Crisis Communication & Management

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Best Practices

- Policy Development
- Pre-Event Planning
- Partnerships with the public
  - Listen to the Public’s Concern and Understand the Audience
- Honesty, Candor & Openness
- Collaborate & Coordinate with Credible Sources
- Meet the need of the Media and Remain Available
- Communicate with Compassion, Concern & Empathy
- Accept Uncertainty & Ambiguity
Anticipate Crises

1. Be Proactive
2. Prepare in advance
3. Consult with your Communications Team
4. Prepare possible responses
Identify your Crisis Communication Team

Identify small team, top level of organization

Have a Communication director in some capacity
Identify and Train Your Spokesperson

All organizational spokespersons during a crisis situation must have:

- The right skills
- The right position
- The right training

A back up spokesperson is suggested
Spokesperson Training

Spokesperson training teaches you to be prepared, to be ready to respond in a way that optimizes the response of all stakeholders, especially if you are not dealing with crisis all the time.
Establish Notification & Monitoring

It is absolutely essential, pre-crisis, to establish notification systems that will allow you to rapidly reach your stakeholders using multiple modalities.
Identify & Know your stakeholders

- Who are the internal and external stakeholders that matter to your organization?
Develop Holding Statements

- While full message development must await the outbreak of an actual crisis, “holding statements,” messages designed for use immediately after a crisis breaks, can be developed in advance to be used for a wide variety of scenarios to which the organization is perceived to be vulnerable.
• Assessing the crisis situation is, therefore, the first crisis communications step you can’t take in advance.
Finalize and adapt a key messages

- With holding statements available as a starting point, the Crisis Communications Team must continue developing the crisis-specific messages required for any given situation.
Post Crisis Analysis

• A formal analysis of what was done right, what was done wrong, what could be done better next time and how to improve various elements of crisis preparedness is another must-do activity for any Crisis Communications Team.