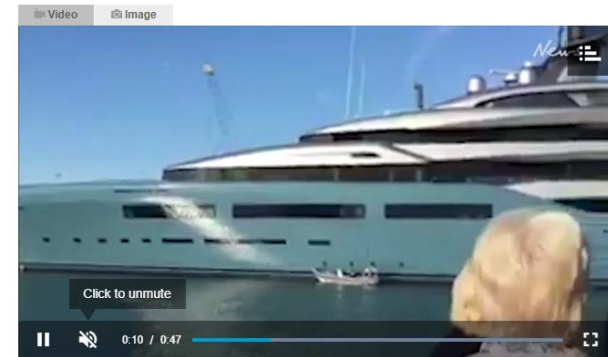


PHOTO: Luxury superyacht Equanimity is moored off Bali's Benoa Bay. (AP: Yoan Ari)

The \$337m superyacht in the middle of an international scandal

IT HAS A helicopter pad, plunge pool, gym and a cinema. Which is all very nice. But this impr centre of an international scandal.

AP



Billionaire's Super Yacht

Indonesia to hand over yacht linked to 1MDB to Malaysia

Reuters Staff

3 MIN READ



KUALA LUMPUR (Reuters) - Indonesia has agreed to hand over to Malaysia a \$250 million luxury yacht it impounded in Bali earlier this year in connection with a corruption scandal at a Malaysian state fund, Indonesian authorities said on Saturday.

'I am innocent': Yvette Nikolic breaks her silence from Fijian jail after drugs, cash and guns were found on her husband's yacht to claim she did not know they were there

- John and wife Yvette were on trip of lifetime when yacht intercepted by police
- Huge drug haul allegedly found on yacht included 13 cocaine bars and two guns
- Mr Nikolic allegedly drank cocktail of drugs after the raid and is now in hospital
- The horse trainer's wife was charged with importing illicit drugs and is in custody

By CHARLIE MOORE and SAHAR MOURAD FOR DAILY MAIL AUSTRALIA
PUBLISHED: 09:20, 8 July 2018 | UPDATED: 08:43, 8 July 2018



The wife of a millionaire horse-racer behind bars in Fiji after police found a \$30million cocaine haul on his luxury yacht has claimed she is innocent.

Officers allegedly found 13 bars of cocaine weighing 15 kilograms, \$15,000 worth of ecstasy tablets, two handguns, ammunition and \$20,000 undeclared cash in a raid on John Nikolic's yacht in June.

Lawyers for Yvette Nikolic, who is locked up with her husband awaiting a court appearance, claim she didn't know the illegal goods were on board.

Thirteen bars of cocaine, \$15,000 worth of ecstasy tablets and two handguns: The huge haul of drugs and weapons allegedly found by police in a raid on a luxury yacht owned by a former horse trainer and his wife

- Huge drug haul allegedly found on yacht included 13 cocaine bars and two guns
- John and Yvette Nikolic were on trip of lifetime when yacht intercepted by police
- Mr Nikolic allegedly drank cocktail after yacht was raided and is now in hospital
- The horse trainer's wife was charged with importing illicit drugs and is in custody

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Rampant drug abuse, secret prostitutes, 20-hour days and strict weight guidelines: Former superyacht employees lift the lid on the dark side of working for billionaires

- Former superyacht employees have revealed the dark side of the industry
- One girl said she worked 20-hour days for months on end without a day off
- Others said they've been abused by guests, but the ship's owner turned blind eye
- The job has become more popular due to Instagram accounts glorifying it

By ALEX CHAPMAN FOR DAILY MAIL AUSTRALIA

PUBLISHED: 21:54, 6 September 2018 | UPDATED: 02:43, 7 September 2018



The confronting life of a superyacht stewardess has been exposed in the wake of Sinead McNamara's death.

Ms McNamara, a 20-year-old Australian [Instagram](#) model, is believed to have taken her own life while working as a crew member on board the \$190million Mayan Queen IV, docked at a port in the Greek islands.

In the months leading up to her death, the young model appeared to be living the dream - hopping from island to island while working on a luxury boat for one of the world's richest men - Mexican billionaire Alberto Bailleres.

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Life and death on a superyacht: 'If something goes wrong, they can just raise the anchor and leave'

Crewing can seem a glamour-filled job. But at least three young Brits have lost their lives, as [Rupert Neate](#) reports

If Dirk Zimmerman's boss fancies a fresh tomato salad, the 35-year-old German hangs up his chef's apron, dons a headset and takes to the skies. Zimmerman, who has been working on superyachts for more than a decade, has lost count of the number of times he's been sent out on a ship's helicopter or seaplane to source food, from courgettes in Oman to truffles in Argentina or vine tomatoes from a nearby Pacific atoll.

"It might shock you to know how much money some people spend privately," he says as he prepares sushi in the professional-grade kitchen on the 60-metre St David, moored in Monaco. "But to be able to take a helicopter and fly two hours somewhere to get the boss's preferences makes his day"

What is needed:

- Immediate response and advice
- Full media and social media monitoring
- Initial statement (30-60 mins)
- Locate to scene or client's office
- Direct liaison with emergency team
- Establish media centre
- Ongoing briefings, interviews, press conferences and media management

To keep the media off the client's back and allow them to focus on the incident





- The comms team will begin to field most of the journalist calls coming in, as the phone numbers will be very visibly displayed on all statements and which will also be on the company's website.
- Journalists will also expect answers via direct messaging and Twitter, so who monitors those within any company?

