WHAT IS A CRISIS?

a time of intense difficulty, trouble, or danger

or

a time when a difficult or important decision must be made
WHAT IS A CRISIS?

a time when an organization's reputation, image or credibility may be challenged or destroyed
Role of Corporate Communications
How to Handle a Crisis
How to Control Social Media
ROLE OF CORPORATE COMMUNICATION

▸ Protect the Image and Reputation
▸ Guide in Public Facing Matters
▸ Speak as the Voice of the Corporation/Entity
▸ Monitor What the Public and Constituents Think
WHY HAVE A SPOKESPERSON?

- Continuity in Public Statements
- Serve as a Buffer to the Administration
- Field Questions, Comments and Complaints
HOW TO HANDLE A CRISIS

▸ Gather the Facts
▸ Form a Crisis Management Team
▸ Inform All Levels of the Organization Leadership
▸ Designate a Spokesperson
▸ Formulate the Talking Points
▸ Stick to the Talking Points!!
▸ Be Fully Transparent, But Cautious
▸ Continually Update Your Team Members
CRISIS CONSIDERATIONS

▸ Determine Your Audiences - Internal/External
▸ Determine Your Action Plan - Assign Roles
▸ What is the Worst Case Scenario? - How to Prepare
▸ What Lessons Can Be Learned?
WHAT TO DO WHEN THE MEDIA CALLS

- Take a Deep Breath
- Contact your Communication Director
- Gather the Facts
- You Don’t Need to Respond Right Away
- Never Let Your Officers Be On Camera
- Stick To Your Communication Plan
MANAGING SOCIAL MEDIA

- Determine Your Own Social Media Channels
- Organize a Social Media Team
- Set Social Media Standards for Organization
- Set Social Media Standards for Employees
- Can You Control What Your Employees Post?
- www.SDAData.org/resources
IDENTIFY THE PROBLEM
BECOME INFORMED
YOU DON’T HAVE TO BE THE EXPERT
FORM A RESPONSE TEAM
SPEAK WITH ONE VOICE
BE CONSISTENT
LEARN FROM THE EXPERIENCE
Q&A