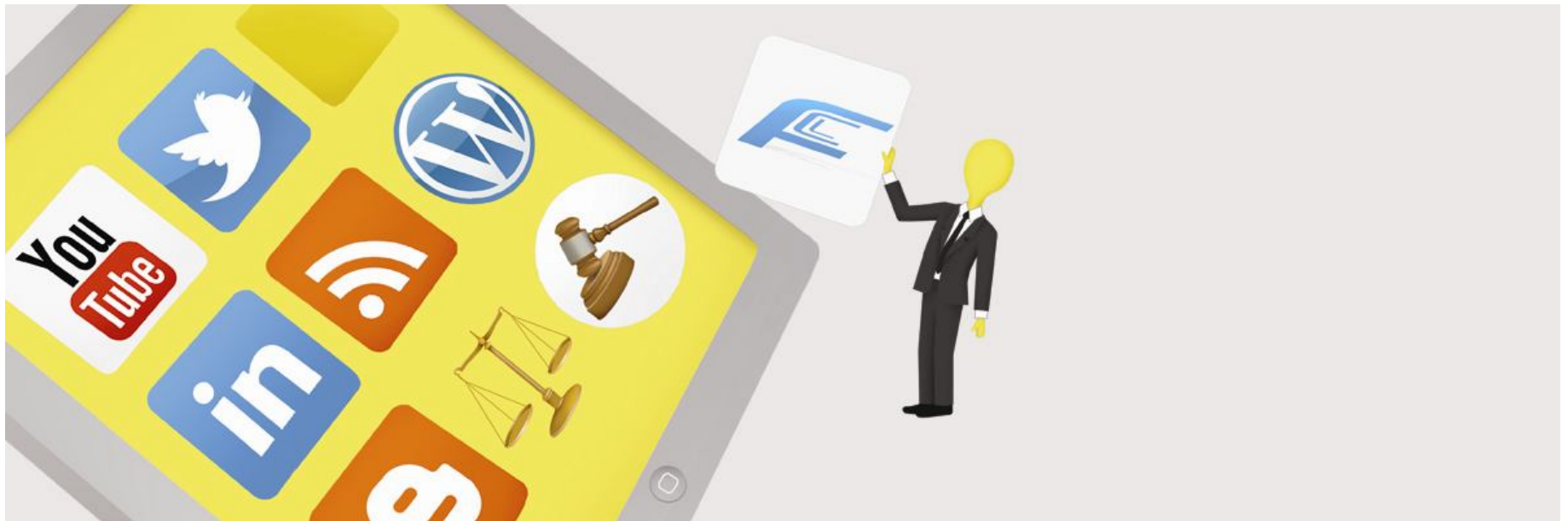


Damned if you do, damned if you don't

[Social Media Disasters]



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@FCLCo

Agenda

- Malaysian Social Media Disasters
- Handling Social Media Disasters

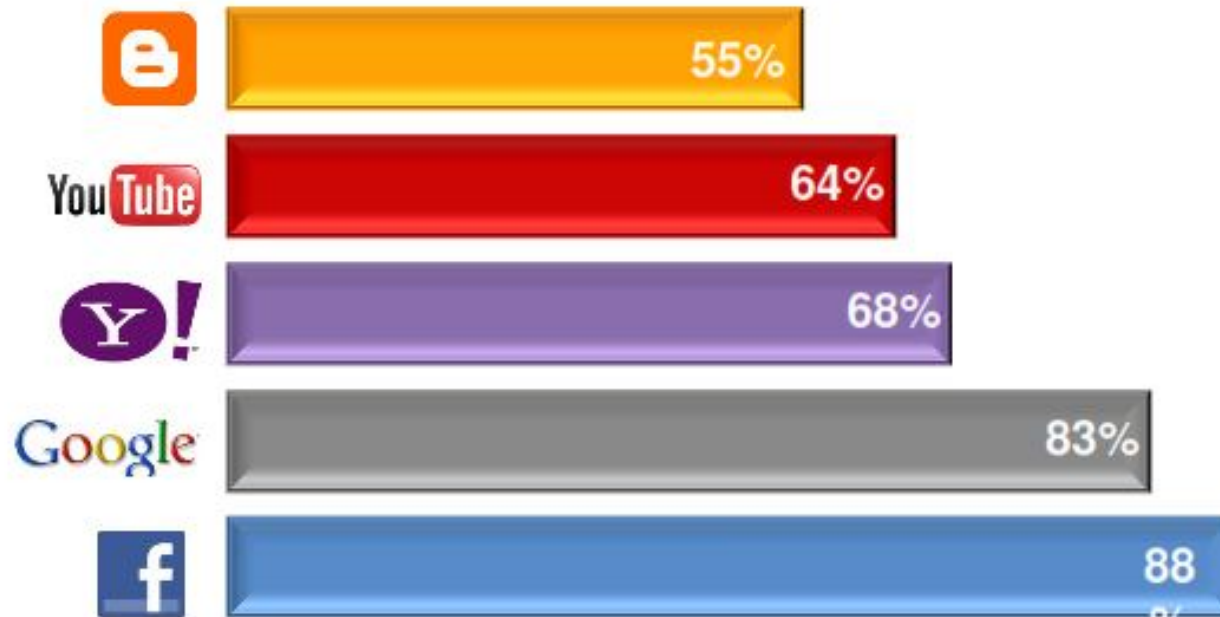


Internet population

Malaysia population - 26,160,256

64.7% of Malaysian use the Internet. Internet users - 16,900,000

(%Reach)



