



HAVE A PLAN. BE PREPARED.

CRISIS COMMUNICATION PLANNING & PREPAREDNESS



STEPS IN A CRISIS

1 Gather the facts and develop key messages → 2 Identify spokesperson(s)

3 Identify key audiences → 4 Determine method of communication → 5 Monitor results of public statements

6 Reconvene communication team to assess initial reaction and review new information → 7 Determine whether additional communication is needed

CRISIS COMMUNICATION OBJECTIVES

Keep employees/staff updated and informed

Contain the issue by keeping it specific to the subsidiary or location involved

Make sure employees and staff understand key roles

Demonstrate commitment to safety and well-being of customers and employees

Demonstrate commitment to proactively responding and working to resolve the situation

Safeguard company's reputation



CRISIS RESPONSE TEAM: KEY ROLES

Having a team that's well-prepared will make things go more smoothly when a crisis occurs. Practice with your team to make sure they know and understand their roles during a crisis.



PRIMARY MEDIA SPOKESPERSON



BACKUP MEDIA SPOKESPERSON



HR REPRESENTATIVE



LEGAL REPRESENTATIVE



ADMINISTRATIVE REPRESENTATIVE



SENIOR MANAGEMENT (AS NEEDED)

THE CRISIS INTERVIEW

- Emphasize the importance of health, safety and well-being of clients, employees and the public
- Reference crisis key messages; don't say "No comment"
- Be brief
- If you don't know the answer, "We're investigating the situation and information will be provided when it becomes available"
- Cooperate with any investigations
- Remain in control
- Don't stretch the facts and don't speculate
- Know to whom you are speaking; get reporters' names and numbers in case you need to contact them later
- Promptly correct any misinformation



This document is meant to be used as a guide and should not be considered as legal advice in the event of crisis. We recommend engaging a PR agency both in advance of a crisis and during any actual crisis.