



CONTROLLING A CRISIS

DANIEL WEBER
COMMUNICATION DIRECTOR
NORTH AMERICAN DIVISION



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



WHAT IS A CRISIS?

a time of intense difficulty, trouble, or danger

or

a time when a difficult or important decision must be made



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



WHAT IS A CRISIS?

a time when an organizations reputation, image or credibility may be challenged or destroyed



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



- ▶ Role of Corporate Communications
- ▶ How to Handle a Crisis
- ▶ How to Control Social Media



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION

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



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION





WHY HAVE A SPOKESPERSON?



- ▶ Continuity in Public Statements
- ▶ Serve as a Buffer to the Administration
- ▶ Field Questions, Comments and Complaints



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION

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



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION

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?



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION





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



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



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.SDADData.org/resources



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



:60 RECAP



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



IDENTIFY THE PROBLEM



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



BECOME INFORMED



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



YOU DON'T
HAVE TO BE
THE EXPERT



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



FORM A RESPONSE TEAM



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



SPEAK WITH ONE VOICE



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



BE CONSISTENT



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



LEARN FROM THE EXPERIENCE



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION



Q & A



Seventh-day Adventist Church
NORTH AMERICAN DIVISION

COMMUNICATION