

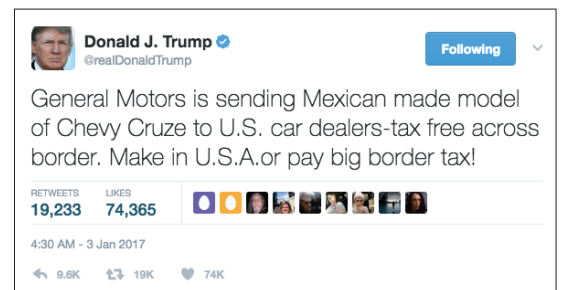


4 Ways to Save Your Company's Share Price if Trump Tweets

In Donald Trump's eight years on Twitter, he has singled out over 61 companies and counting. When he was a celebrity, his tweets had impact. Now, as Commander-in-Chief, what he says can cost your company hundreds of millions of dollars – all with a single tweet!

Take Boeing for example. Boeing's stock [fell](#) nearly \$2 per share after President Trump publicly questioned the price of a new Air Force One on Twitter. Soon after, GM's stock [dropped](#) by about one percent - roughly \$250 million - after he chastised the company for avoiding taxes by manufacturing their Fuse model in Mexico.

If your business gets attention from the man in the Oval Office, the sentiment can either boost or break your business. As a general rule of thumb, we advise marketers and communicators to always create a crisis plan. However, as President Trump has proven, he has the capability to catch even the most vigilant companies off guard. How can you be sure you are ready for a tweet from the top? Below are several potential steps to take in case a Trump tweet is directed your way.



Made in America Matters

President Trump, along with his key advisor Steve Bannon, are both economic nationalists. They aim to help the American worker on issues ranging from the border tax to immigration reform. This means companies that position themselves as “American-made” should be seen positively in the eyes of the Trump administration.

So, what can a company do? Over the next four years of the Trump presidency, companies should highlight their “Made in America” credentials in all marketing and communications. Your goal should be to take ownership of the fact that your business gives back to the U.S., whether in terms of job growth or charity.

New Balance is an excellent case study. Their marketing centers around the fact that they are “the only major company to make or assemble more than four (4) million pairs of athletic footwear per year in the USA.” Products where the domestic value is at least 70% are labeled “Made in the USA.” Positioning is everything here because technically most of the brand's shoes are manufactured outside of the United States. Regardless of this fact, New Balance has still managed to make themselves synonymous with U.S. production.



In anticipation of a sniping tweet, companies should prepare a fact sheet or a social media shareable infographic that highlights all the ways the company's business practices benefits the USA, such as number of American jobs created, taxes paid, and philanthropic giving that supports U.S. causes.

Respond Quickly Via Social Media

Because of the real-time speed of social media communications, companies no longer have the luxury of waiting to craft a thoughtful response via a press release. Today, companies must adapt. Social media and communication teams must get fast track approval from legal and compliance teams, especially during situations involving of Trump-centric crisis.

In a world where [62% of adults](#) rely on social media for 100% of their news, it is imperative to respond quickly, utilizing appropriate social media channels to ensure Tweets don't become headlines.



For example, GM responded quickly and effectively in a move that mitigated risk by taking advantage of a public opportunity to chime in. When President Trump tweeted, "General Motors is sending Mexican made model of Chevy Cruze to U.S. car dealers-tax free across border. Make in U.S.A. or pay big border tax!" GM immediately fired back. They responded with the facts, which contradicted the presidential accusation, reasserting their business practice and mission. As a result, GM's stocks recovered, and actually [traded higher after the market opened](#).

While this method probably goes against everything communications professionals were taught, having a plan in place may remove some of the anxiety. Examine your company for any vulnerable areas, know your business numbers, and have several tweets in your arsenal, along with an agreed-upon internal point person who will lead the charge. The key is to respond quickly without coming off as defensive, and to focus Trump's attention elsewhere.

Eat Some Humble Pie

While 81 years old, Dale Carnegie's book, [How to Win Friends and Influence People](#) is still relevant today. In the book, Carnegie advises people that "the only way to get the best of an argument is to avoid it." This rings true when concerning Trump. Love him or not, he needs to have the last word in order to mark any situation as a win, so give him something to tweet in this regard.

Following Trump's tweet, to "Cancel order," for a new Air Force One, Boeing CEO, Dennis Muilenburg, phoned President Trump in a matter of hours. They later met at Trump Tower to collaborate on ways to find savings. Muilenburg even later said, "I think Mr. Trump is doing a



great job of engaging with businesses.”

Not only did they reach an amicable conclusion, but President Trump also asked Boeing to “price-out a comparable F-18 Super Hornet” to competitor Lockheed Martin’s F-35 Joint Strike Fighter.

After the president tweeted the results of this meeting, Lockheed Martin’s stock actually [fell by 2%](#). Boeing’s rose by half of a percentage.

Had Muilenburg not chosen to concede to the president, Boeing might not have received the opportunity to bid on the new defense contract. While this approach may not work for every company, given the case of Boeing, it’s an important card for CEOs to keep in their back pockets. Alternatively, if you refuse a meeting, or respond with an attack, don’t be surprised to suffer revenge. Getting a meeting with Trump is a big deal and he likely will be more impressionable if you find common ground before discussion business.

Rally the Troops

There’s undeniable wisdom in the quote that “there is strength in numbers.” [According to Forbes](#), “Enlisting third-party champions has always been integral for companies but in this climate it’s an absolute must.”

Ask yourself, *who are my influential allies that might go to bat for me in a presidential game of Twitter tag?*

Forbes adds, “A company’s vendors, suppliers, customers, community leaders, local environmental champions, philanthropic heads, business group leaders, etc.” are the best go-to’s.

Allies can even come in the form of paid spokespeople. After Trump stated several times that he wanted to put “H&R Block out of business,” the company brought actor Jon Hamm on board. The famed Don Draper appeared in a series of ads telling customers to “get their taxes won.”

[The New York Times reported](#) in December 2016 that the company was still feeling the effects 16 months later (their [shares fell 9%](#) the month prior). But it could have been much worse had the company decided not to bring such a well-recognized face to their defense.

These relationships take time to cultivate (even those where money is changing hands) so if your company doesn’t already have relationships in place, there’s no time like the present. You never know when you might receive a notification of a tweet from President Trump.

While these tips are a proactive starting point, there is never a “one size fits all” approach. If you’re truly concerned about becoming the target of a POTUS tweet, you should consider preparing a digital crisis response strategy that makes sense for your business. And if you’d like professional help, [Status Labs](#) assists Fortune 500 brands do just that. Email us at whitepaper@statuslabs.com.