

6:41 pm., Nov. 28 Man posts that his neighbor shot and killed his two dogs.

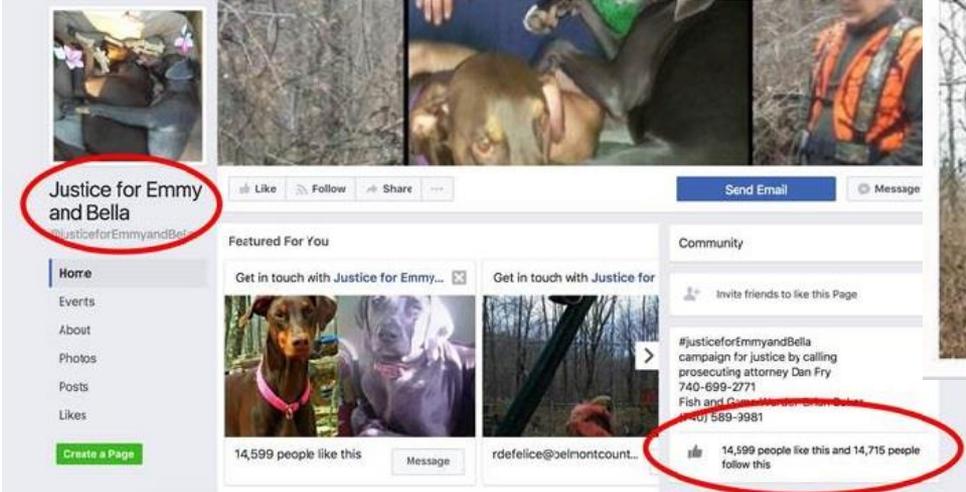
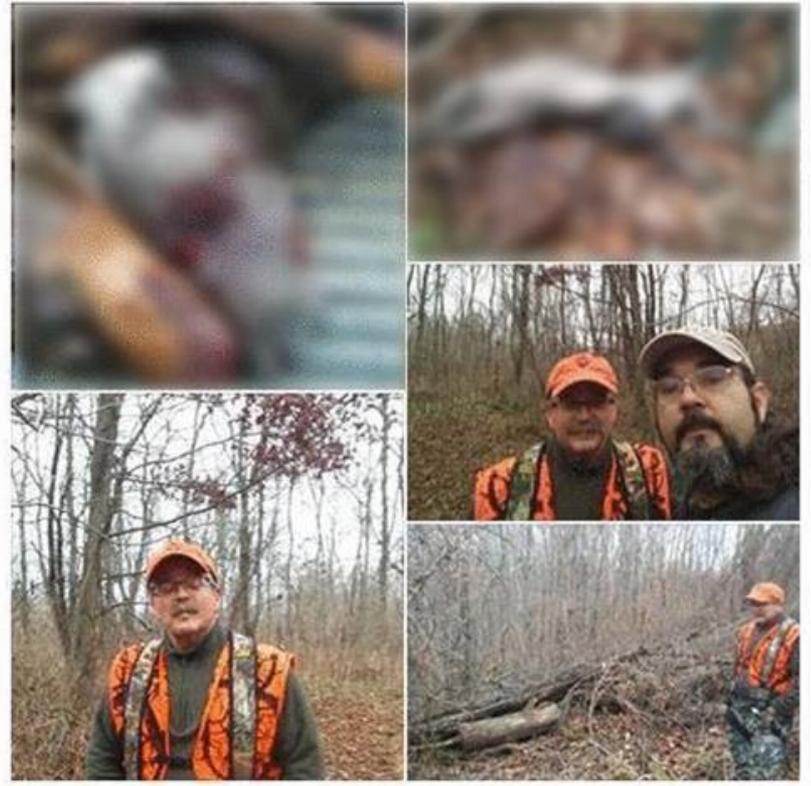
8:40 p.m. Nov. 28 Your company is tagged in the post. Shooter identified as your employee. Post gets 90,000 shares and 400 comments that evening.

