CONTROLLING A CRISIS

▸ Role of Corporate Communication
▸ How to Handle a Crisis
▸ How to Control Social Media
▸ Things You Should Know
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?
THINGS YOU SHOULD KNOW

- Events - SONscreen Film Festival & Society of Adventist Communicators (SAC)
- Communication Intern Program
RESOURCES

- NewsPoints - Weekly E-Newsletter
  - www.nadadventist.org/NewsPoints
  - www.facebook.com/nadadventist
CONTACT INFO

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