

Crisis Communications in the Digital Age



The background of the slide is a dark, almost black, space filled with a pattern of light rays or beams. These rays originate from the right side of the frame and fan out towards the left, creating a sense of depth and movement. The rays vary in intensity, with some appearing as bright white lines and others as softer, greyish gradients. The overall effect is reminiscent of a starburst or a light source shining through a dark medium.

CRISIS PREP & ADVANCE WORK

Creating an Integrated Crisis Plan

- Risk analysis
- Identify your most likely crisis scenarios
- Identify your allies and enemies
- Initiate monitoring
- Identify a response plan and platform
 - Press release
 - Blog
 - Social
- Ensure that social media (and mobile, if relevant) is part of the crisis communications response protocol
- Establish a measurement baseline
- Create a decision tree and Identify your crisis team



Train on it

- After you finalize the plan – train on it
- Drills should cover all possible elements:
 - Traditional and social media
 - NGOs/activists
 - Regulatory bodies and public officials
 - Employees and partners
 - Customers
 - Rumors
 - Messaging misalignments



Creating a Decision Tree

Threat Level	Definition	Response level
High Threat	Activist attack	Report to CEO, IR, PR
	Stock impacting situation	Report to CFO, IR, PR
	Angry customer	Report to Customer Service
Medium Threat	Message misalignment	Report to PR, IR
	CEO misquote	Report to IR, PR
	Social media mistake	Report to PR, IR, HR
Low Threat	Customer queries	Pre-approved
	Article shares quotes	Pre-approved
	Brand fans	Pre-approved

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CRISIS RESPONSE

Putting out the fire

Once a crisis hits – how you handle it is the difference between keeping/restoring your reputation and destroying it

Key Elements of Crisis Management:

- Be first
- Be right
- Be credible
- Express sympathy
- Show action
- Show respect



Putting out the fire

Best Practices for Crisis Response in Social

- Don't panic
- Listen and identify lead most impactful critics
- Follow decision trees
- Consider responding on the same platform as the attack
- Match your tone to the medium – what works in a press release, doesn't work on Facebook
- Outreach to brand fans, if needed
- Stop talking



Questions?

Contact Us

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