



# **ISSUES AND CRISIS COMMUNICATIONS** **IN A DIGITAL AND SOCIAL AGE**

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The image features three incandescent light bulbs against a dark, starry background. The bulb on the left is intact and glowing. The middle bulb is shattered, with its glass broken into many small pieces and a cloud of dust or debris surrounding it. The bulb on the right is also intact and glowing. The text is overlaid on the scene, centered horizontally and slightly above the middle bulb.

**“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”**

— Warren Buffett

# FIVE KEYS TO MODERN ISSUES AND CRISIS MANAGEMENT

## Know your issues... in real time

- More than 90% of issues are known and chronic
- Create a program for your company or brand to monitor relevant conversations and measure their impact in real time

## Understand the influence landscape

- Go beyond the story placement to look at online behavior

## Develop a real-time response mentality

- Create engagement playbooks of focused, evidence-based responses (not “management by large manual”)

## Engage those who need to know

- Targeted dialogue helps manage media and improve control of the issue

## Keep watching

- An issue can gain traction days after it appears to have gone away

# MODERN DAY ISSUES MANAGEMENT

## Identify Issues (>90% are known)



Macro Industry Issues

Full Awareness / Understand Timing/ Linkage

# *FOUR STEPS TO PREPARE THE ORGANIZATION*

1. Develop crisis communication protocol

2. Train key staff on the protocol

3. Implement the protocol

4. Monitor, act and assess

# ASSESSMENT SCORECARD

## What Should You Be Solving For in a Crisis Scenario

Criteria	Considerations
<b>People</b>	Are the right people involved inside/outside your organization?
<b>Intel and Metrics</b>	Do we have the right information at the right time to make the best decisions? Do you have the right success metrics in place?
<b>Content</b>	Do we have the right message and content to respond?
<b>Process</b>	Do we have the right procedures in place to help determine response and handle issues?
<b>Channels</b>	Do we have the right means to send our message and engage in conversation?

Assessment Criteria
 <b>Proficient</b>
 <b>Gaps exist in protocol</b>
 <b>Significant attention needed</b>