added 5 new photos.  
November 28 at 6:41pm · 🌐

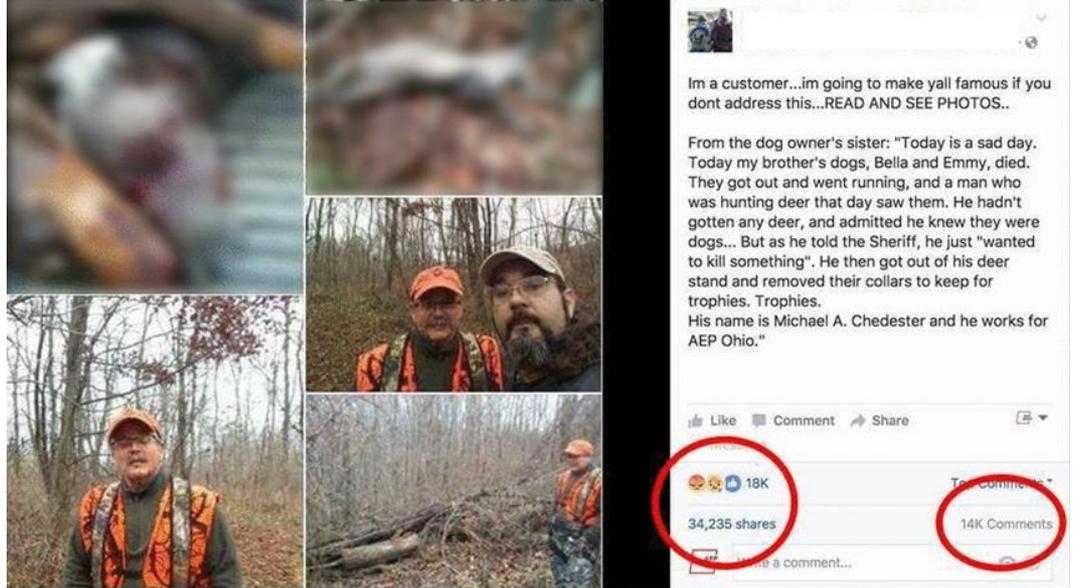
I would like to thank Mike Chedester of St. Clairsville, for murdering the only things in this world which I had left to love. I have had really tough time with life since Kat left me this July. Those dogs he killed were my best friends, my buddies, my foot warmers and my companions. I loved those dogs with all my heart. I don't know how you didn't hear me screaming for them from every hilltop in the valley, especially when you were 300 yards from one place I yelled. I think worst of all Mike, you kept their collars as a trophy.

I know the temptation is very strong, but please stop DOxing him.

#JusticeforEmmyandBella should come through legal means, not illegal ones.



Widespread condemnation of company and the employee. Thousands of demands for firing, threats to employees. Family members, supervisors, and facility locations tagged in posts. Ugly fake pages created about the employee.



## What would you do?

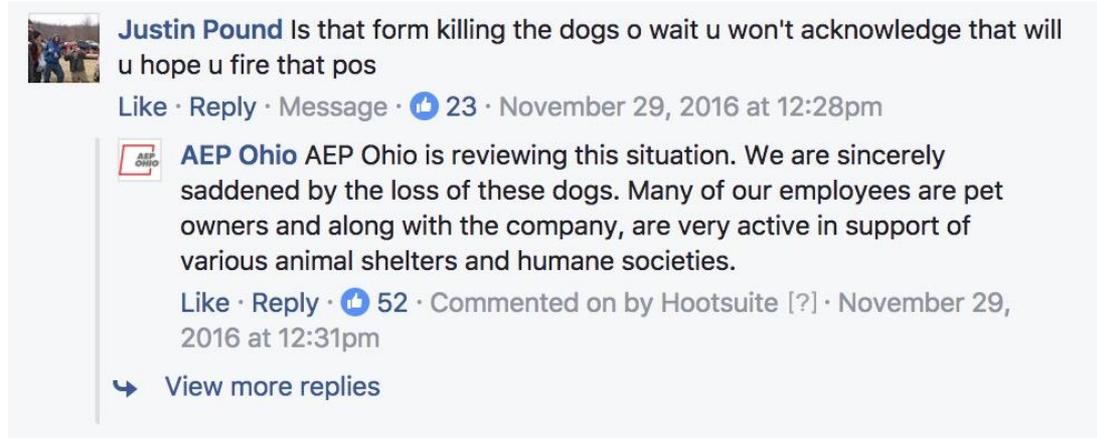


BOUNDLESS ENERGY™

# AEP Social Media Incident

Company’s first response post at 12:51 p.m. the next day. Internal statement distributed to employees.

Story picks up national and international interest on social media. Traditional media picks up the story.



**Supervisors, please post for employees without email access.**

Many of you may have heard about an incident that occurred yesterday involving an AEP Ohio employee and the death of two dogs. Posts about the situation have appeared and escalated on social media. The incident occurred on the employee’s property during his personal time off.

Below is a statement that is being shared on our social media channels and with employees who interact with customers. Employees are reminded that AEP has a [social media policy and guidelines](#) and are encouraged to refrain from making comments regarding this situation. If you are approached directly and feel the need to respond, the below statement should be used. As always, if you see something suspicious around our facilities or equipment, please contact AEP Security or your local law enforcement.

