



Don't Panic!

Tips for Managing

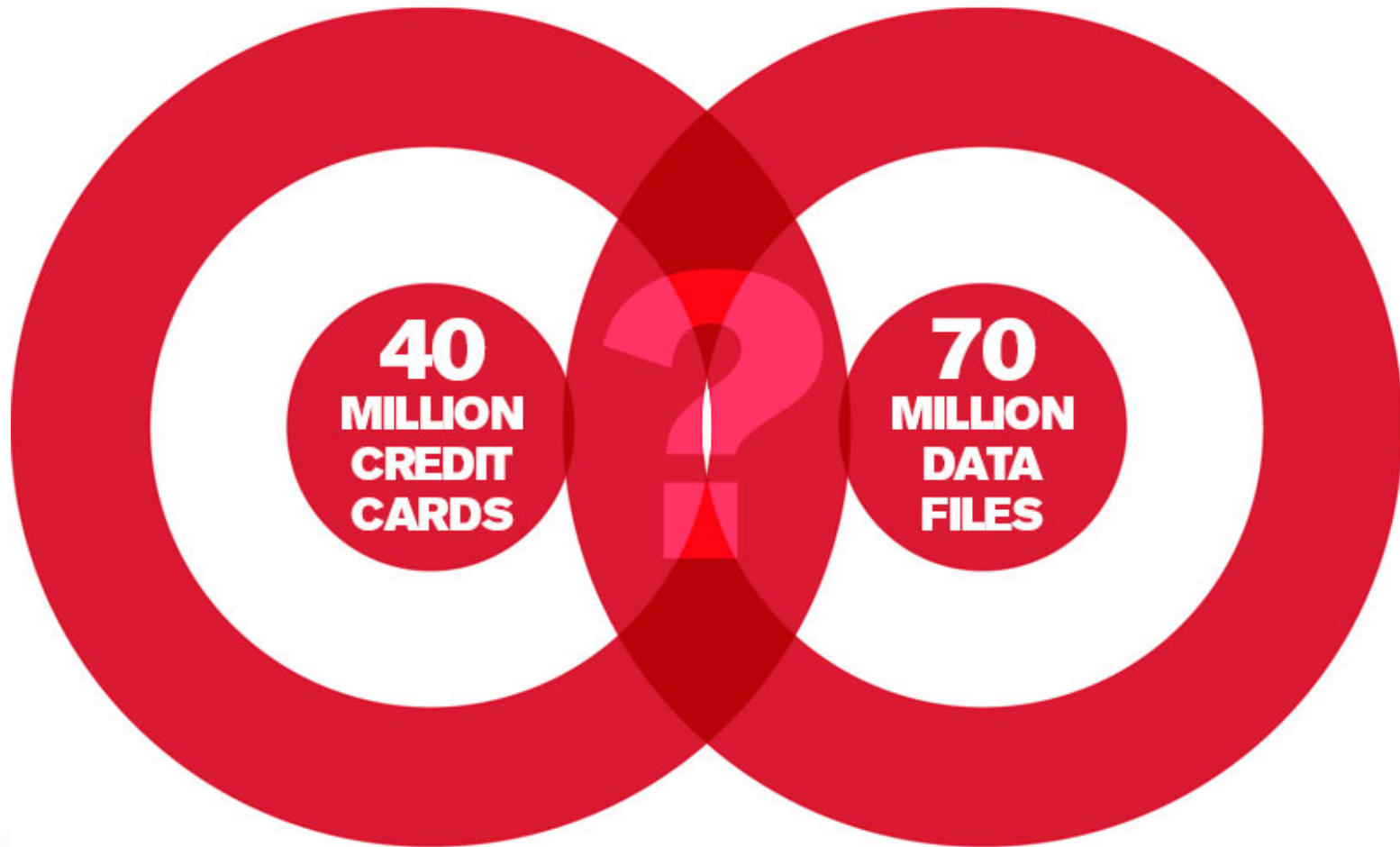
Crisis Communications

Allison Steinberg, Communications Strategist
American Civil Liberties Union

Types of Crises: Accidental



Types of Crises: Preventable



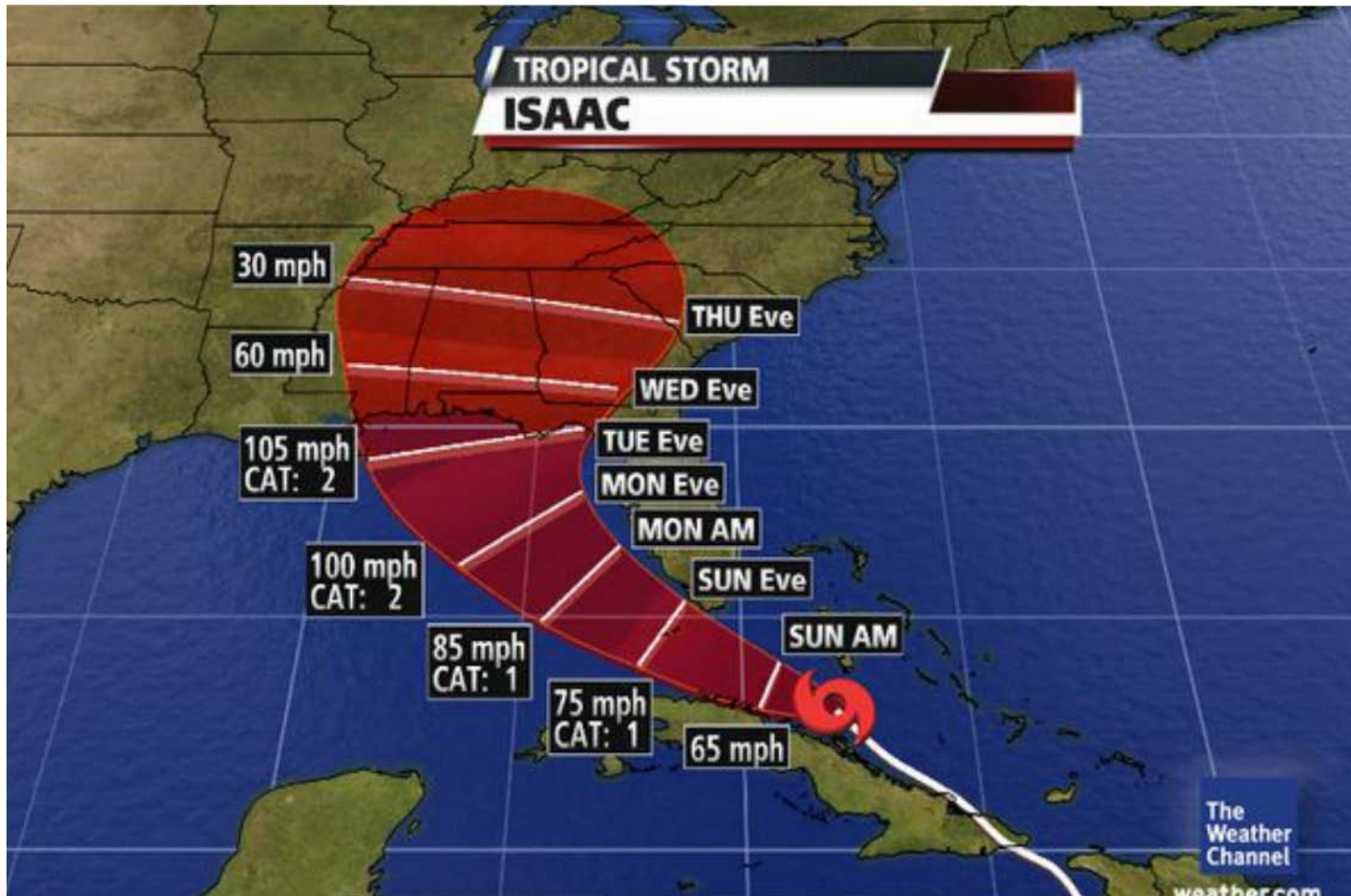
Types of Crises: Malevolence



Types of Crises: Good News



Types of Crises: External (natural disaster)



Communicating During a Crisis



Communicating During a Crisis

L.A.P.A.

1. LISTEN
2. ASSESS
3. PLAN
4. ACTIVATE



Halt Proactive Communications

1. Consider threshold for pulling ads
2. Stop planned sales/proactive campaigns
3. Do not run business as usual communications



Case Study: Bill Cosby



Bill Cosby ✓
@BillCosby



Follow

Go ahead. Meme me!

