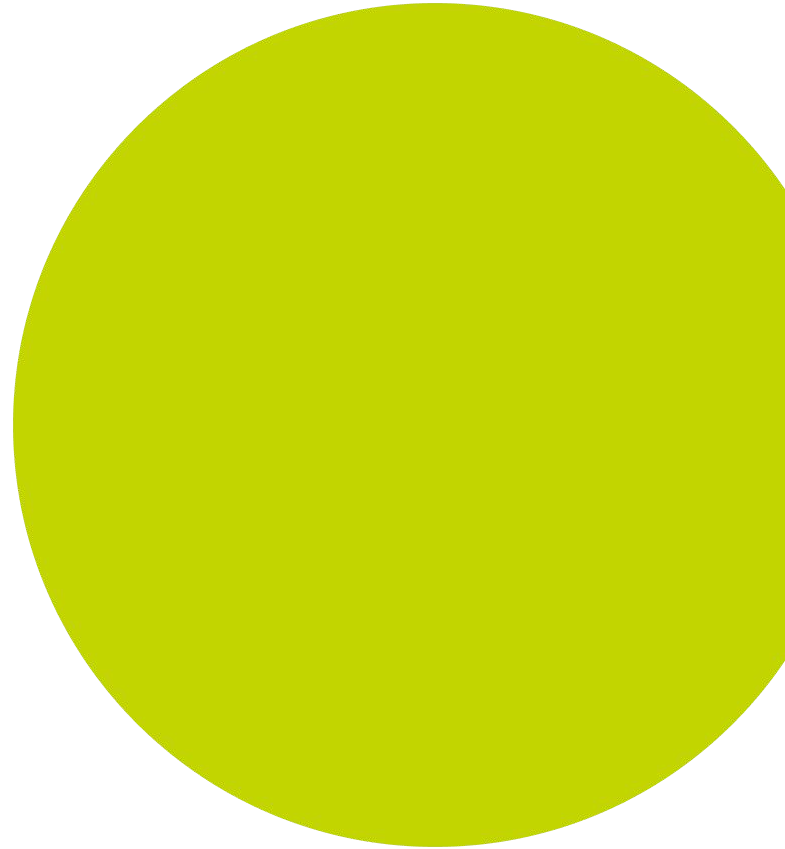


# Crisis Communications 101

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# **Key Takeaways**

**CRISIS COMMS**

# What will you learn today?

- ✓ Crisis Comms Playbook
- ✓ Key Team Members
- ✓ Communicating to Stakeholders
- ✓ Social Media Listening Tools
- ✓ Tips for Navigating Social Media Missteps



