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# CONTROLLING A CRISIS

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- ▶ Role of Corporate Communication
- ▶ How to Handle a Crisis
- ▶ How to Control Social Media
- ▶ Things You Should Know



# ROLE OF CORPORATE COMMUNICATION

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- ▶ 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?

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

# HOW TO HANDLE A CRISIS

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- ▶ 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

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- ▶ 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

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- ▶ 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

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

# RESOURCES

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- ▶ NewsPoints - Weekly E-Newsletter
- ▶ [www.nadadventist.org/NewsPoints](http://www.nadadventist.org/NewsPoints)
- ▶ [www.facebook.com/nadadventist](http://www.facebook.com/nadadventist)

Q&A

## CONTACT INFO

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