

PREPARING FOR AN UNSEEN CRISIS: WILL YOU BE READY?

Reminders to Managing the
Stages of Crisis Communication

BEFORE



RISKS

Identify all threats to your community's operations and reputation.



TEAM

Include a representative from executive level, operations, HR, marketing and communications.



PRACTICE

Review your plan twice a year, and role play a crisis situation with your team once a year.

DURING



FACT FINDING

Gather accurate, thorough information to craft your message carefully for each audience.



CLEAR & CONSISTENT

Develop simple messages based on truths and not speculation; stay on track.



BE TRANSPARENT BE TIMELY BE GENUINE

AFTER



EVALUATE & REEVALUATE

What worked and what could be improved?



DON'T BE AFRAID

Acknowledge the positive actions & stories created from the crisis.



FOLLOW UP

After the appropriate time, address next steps to help reinforce trusting, confident relationships with key stakeholders.