

# When *"It"* Hits The Fan

5 Steps to Effective  
Crisis Communications



# When “*It*” Hits the Fan...

## Handouts & Resources

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When “*It*” Hits the Fan...

# 5 Steps for Effective Crisis Communications



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## **Crisis:**

**A situation that escalates to the point that it can damage an organization’s reputation and revenue.**

When “*It*” Hits the Fan...

*Initial*

**Vulnerability**

**Assessment**

**What is your “It?”**



When “*It*” Hits the Fan...

Living  
Plan...

# Crisis Communications Plan

When “*It*” Hits the Fan...

# Pre-written News Release Templates



When “*It*” Hits the Fan...

*Yearly*

# Media Training



When “*It*” Hits the Fan...

*Yearly*

# Crisis Drill



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