

# CRISIS COMMUNICATION TIPS

Every sector and every business is vulnerable to crisis. If you are not prepared, it is likely that more damage will be incurred. Preparation is key!

## PRE-CRISIS

### 1. ANTICIPATE AND DETECT

Gather your leadership and plan for what crisis might hit, along with best and worst case scenarios. This includes identifying who is on the team and the role of each person.

### 2. TRAINING AND PREVENTION

Spend a day or part of a day going through an emergency response. Make sure you have identified a spokesperson, and that they are trained to be interviewed by the media.

### 3. WHO IS THE AUDIENCE?

It is likely that there are two audiences that need to be addressed – an internal audience and an external audience. Know before a crisis hits how you will communicate with each audience.

### 4. COMMUNICATION METHODS

How will your team communicate your message to your audience? Do you have a phone tree, an email database, a local media list?

### 5. DEVELOP STATEMENT BANK

Have statements prepared ahead of time that cover a wide range of possible crisis situations but are missing details that can simply be dropped in if the statement needs to be used. This can save valuable time in the moment.

## DURING CRISIS

### 1. GATHER THE FACTS!

Who → What → When → Where

### 2. CONTACT CRISIS TEAM

### 3. COMMUNICATE WITH INTERNAL AUDIENCES

Leverage Support

### 4. ISSUE STATEMENT TO MEDIA

Communicate Frequently

## KEY POINTS TO REMEMBER DURING CRISIS



Don't play the blame game



Be transparent



Communicate often



Focus on the victims



Be consistent in the message

## POST CRISIS



Run a post-crisis analysis



Focus on recovery



Communicate with internal audiences



Issue post-crisis statement to the media



Learn from what worked and what did not