

# Crisis Communication Management – Types of Crises

---

- Immediate crisis – often of the natural disaster or major emergency type (earthquakes, etc.).
- Emerging crisis – can be anticipated and minimized at early stages.
- Sustained crisis – involves situations that may linger for years.



# Crisis Communication Management

---

- Media training for key personnel during times of crisis.
- Review and refresh a crisis communications plan periodically, especially when there is a change in personnel.



# Crisis Communication Management – The Team

---

- Assign specific roles to team members.
- Train and retrain spokespersons.
- Rehearse with team regularly.



# Crisis Communication Management – The Plan

---

- Develop a series of scenarios that reflect crises your organization may face.
- Pay particular attention to worst-case scenarios.



# Crisis Communication Management – The Plan

---

- Evaluate realistically the probability that the worst case will happen.
- Review current policies that may be affected.
- Draft Q&A for responses to possible crisis scenarios.



# Crisis Communication Management – The Crisis

---

- Activate the crisis plan immediately.
- Define the crisis in terms of the triggering event – the cause – if known.



# Crisis Communication Management – The Crisis

---

- Identify priority publics.
- Inform employees and your internal publics first.
- Demonstrate concern and communicate what the organization is doing or planning to do to solve the problem.



# Crisis Communication Management – The Crisis

---

- **REMEMBER:** Anyone who works for the organization is likely to become a source, whether intentionally or not.





# Crisis Communication Management – The Crisis

---

- Rumors can sometimes create more damage than the initial crisis.
- Have someone on call 24 hours a day during the most intense days of the crisis.
- Consider a “dark” website that is activated exclusively for crisis communication.



# Crisis Communication Management – The Crisis

---

- Strive for a timely, consistent and candid flow of accurate information.
- The organization should continue to function as normally as possible, leaving it to the crisis management team to contend with the crisis.
- Set clear expectations and times for updates, and stick to them.



# Crisis Communication Management – After the Crisis

---

- Learn from the crisis experience. Review the cause of the crisis, how you responded and the outcomes.
- Update the crisis communication plan in light of the most recent experience.

