Working with Outraged Groups presentation

Slide 2

This session will not focus on how to influence public discourse, how to create a social media strategy, or how to manage online trolls, as each of those are sessions (or conferences) all on their own. We will focus on the elements that create outrage, thinking about who is part of your community, and how to structure and plan your organizational engagement with the public, both before and after outrage occurs. The session will be interactive, with lots of opportunities for discussion and questions throughout.

Slide 3

Example: flag flap

According to Sandman, “the risks that do damage according to technical experts (the “real” hazards) are not usually the risks that upset people. And vice versa; often risks that upset people are the risks experts can be apathetic about.”

**In groups of 3-4, spend a few minutes sharing a specific organizational moment when you had a relatively small hazard (one where the technical issues seemed low) become a risk because of outrage.**

Slide 4

This list doesn’t include trolls, because trolls exist in every part of the community.

**Go back to your small group, and identify all the parts of the community that were involved in your example.**

Slide 5

Can you pinpoint the moment when it all started to really go sideways? Share to the large group

The **UC Davis pepper-spray incident** occurred on November 18, 2011, during an [Occupy movement](https://en.wikipedia.org/wiki/Occupy_movement) demonstration at the [University of California, Davis](https://en.wikipedia.org/wiki/University_of_California,_Davis). After asking the protesters to leave several times, university police [pepper sprayed](https://en.wikipedia.org/wiki/Pepper_spray) a group of demonstrators as they were seated on a paved path in the campus quad. The video of UC Davis police officer Lt. John Pike pepper-spraying demonstrators spread around the world as a [viral video](https://en.wikipedia.org/wiki/Viral_video) and the photograph became an [Internet meme](https://en.wikipedia.org/wiki/Internet_meme).[[3]](https://en.wikipedia.org/wiki/UC_Davis_pepper_spray_incident) Officer Alex Lee also pepper-sprayed demonstrators at Pike's direction.

The protests were primarily in response to tuition hikes at the university, and more broadly aligned with the [Occupy movement](https://en.wikipedia.org/wiki/Occupy_movement).[[7]](https://en.wikipedia.org/wiki/UC_Davis_pepper_spray_incident) The specific triggering event for the incident was the refusal of the protestors to comply with an order to remove their encampment.[[8]](https://en.wikipedia.org/wiki/UC_Davis_pepper_spray_incident)

According to *The New York Times*, multiple videos show a peaceful demonstration with officers "freely moving about".[[9]](https://en.wikipedia.org/wiki/UC_Davis_pepper_spray_incident) According to U.C. Davis police chief Annette Spicuzza, the protesters had surrounded the officers and would not let them leave.

Slide 6

Another approach can be humour (Wendy’s Twitter account), but not recommended, as it can backfire ENORMOUSLY.

**Think about your organizational example (or other examples). Can you identify any patterns to how your organization responds to outrage?**

**Take some time to think about it individually, and then we’ll share to the large group.**

Slide 7

It’s not about facts.

Slide 8

Pride Centre example; didn’t share full information (not lying, but shared what we thought was germane to the group)

Slide 9

“Pride Centre Closing!”

Easy to default to defending the organization, the “what happened” conversation.

Slide 10

Review

Slide 11

Review

Make a promise you can keep, and be sure to keep it.

Slide 12

Review

**Ask audience for other best practices**

Slide 13

Resources and references