Estimated Facebook Users in Malaysia: 11,751,060

Estimated Twitter Users in Malaysia: 470,000

#1 Energizer Night Run 2011

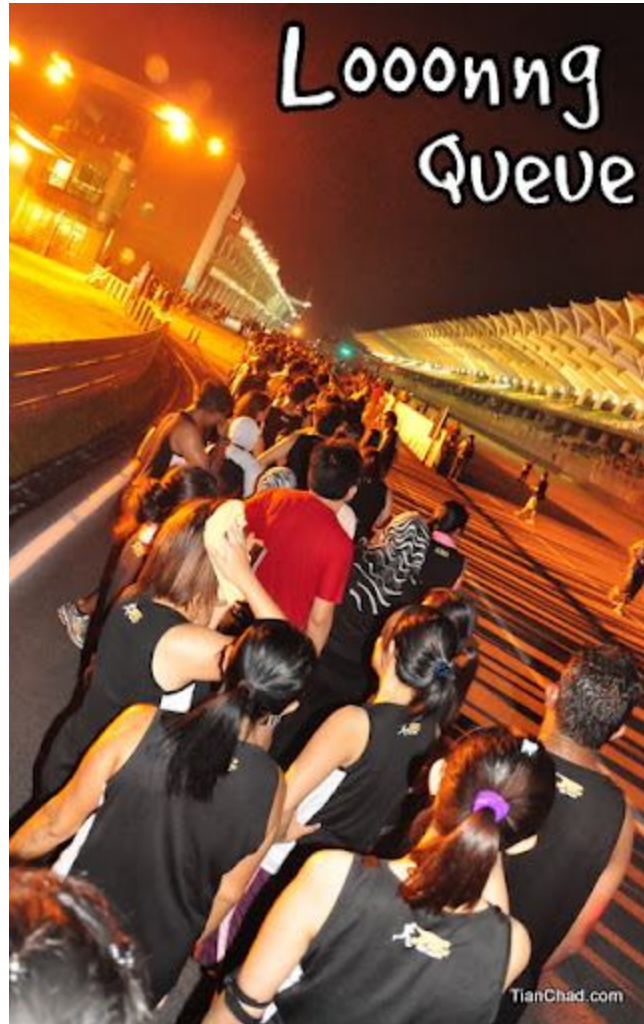


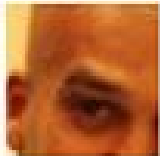
Image credits: TianChad.com



Brendan Bobo

WHEN WILL U ORGANIZERS GOING TO APOLOGISE??!!!

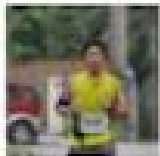
a few seconds ago



Saravanan Krishnan

shout out goes to the girl who was the MC....pls don't ever take the mic again!

a few seconds ago



Jures Yahya

Worst race ever. Nuff said. Not gonna join this race anymore. I thought Energizer Night Race 2010 was bad enough..but this tops everything!

about a minute ago



Rust KkTan

Dear Energizer, where is my goodies bag?no medal nothing?

about a minute ago



CyberPunk Kevin

If you want to organize a BIG event and if you know u have a BIG crowd, please get more working committee, open more booth, or have a better plan on giving out finishing kit.

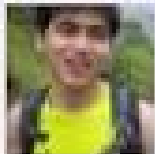
There are not enough marshall and signboard around. Please place more working comm or signboard or buntings around to tell ppl where to queue, people at the far end don't know even which queue is for which category.

And one last thing, closing the pit gate when ppl is standing below it? WRONG MOVE GUYS. thank god u didnt get anyone killed, or else you'll be in deep shit LIKE THIS POST IF YOU AGREE TO THE ABOVE STATEMENT!

