IAEA Technical Meeting: Social Media and Nuclear Energy

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Where Are We Going?

• Start with the why...
• Develop your policy, strategies, and tools
• Identify assets, allies, etc.
• Then:
  • Plan
  • Execute
  • Evaluate
  • Modify
How Will We Get There?

- Learn from each other – If you see a great idea, use it!
- Take advantage of low-cost tools
- Look for support from employees, colleagues and management
- Engage the public
- Listen!
When Will We Know We Are There?

- Please don’t ever, ever say “Glocal”
- The messenger is as important as the message
- Achieve alignment; occupy the centre
- Stay away from the Dark Side, Luke
- Prepare for the unexpected: Crises Comms
- Enjoy the ride!
Let’s Keep In Touch

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