

# When “It” Hits the Fan

## Social Media & Crisis Communications

### Are Today’s Hottest Online Tools Your Friend or Foe When “It” Hits the Fan?

Right Fit vs. Force Fit \_\_\_\_\_

Defining Crisis Communications \_\_\_\_\_

Executives & Social Media? \_\_\_\_\_

Social Media “Game Changers”? \_\_\_\_\_

Social Media Idiots \_\_\_\_\_

Social Media is the Crisis \_\_\_\_\_

Social Media - Mass Casualties & Shootings \_\_\_\_\_

Will my organization’s social media efforts succeed or backfire during a crisis? \_\_\_\_\_

Does “Tried & True” beat “Shiny & New”? \_\_\_\_\_

Is my organization the kind of organization key audiences want to follow? \_\_\_\_\_

In my organization, how well prepared are our spokespeople? \_\_\_\_\_

What priorities should my organization give to various communications tools? \_\_\_\_\_

Face-to-face with the media \_\_\_\_\_

Face-to-face with employees \_\_\_\_\_

Intranet \_\_\_\_\_

Internet \_\_\_\_\_

Blogs \_\_\_\_\_

YouTube \_\_\_\_\_

Twitter \_\_\_\_\_

Facebook \_\_\_\_\_

CNN iReports \_\_\_\_\_

When should my organization speak? \_\_\_\_\_

When should my organization listen? \_\_\_\_\_

Do I use news events as an opportunity to open discussions with my executives? \_\_\_\_ Yes \_\_\_\_ No

Should I do it more often? \_\_\_\_ Yes \_\_\_\_ No

### About Your Speaker

Known as the guy to call when “it” hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media issues.



He is an international trainer, author, and speaker, who has worked with organizations on five continents.

He is the author of *Don’t Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

Gerard has a gift for foreseeing and predicting crises. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall his hometown of New Orleans. For 2 years prior to the Virginia Tech shootings of 2007, Gerard warned that the crisis communications plans at most universities were insufficient and would fail when they were needed most.

Gerard has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist. His award-winning reports have been seen around the world on NBC, CBS, CNN and the BBC.

Gerard Braud (Jared Bro)

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# When “It” Hits the Fan

## Secrets to Writing Your Crisis Communications Plan

### My Personal Notes & Action Plan

Emergency Operations Plans \_\_\_\_\_

Risk Management Plans \_\_\_\_\_

Crisis Communications Plans \_\_\_\_\_

Sudden crisis \_\_\_\_\_

Smoldering crisis \_\_\_\_\_

Bad plans \_\_\_\_\_

Speed \_\_\_\_\_

Sunny day planning \_\_\_\_\_

What is your “It” \_\_\_\_\_

Vulnerability Assessment \_\_\_\_\_

Criminal \_\_\_\_\_

Natural Disaster \_\_\_\_\_

Accidents \_\_\_\_\_

Misconduct \_\_\_\_\_

Specific to your business \_\_\_\_\_

Pre-Written Templates \_\_\_\_\_

Preamble \_\_\_\_\_

Fill in the blank \_\_\_\_\_

Multiple choice \_\_\_\_\_

Danger & consequence \_\_\_\_\_

Evergreen facts & statements \_\_\_\_\_

Heart of Plan \_\_\_\_\_

Audiences \_\_\_\_\_

Gathering information \_\_\_\_\_

Crisis Management Team \_\_\_\_\_

Crisis Communications Team \_\_\_\_\_

Prioritizing Channels \_\_\_\_\_

Size matters \_\_\_\_\_

First hour \_\_\_\_\_

Second hour \_\_\_\_\_

Extended crisis \_\_\_\_\_

Multi-agency crisis \_\_\_\_\_

Annual Media Training \_\_\_\_\_

Annual Crisis Drill \_\_\_\_\_

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He is an international trainer, author and speaker, who has improved crisis communications for organizations on five continents.

He is credited with developing one of the most innovative approaches to writing Crisis Communications Plans, allowing companies to complete entire plans in just two days. He is also the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

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