BillCosby.com/CosbyMeme #CosbyMeme

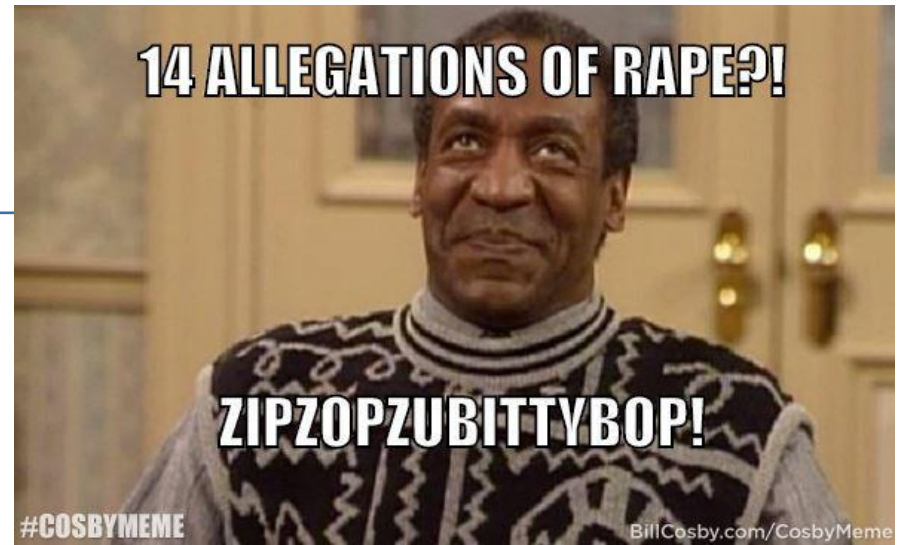


RETWEETS
783

FAVORITES
560



5:38 PM - 10 Nov 2014



Case Study: NYPD



NYPD NEWS ✓

@NYPDnews

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Do you have a photo w/ a member of the NYPD?
Tweet us & tag it [#myNYPD](#). It may be featured on
our Facebook.

1:55 PM - 22 Apr 2014

412 RETWEETS 219 FAVORITES





ChimChim
@XishiZ

Follow

"@amusem: @nypdnews Is that the one your public relations people requested? #mynypd pic.twitter.com/puLOGpd4FA" Ouch

4:17 PM - 22 Apr 2014

9 RETWEETS 8 FAVORITES



Jeff Smith
@JeffSmith

Follow

@NYPDnews #myNYPD

3:19 PM - 22 Apr 2014

146 RETWEETS 47 FAVORITES



Cocky McSwagsalot
@MoreAndAgain

Follow

You might not have known this, but the NYPD can help you with that kink in your neck. #myNYPD

4:27 PM - 22 Apr 2014

370 RETWEETS 164 FAVORITES



Important Factors

- Spokesperson
- Statement
- Timing
- Follow-up
- Transparency
(without oversharing)



Types of Statements

- Formal vs. informal
- Written vs. video
- Reactive vs. proactive
- Reacting to other news vs. your own news

Case Study: Planned Parenthood



Case Study: Steven Slater





jetBlue

your destination for all things JetBlue and beyond...

August 11, 2010

Sometimes the weird news is about us...

It wouldn't be fair for us to point out absurdities in other corners of the industry without acknowledging when it's about us. Well, this week's news certainly falls into that category. Perhaps you heard [a little story](#) about one of our flight attendants? While we can't discuss the details of what is an ongoing investigation, plenty of others have already formed opinions on the matter. Like, the entire Internet. (The reason we're not commenting is that we respect the privacy of the individual. People can speak on their own behalf, we won't do it for them.)

While this episode may feed your inner [Office Space](#), we just want to take this space to recognize our 2,300 fantastic, awesome and professional Inflight Crewmembers for delivering the JetBlue Experience you've come to expect of us.

You can't make this shtick up.

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TAGS

10th anniversary [A day in the life](#)
AYCJ [Blue Pic\(K\) of](#)

Striking the Right Balance

DO

1. Have a crisis plan in place
2. Be nimble and timely
3. Apologize if wrongdoing was committed
4. Outline how you're going to fix it
5. Follow up to show how you've remedied it
6. Think holistically about the channels available

Striking the Right Balance

DON'T

1. Stay silent
2. Lie
3. Don't use any language that might be extracted and used out of context
4. Feed the fire or over communicate
5. Deny wrongdoing
6. Proceed with business as usual

Q & A





BECAUSE FREEDOM CAN'T PROTECT ITSELF

[aclu.org](https://www.aclu.org)