

O'KEEFFE PR PRESENTS

Your Organization in Crisis:

Be prepared and own your message

Overview and Toolkit



What We'll Discuss

TOPIC OUTLINE



THE BEST APPROACH

SHINE THE LIGHT AND ASSESS THE CRACKS

WHO'S IN CHARGE?

KNOW YOUR AUDIENCES

IS IT REALLY A CRISIS?

CRISIS FRAMEWORK

THE PLAN

WORKING WITH THE MEDIA

DIGITAL CONSIDERATIONS



The Best Approach

IS A PREPARED APPROACH

Even after the initial crisis, there will be ripple effects. Plan to get ahead of the fallout to minimize the length and severity of the crisis.

Proper planning will provide you with the opportunity to shine the light and see where cracks in your organization might exist. This assessment is your time to button up!

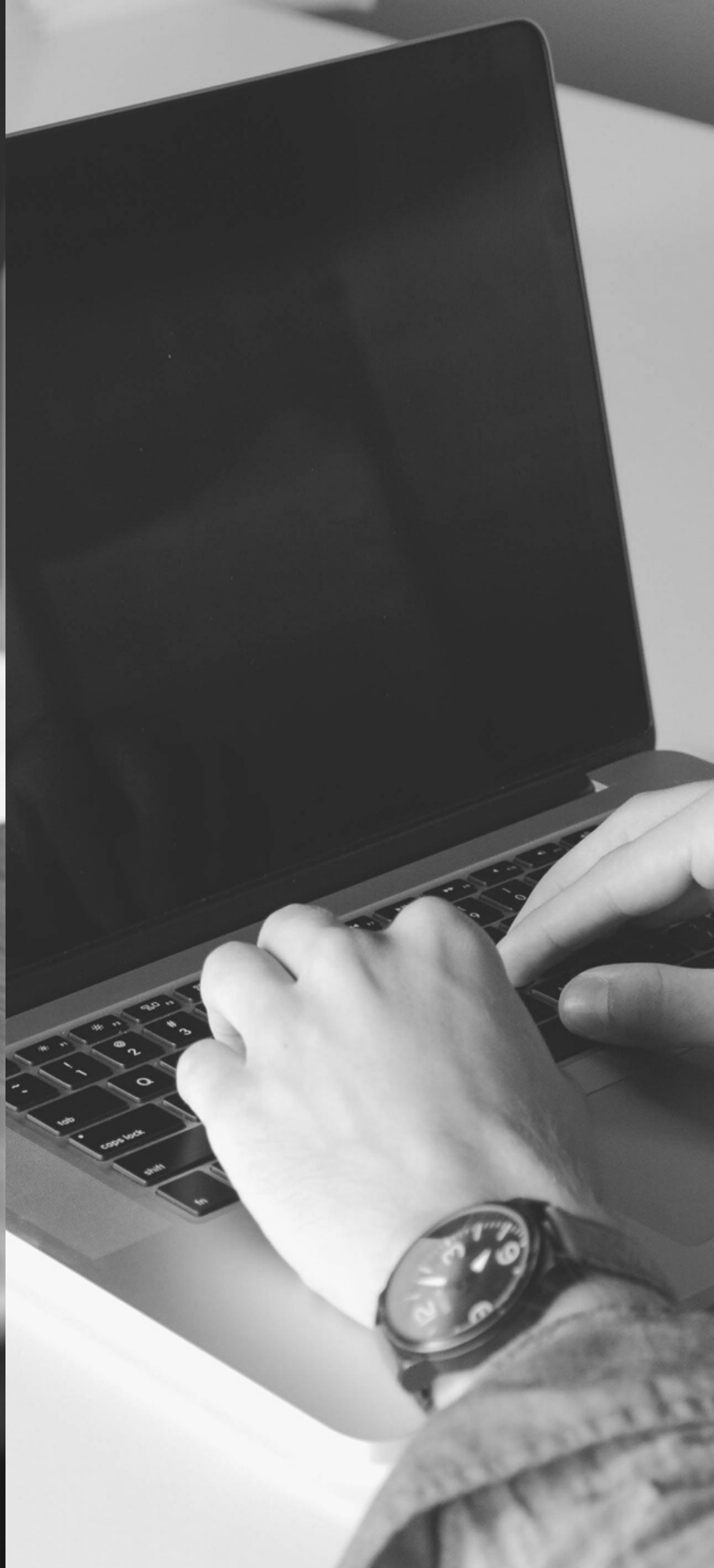
- Identify all of your audiences. Craft your messaging your way.
- Decide who needs to give the green lights.
- Develop a plan and a playbook.
- Take advantage of the chance to practice for the inevitable.



