

### CONTROLLING A CRISIS

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### 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 organizations 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



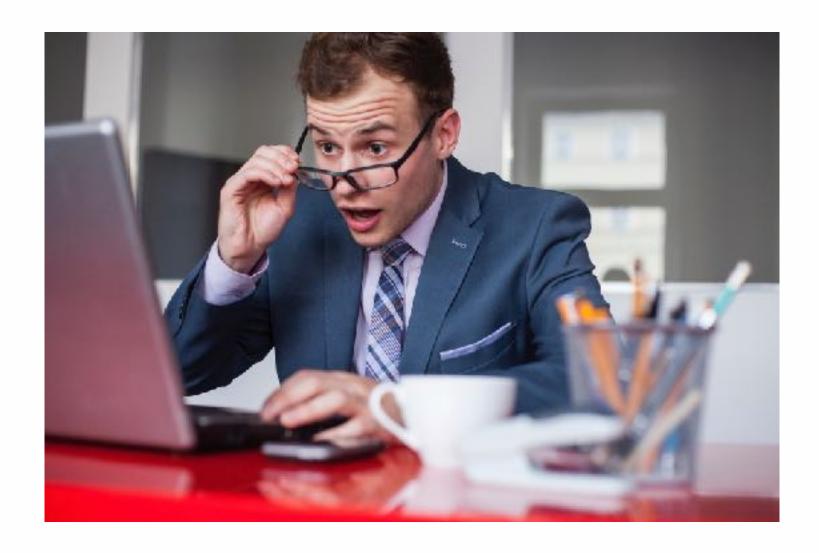
#### HOW TO HANDLE A CRISIS

- ▶ 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







## :60 RECAP



## 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



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