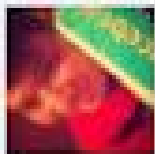
about a minute ago



Seith Sow I personally express my disappointment towards the organizer of The Energizer Night Run...a sincere FUCK YOU!
about an hour ago · Like



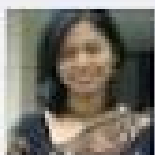
Lc Cheah I TOTALLY AGREED!!!!!! FXCK YOU
39 minutes ago · Like



Ivan Cha Sohai matathon event!!! Sucks to d max!!!!!! Fuck off!!!
19 minutes ago · Like



Ken Looi FUCKING MARATHON FOR 2011....this is the worst marathon that i have ever run.....Fucking Organiser. Stupid Brand Energizer for appointing them!!
13 minutes ago · Like



Laavenia Ramasegar So irresponsible!! They cudnt even control the crowd from the goodie bags. Police had to come in. They had to bring the shutters down! Real rip off!!!
3 minutes ago · Like



zhihanzhihan zhihan

i just reach home from **energizer** night race. Its chaotic, unorganized and bizarre. Seriously! :(i didnt get my cert.

4 minutes ago



badrulhm Badrul Mansor

And not to forget, **Energizer** Night Race '11 Organizer, u guys sucks. Sucks big time. I will post this to my **#FB** too, again, u sucks.

10 minutes ago



ZhenYaoYin Zhen

Wow, lots of heated comments on the **Energizer** Night Race FB page. Hope you guys catch it before it gets taken down!

<http://on.fb.me/eOzzdi>

10 minutes ago



ykhong Yao Han Khong

@**hazwan66** it was the worst run ever. Organisers ran out of headlights, 1 water station only, ran out of goodie bags, boycott **energizer!!!**

14 minutes ago



zachery81 Zachery Inri

Shame on @**Energizer** for badly managing the **#EnergizerNightRun2011** at Sepang. No respect for tired runners Not buying their batteries anymore

16 minutes ago



Kim Hong Mak

By deleting our comments you have just showed cowardice.

By making that crappy statement without even an apology you have showed no signs of remorse and comprehension of the dangers of last night.

Take your goodie bag, medal and whatever that comes with it and display it in your marketin office as a reminder of how badly you have screwed up. It doesn't mean anything to us runners anymore.

Btw, I want my RM10 parking fee back along with my registration fee.

Oh yea, Duracell will be my battery of choice on the future. Failing which, I'll use Eveready, Panasonic or even Ikea batteries.



about a minute ago via iPhone · Like · Comment

Fun outing turns sour

PUTRAJAYA: What was supposed to have been a fun evening run turned out to be anything but.

The Energizer Night Run 2011, held on Saturday at the Sepang International Circuit and organised by Expose Media Sdn Bhd, descended into utter chaos after the race was over.

A first time marathon runner, identifying herself only as Jaja, told *The Malay Mail* she had a front row seat to what happened as she finished early in the 5.5km race.

"I could see chaos at the finishing line and from what I saw, I would describe it as a riot."

Jaja claimed she later found out the disorder stemmed from the slow queue for distribution of goodie bags and medals.

"There were at least 16 categories in the race but the organisers had only one counter for all categories. It was madness."

Fazni Irwan, 32, from Subang Jaya, who had run in the 11km race, claimed: "Transport was supposed to have been provided from KL Sentral to the Sepang circuit. But I heard a lot of the participants were left behind as there were not enough buses."

Expose Media director Josie Huang Wan Ling said she was aware of the dissatisfaction among participants, including rants against the event burning up various online sites.

"We are working on an official response to all their grouses."

"The participants did not queue up accordingly and when those who had cut queue made it to the front, it provoked anger from other participants."

"Angry and tired, some of them began grabbing goodie bags by the handfuls and throwing them to the back of the line. Some even grabbed the medals and did the same."

When security personnel tried to stop them, the participants got aggressive and began swinging the medals around.

Huang said her team had filed a police report, adding they were also going through various Facebook accounts believed to have been created by irate participants.

She said a meeting would be held later today to discuss issues related to the race.

#2 Lazada

Lazada



Dzhasrin DA Sudah-sudah la Lazada.. Dah la kuat menipu, syok sendiri pulak. Errr btw, I think there's no need the repair the server. I think many of us would be glad that Lazada gulung tikar together with your servers.. Shame on you guys running on business delivering empty promises..

3 hours ago via mobile · Like · 1



Nije Mohd Bad service

2 hours ago · Like · 1



Tan Seng No Kidding!

2 hours ago · Like



Tan Choon Weng I for one think that lazada is an amazing ecommerce site n should be an example for all full fledge online stores. I've done more than 15 purchases from them and though there might be slight delay at times, I was able to save so much time n money compared to driving out to purchase the items. Keep going n keep up the good work, lazada ;)

2 hours ago via mobile · Like · 1



Zaki Awang Hopefully not ddos

2 hours ago via mobile · Like



Kien Neik The item I ordered no more in the website. I wonder how is my order now.

