

# 3 Phases of Crisis Communications

- Pre-Crisis
  - Crisis Planning
  - Proactive Preparations
  - Build web assets
- Crisis Response
  - Determine severity
  - Mitigate damage
  - Communicate (cover all affected platforms/outlets )
- Post-Crisis:
  - Adjust messaging to keep stakeholders close
  - Polish digital reputation



# *Pre-Crisis: Proactively Prepare*

- Social Media Platforms
  - Regularly update and populate
- Positive PR
  - Launch a campaign geared towards valuable digital coverage
  - Leverage wire distributions for press releases
- SEO Strategy
  - Ensure PR coverage “lives on”
  - Boost positive/strong/relevant content
- Thought Leadership + Contributor Profiles
  - Get executive leadership involved

# *Crisis Response: Take Action*

- Determine Severity
  - How bad is it? What needs to happen now?
- Mitigate damage
  - Immediately fix what has been “broken”  
(e.g. Recall, put distance between individual in question, update policies)
  - Apologize (sincerely!) if necessary
  - Behavior change: Take steps to ensure that situation is not repeated
- Communicate
  - Utilize prepared messaging and statements and disperse across social media and traditional media channels
    - Respond to every comment concerning crisis with agreed upon messaging

# *Post-Crisis: Rebuild Your Brand*

- Positive PR
  - Communicate company's mission
    - What are you doing to move forward?
  - Employ thought leadership efforts
    - Generate content for executive team
- Digital reputation management
  - Suppress negative links from front page of Google search results and replace with neutral or positive properties