Shine the Light

AND ASSESS THE CRACKS

- If your organization does have a crisis plan, grab it! While you might need to update or adapt, it will still be valuable.
- First thing's first, write out what you do know. Make notes of what still needs to be identified or updated.
- Work smarter, not harder! Take a look at what others in your industry have developed.
- Phone a friend – seek input from others via personal connections, professional associations, networking events, etc.
- Make changes and edits to cover all the bases!



WHO'S IN CHARGE?

Make a list of your key players and response team

Possible players could include...

WHO'S IN CHARGE?



CHIEF

C-level leader
but doesn't have to
be



COMMUNICATIONS

Can be internal or
external-
consider social
media manager



CORPORATE COUNCIL

Or outside legal
team



HUMAN RESOURCES

Or other
departments (e.g.,
Operations;
Finance) that
manage HR



POINT PERSON

While many different
teams are in play, one
person should be the
keeper of all details
ensuring all messaging
and next steps are
executed flawlessly



OTHERS

POTENTIAL AUDIENCES



STAKEHOLDERS



EMPLOYEES



SOCIAL MEDIA
INFLUENCERS



MEDIA



REGULATORY
ENTITIES



LOCAL
COMMUNITY

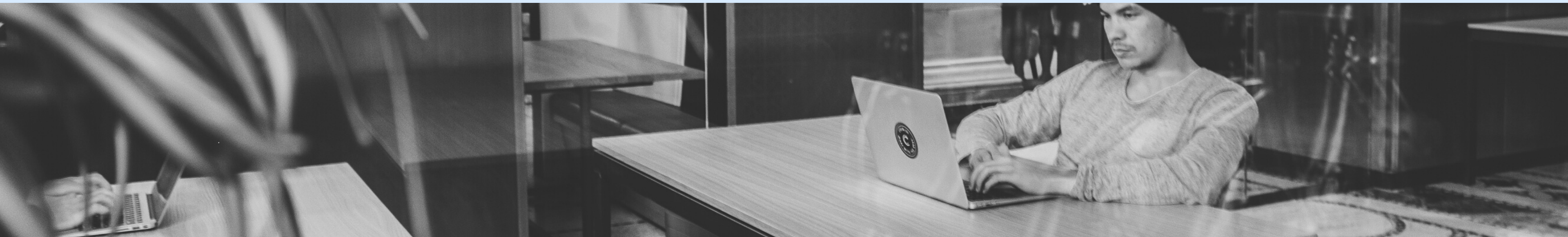
Know Your Audiences

WHICH AUDIENCE IS BEST?

You may (or may not) need to communicate to all of your audiences. And the message may vary depending on the audience.

WHAT MESSAGE IS BEST?

Keep in mind, these audiences may also talk to each other. Always tell the truth, provide updates, and be consistent in your messaging to each audience!



But is it really a crisis?

HOW TO KNOW YOU'RE ACTUALLY IN A CRISIS SITUATION

ANSWER THESE QUESTIONS...

Are employees unable to come to work due to natural disaster or acts of God?

Has your reputation been damaged?

Has your production ceased?

Have you encountered a data breach or data incident (there is a difference)?

Has there been a loss of life on your property or because of your business?

Are stakeholders losing faith in you or your business?

Crisis Framework

KEY QUESTIONS

?