2 hours ago via mobile · Like



Lazada Malaysia Im really happy with my items!! Bought on tuesday. Got it yesterday!! Supa fast service guys!! Stupid ignorant folks who always bash lazada!! Shame on you!!! Stupid stupid!!

about an hour ago via mobile · Like · 4



Kien Neik Lol... 1 fast vs 10++ slow and u say is good?

about an hour ago via mobile · Like



Dzhasrin DA Wow.. Lazada FB admin! Cool! This is the type of comment we've been waiting for, not those copy-paste generic ones. Keep it up! Express yourselves! Hahaha

about an hour ago via mobile · Like



Irwin Ismail aik? Lazada admin forgot to change FB account before posting ka? hahaha

35 minutes ago · Edited · Like

#3 Kentucky Fight Club (KFC)



Wall

Info

Friend Activity

Photos

Questions

About

WELCOME! This is the official page for KFC Malaysia. Click 'Like' to conne...

More

287,219

like this

7,333

talking about this

44,740



KFC Malaysia - Kentucky Fried Chicken

Dear Facebook Friends: Just to update all of you. We are indeed aware of the video and we're still in the midst of investigating the issue. Once the investigation is completed, the team will take appropriate action to address any violation of our strict operating procedures and customer service standards. We will keep each of you posted on the updates of our findings. Thank you everyone for your concern once again.

Like · Comment · Share · 21 minutes ago ·

108 people like this.

View all 47 comments

1 share

Write a comment...



KFC Malaysia - Kentucky Fried Chicken

Dear all, we are aware of the video and are currently investigating the issue. The staff involved have been suspended, pending for investigation at this point of time. Once the investigation is complete, we will take all appropriate action to address any violation of our strict operating procedures and customer service standards. Thanks!

Like · Comment · Share · Yesterday at 1:28am via mobile ·

Michael Tan Kim Seng, Ng Sim Teng and 788 others like this.

View all 2,510 comments

242 shares

Write a comment...



KFC Malaysia - Kentucky Fried Chicken

Dear all, thanks for your concerns in highlighting this issue to us. We have begun the investigation on this issue immediately and we assure you that all appropriate action will be taken and any violations of our strict operating standards have been addressed. Thanks.

Like · Comment · Share · Tuesday at 11:09pm ·

Michael Tan Kim Seng, Lv Chong, Ng Sim Teng and 468 others like this.

View all 917 comments

81 shares

We're good at
punchlines,
not
punches.

At Nando's, we're always about putting a smile on your face, instead of a fist. So for that, why not pop into our restaurants and enjoy our world-famous Peri-Peri chicken that packs a real, tasty punch.



#4 mydeal.com.my



Fern Leaf ▸ mydeal.com.my – Malaysia at half price

i have sent emails to your customer service people two weeks, as well as PM you on my email address for you to check since your people dont bother to reply emails. Its 2 weeks already. **WHY NO REPLY OR ACKNOWLEDGEMENT? this is SHAMEFUL**

Monday at 4:51pm

 James Chong and 31 others like this.



mydeal.com.my – Malaysia at half price **Hi Shameful**. We are sorry for the inconvenience caused. We have no received your PM. Please assist by resending the PM back to us and we will get back to you at the soonest. Thank.

Monday at 5:19pm ·  39 people



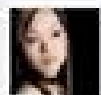
Fern Leaf OMG..my name is not 'shameful'. This 'Shameful' refers to your unprofessional staff and your poor handling of complaints and deplorable customer service. Who on earth calls themselves 'Shameful' ? I am aghast (and dont call me aghast !!)Look in the dictionary

Monday at 5:26pm ·  45 people



Carryn Lau hahaha, this is hilarious, i was literally LOL in my office, ups.. sorry no offence Fern Leaf, hope you will be able to sort this thing out soon ;-)

Monday at 5:44pm ·  5 people



Carryn Lau oya, my name is not hilarious, hahahah....

Monday at 5:54pm ·  26 people



mydeal.com.my – Malaysia at half price Hi Fern Leaf. We are extremely sorry for that. We have no received your PM. Please assist by resending the PM back to us and we will get back to you at the soonest. Thanks.

Monday at 5:58pm

#5 CIMB



CIMB Assists

@CIMB_Assists



I just need a big and long cock to
fill up my day! Roarrrr!!!!

Twitter for BlackBerry® · 31/7/10 4:03
PM

retweeted by @abinesh
31/7/10 4:05 PM

Handling Social Media Disasters

Complaints

Address promptly

Not ignored or deleted

With courtesy

Wondermilk Dan Cuppacakes

hello there,
thank you for your feedback we truly appreciate it. for any complaints or suggestions, we strongly advise you to call or email us directly and speak to a manager in charge. its unfair to embarass us with your snide remarks on our public wall when you could have easily contacted us directly via email or phone.

Social Media Service Contract



- Guidelines for unacceptable postings and comments;
- Contingency plan in the event of disaster
- Obligation to report of any incident
- Deliver up of account and materials upon termination
- Indemnity



Thank you

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