

Five Steps to Prep:

Crisis Communication
Planning for Executive
Communication Pros

Braud Communications

When “*It*” Hits the Fan...

5 Steps to Effective Crisis Communications

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When “*It*” Hits the Fan...

Crisis:

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

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The person posting photos and videos about your situation becomes your de facto spokesperson if you fail to provide a spokesperson.

Gerard Braud
BraudCommunications.com

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When “It” Hits the Fan...

5 Steps for Effective Crisis Communications

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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...

Smoldering Crisis vs. Sudden Crisis

- Gather information
- Confirm information
- Share information
 - With media on site
 - Post to web
 - Email to employees, media & stakeholders
 - Share on social media

When **"It"** Hits the Fan...

Pre-written News Release Statements

When “It” Hits the Fan...

Script for news conference

Post to web

Email to employees, media & stakeholders

Social media response

When “It” Hits the Fan...

Yearly

Media Training

When “It” Hits the Fan...

Yearly

Crisis Drill

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DON'T TALK TO THE MEDIA Until...

Control the Lead
Control the Headline
Control Perception

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When “It” Hits the Fan...

Resources

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