WHAT
HAPPENED?

?

WHEN
DID IT HAPPEN?
HOW OFTEN?

?

WHERE
DID IT OCCUR?

?

WHO DID IT?

?

WHO IS
IMPACTED?

?

WHY DID IT
HAPPEN?

?

HOW
WILL YOU
ADDRESS IT?

Pen to Paper

THE PLAN

- ✓ IDENTIFY KEY PERSONNEL & SPOKESPERSONS
- ✓ IDENTIFY KEY AUDIENCES IMPACTED
- ✓ REVIEW POLICIES AND PROCEDURES
- ✓ DETERMINE WHETHER DISCIPLINARY MEASURES ARE NEEDED
- ✓ CRAFT AND COMMUNICATE YOUR MESSAGE
 - Remember differing audiences
 - Consider all your platform options (email, intranet, website, social media, press conference, etc.)
 - Be timely, honest, direct and empathetic
- ✓ INVESTIGATE AND ASSESS THE POTENTIAL FOR THE RISK TO RESURFACE
- ✓ MAKE CHANGES, IF NEEDED
- ✓ PLAN POST-CRISIS MESSAGING
- ✓ PLAN POST-CRISIS DEBRIEF



Working with the Media

✓ PREPARE AS YOU WOULD FOR A JOB INTERVIEW

Know your audience, anticipate likely questions, and have a firm grasp of the overall message you want to convey.

✓ ASSUME EVERYTHING YOU SAY WILL BE REPORTED—EVEN WHEN YOU'RE NOT "IN" THE INTERVIEW

The reporter is not your friend because you had a nice conversation; a journalist's first allegiance is to the story.

✓ TALK ABOUT FACTS

Don't discuss hypothetical situations; talk only about what you know.

✓ KEEP YOUR ANSWERS SHORT

Limit answers to no more than 30 seconds; avoid elaborating—fewer sentences leaves less opportunity for the reporter to misinterpret you.

✓ DON'T SAY “NO COMMENT”

You don't need to divulge information, of course, but you do need to avoid those two little words. Decline politely, and say why you can't answer.

For example: “I simply do not have enough information yet to be able to offer a comment.”

✓ BE HONEST

Mom was right, it's always the best policy.

Digital Considerations

✓ MESSAGE MATTERS

Craft your message in line with each communications channel and tool you use.

✓ YOUR WEBSITE

All messaging begins and ends here... It's where people will look first.

✓ SOCIAL MEDIA

- Don't fear it; embrace it
- LinkedIn vs. Facebook vs. Instagram
- Leverage industry social channels, if they exist.

✓ EMAIL

- Use sparingly and at the right time
- You can send to all or select audiences.

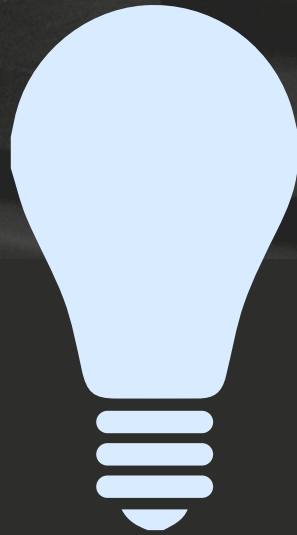
✓ OTHER TOOLS?

- Text Message, Video, Podcast, Virtual Meetings (e.g., Zoom, Skype, webcasting, etc.), ...

✓ COMMENTS

- DO NOT remove, unless they contradict your social media policy (e.g., profanity, hate speech, etc.).
- Respond to negative comments immediately; ask your advocates to post positive messages (must be genuine and relevant).
- Try to take negative comments offline. Ask the posters to call or DM you so you can address their concerns in a timely and efficient manner.

Don't know where to start? Let us help.



Ideation

We channel our creativity and strategic thinking to develop a plan that engages your intended audience.



Execution

This is when we put your strategic plan to work.



Analysis

As we gain more information, we can quickly adjust content for optimal results.

We'd love to chat!

HOW TO REACH US



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