Why is your ship leaking oil? Call me. Rick at CNN. Have a nice day”.

- In the first hour or so, a large incident may attract 100/200 media calls an hour into the office, so the switchboard will need to be manned and aware and all staff prepared to answer a call from a journalist.



- Be prepared to engage in social media as owner/manager to counter any posts that are plain lies or dangerous untruths.
- Deaths, injuries **ARE** being reported on Twitter

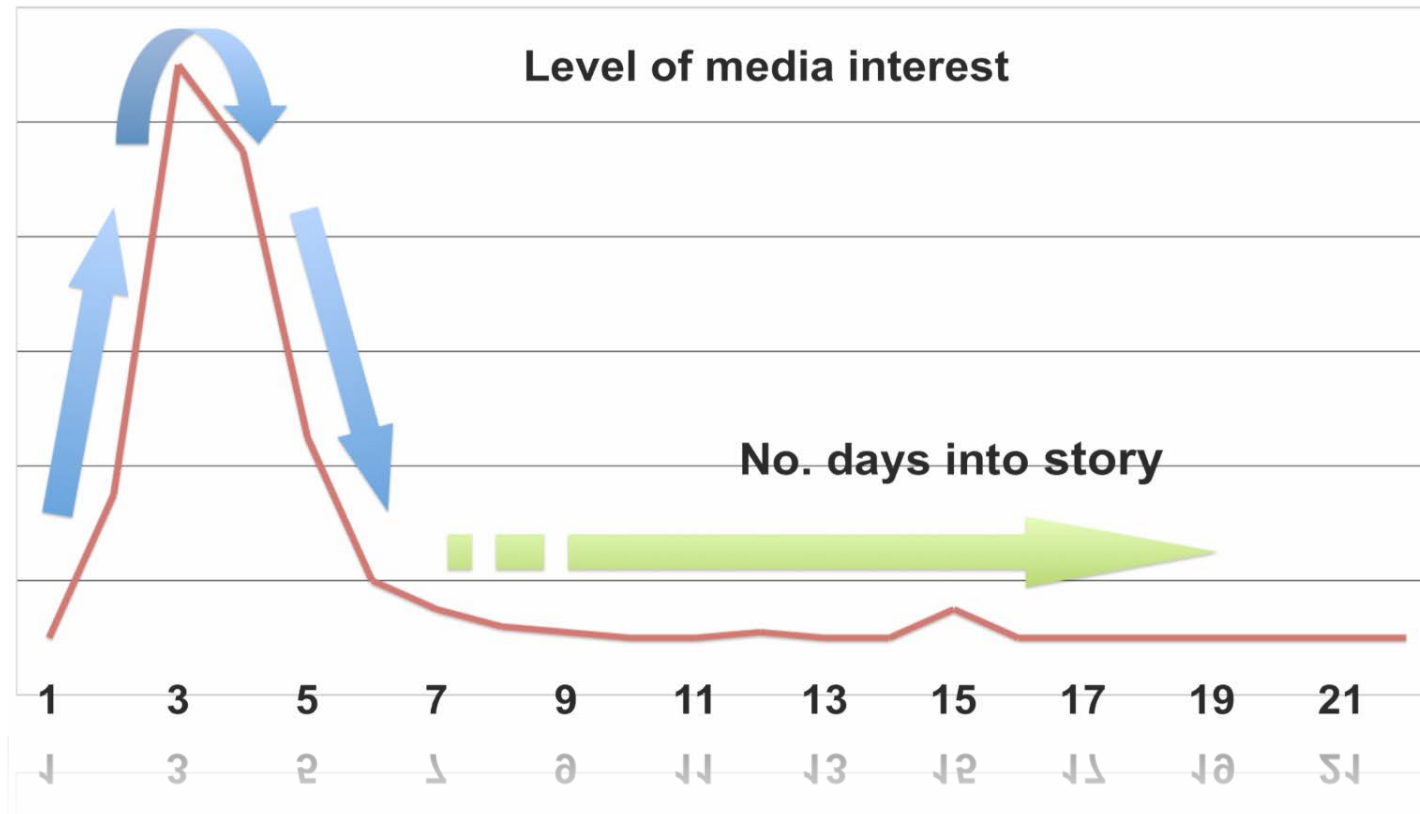




- Gauging the level of traffic covering the incident,
- Assessing the level of the mood i.e. is it hostile; benign or just plain curious?
- Based on that knowledge, the owner/manager could issue a statement to those showing interest in the story to start with, hoping that this might keep a lid on it.

Anatomy of a News Story

- ➡ Short intense attention span
- ➡ Move on to other stories quickly



Our goal: *“One Voice, One Message”*

- Owners/Managers/Operators
- Charterers/Customers
- Regulators
- QI/Response contractors
- Insurers
- Authorities
- Emergency Services