### AEP Statement

AEP is reviewing this situation. We are sincerely saddened by the loss of these dogs. Many of our employees are pet owners and, along with the company, are very active in support of various animal shelters and humane societies.



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# AEP Social Media Incident

**AEP Ohio** We are saddened by what happened. AEP expects the highest level of conduct from our employees, both on the job and outside of work. We are saddened by the situation that unfolded this week involving an off-duty AEP Ohio employee and the death of two dogs. This individual is no longer employed by AEP.

Like · Reply · 35,233 · in by Deborah Fay (?) - November 30, 2016 at 4:24pm

[View previous replies](#)

**Mike Lanphar** That's good.. now i hope the right authorities have been contacted. What this man has done is considered a felony in most states.

Like · Reply · 2,535 · November 30, 2016 at 4:29pm

[View more replies](#)

**Tina Goodman**  
Follow · November 30, 2016 near Columbus, OH ·

It's taken a lot for me to remain quiet over the past 24 hours (mostly because I couldn't believe this story was actually true and I didn't want to include any inaccurate details 😞).

Here's the response I personally received from AEP Ohio regarding Mike Chedester's employment.

Thank you AEP!

#MikeChedester #JusticeforEmmyandBella

**Buffy Isaacs** ▶ **AEP Ohio**  
December 1, 2016 · Harbour Heights, FL ·

Thank you for terminating the psychopath dog killer!!! Following this story in SW Florida!

Valerie Stroop Deacon, Sandra Boddeus Crew and 12 others

Like Comment Share

**Linda Pelletier Desrosier** ▶ **AEP Ohio**  
November 30, 2016 ·

Sincere thanks for "listening" to public outcry in terminating Michael Chedester's employment with your company. Your swift and decisive action in this matter shows that you, also, don't condole this senseless act of unnecessary violence. Though I am in Maine, I would not hesitate to use you as my provider after this action you have taken.

rowe and 4 others 1 Comment

Share Message

**Jane Davies** ▶ **AEP Ohio**  
November 30, 2016 · Darlington, United Kingdom ·

Thank you from the UK for terminating his employment. Extremely sad and sickening event.

Kristen Tilton

Like Comment Share Message



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# Lessons Learned

- Be prepared. Establish roles and response guidelines for various scenarios.
- Response needs to be swift and updated frequently. Limit approvals to key players. Senior leadership needs to understand the speed required.
- Doing the right thing and responding with the right tone is critical for turning the tide.
- Arm employees and key stakeholders with appropriate direction/talking points.
- Stop all engagement, communications, advertising that would not serve the company during the crisis.
- Begin thinking of repair/recovery efforts as soon as possible. Make sure timing is appropriate.
- Document and screen shot as much as you can!

**Belmont County Animal Shelter**  
December 12, 2016 · 🌐 Like Page

We're excited to share some great news with you! AEP Ohio recently contacted us to find out how they could help local animals in need. We told them that our kennels here at the shelter are outdated and constant in need of repair. Through the AEP Ohio fund they donated \$30,000 to fully renovated all of our indoor kennels allowing us to provides a safer environment for the animals, staff and visitors. Thank you to AEP Ohio for their generous support that will impact the lives of many animals, both now and in the future!

**13,497 people reached** Boost Post

Like Comment Share

Randy Dodd, Zus Rag and 426 others Top Comments

**Steve Von Talge** I just have to say thank you for changing the lives of so so many and their future families as well. Who knows what kind of great stories will come out of this shelter in the future. Thank you once again for bringing some light into this tragedy. ❤️  
Like · Reply · Message · December 13, 2016 at 6:12pm

**Brittany Ellen Boles** Way to go AEP! Happy to be a customer! It's nice to hear some businesses are still ran on old values!  
Like · Reply · Message · 6 · December 12, 2016 at 12:54pm



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# AEP Crisis Response Guidelines

- Put victims, public safety, the environment and long-term impacts first. Express genuine empathy. Admit and apologize for any negative impacts.
- Communicate openly and frequently. Social media will amplify the story quickly. We have to respond swiftly, effectively and personally. Doing the right thing and responding with the right tone is critical for turning the tide.
- Follow AEP's values and brand promise.
- Be responsible and accountable. Do not assign blame.
- Be visible. Leadership should be visible and accountable. They should engage, if appropriate. Leadership tone is critical.
- Be honest. Stick to verified facts and admit what you don't know. Use clear, understandable language. Avoid downplaying the severity. Do not over-state control.
- Be transparent. Take ownership of what happened. Talk about how we will resolve things and prevent them from reoccurring.
- Make sure that messages address what the audience wants/needs to know.