

## Back to basics

- **Be proactive.** Get out first to frame the story
- **Be transparent.** If you have bungled something, you need to confess and repent. Take the initiative to explain what you did wrong, what you're doing to ensure it doesn't happen again and how you will try to make it right for those you've failed
- **Be consistent.** Make sure all strategic areas of your company know the facts and messages and stick to them

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# The first 24 hours

- Identify a crisis
  - Online buzz
  - Media calls
- Speak first about your situation
  - The most important advice: Be quick, but don't be too hasty
  - By getting ahead of others who might speak against you or distort the truth, you can frame the narrative for your story
  - By getting out the facts, you have a better chance of getting accurate reporting
  - You may not have all the facts up front so update regularly
- Talk about actions you're taking
  - Keep stakeholders informed on the scope, schedule and impacts
  - Be specific about consequences and remedies
- Solve for the long term

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# Have a plan

- Start by building a strategic communications plan
  - Situational analysis
    - What other organizations might be involved and require collaboration?
  - Objectives
  - Audiences
  - Key messages
  - Outreach strategy
  - Tactics
  - Timeline
  - Budget
  - Measurements

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# Remember your audience

- Frame the project from the public's perspective
  - How will the crisis affect them?
  - Avoid acronyms, jargon
- Use tactics that will meet them where they are
  - News releases
  - Fact sheets
  - Q&A
  - Media embeds or tours
  - Maps
  - Photos
  - Talking points (one set for all users)
  - Social media
  - Employee ambassadors
  - Direct mail
  - Advertising

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