



5 RULES OF THE ROAD FOR BETTER CRISIS COMMUNICATIONS



IDENTIFY CRISIS TEAM MEMBERS AND SUBJECT EXPERTS

- Are team member and media contact information current?
- Identify potential industry advocates
- Train teammates and practice talking points
- Update at least quarterly

THINK SOCIAL

- Know preferred customer platforms
- Be aware of and join closed interest groups
- Follow feeds on other platforms
- Develop platform-appropriate messaging and responses

UPDATE ACTION PLANS

- Perform regular scenario planning exercises
- Role-play responses to potential issues
- Understand global is local and vice versa
- Test plans
- Confirm messaging is on-point

MONITOR MENTIONS AND DISCUSSIONS

- Early detection is key
- Assign internal monitors
- Track media/customer responses
- Digital tools evolve

IT'S NOT OVER YET

- Online evidence and misinformation lingers
- Engage in proactive efforts to populate with accurate information
- Ensure your story is told

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NOW IS THE TIME TO UPDATE YOUR PLAN.

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