



Best Practices Communications in Crisis Situations

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➤ Defining a crisis

Anything – any issue, action, event – that **threatens** to significantly damage an organization and its employees, products, services, financial condition, or **reputation.**



➤ Why communicate during a crisis?

- If you don't, someone else will
- “No comment” = “probably guilty”
- Demonstrate concern
- Building/maintaining public support
- Help diffuse conflict
- Protect your brand and bottom line

*Be seen as part of the solution
– whether or not the issue was your fault!*



➤ Advance preparation is key to success

- Before a crisis, you should...
 - Conduct a thorough communications risk assessment
 - Develop a crisis communications manual, escalation process and tools
 - Provide crisis communications training
 - Practice handling a crisis situation



↳ Why is advance preparation important?

- Because during a crisis, you'll need...
 - The ability to quickly gather the right people to make good decisions promptly
 - Pre-developed communications templates
 - Pre-tested communications vehicles
 - Trained, competent spokespeople
 - Pre-developed relationships with the right people to help mitigate brand damage

➤ Social Media: Managing social media's influence

- A few tips:
 - Evaluate your online presence
 - Have a monitoring service on standby for an emergency
 - Have a social media policy in place
 - Make sure you can communicate promptly via several venues
 - Don't begin social media communications efforts during a crisis; must be in alignment with your normal course of business

