CONTROLLING A CRISIS

DANIEL WEBER COMMUNICATION DIRECTOR NORTH AMERICAN DIVISION

- 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

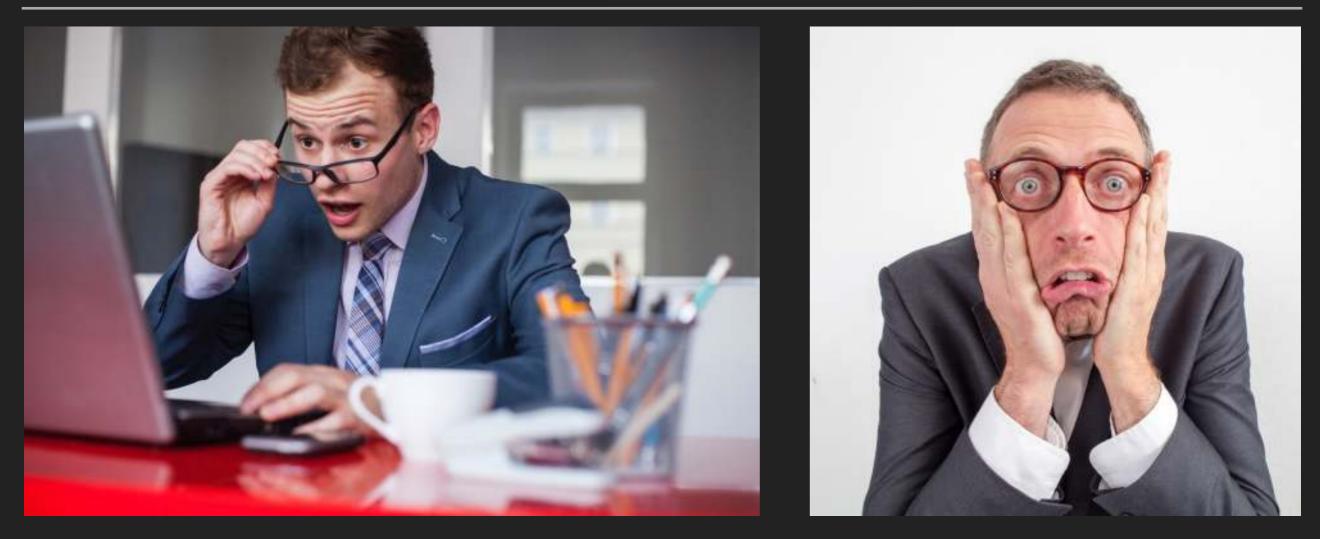
WHY HAVE A SPOKESPERSON?



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

- 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?

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

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



CONTACT INFO

DANIEL WEBER