**CRISIS COMMS**

# What qualifies as a crisis?

**Executive Leadership  
Issues**

**Natural Disasters**

**Litigation**

**HR Issues**

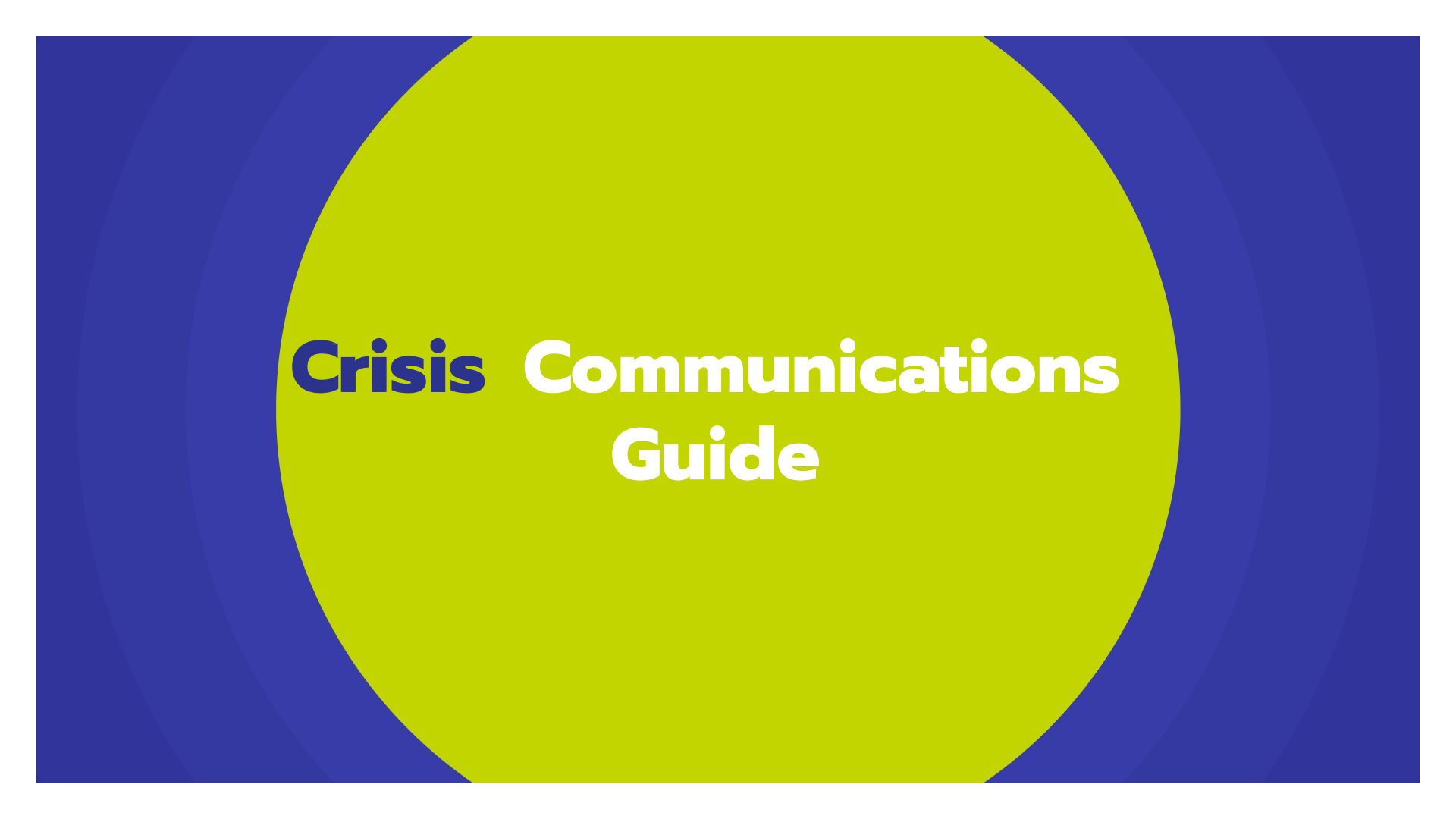
**Acts of Violence**

**Social Media**



**What else?**

**A crisis is anything that negatively impacts a brand or organization's reputation**



**Crisis Communications  
Guide**

# Dealing with a Crisis: **A Step-By-Step Guide**

**#1:** Assemble your team

**#2:** Enact your crisis comms plan/create your crisis comms “war room”

**#3:** Make assignments/divide and conquer

**#4:** Remember your training

**#5:** Regroup, evaluate and redeploy

**#6:** Post-crisis communications

**#7:** Review lessons learned and update crisis comms plan accordingly

# Dealing with a Crisis: **A Step-By-Step Guide**

## **#1: Assemble Your Team**

- Time is of the essence. You must act within minutes
- Your crisis comms team should already be determined before a crisis occurs:
  - CEO, Executive Director, Social Media Coordinator, HR, IT, Operations, Legal, etc.
- Determine your communications tools. How will you communicate with your crisis comms team?
  - Ex: Google Docs, Teams, Group me, slack, email, text chain, etc.
- Determine communications cadence and timeline for updates
- Create regular touchpoints/calendar invites

# Dealing with a Crisis: A Step-By-Step Guide

## #2: Enact Your Comms Plan - Dust off your playbook and put it into action:

- Determine facts
- Create timeline of events
- Map out messaging by key stakeholders
  - Remember WIIFM
  - Stick to the facts as they are known, even if it's to say that the situation is fluid and we will update as more information is available
- Determine comms channels by stakeholder
- Identify spokespeople and brush up on media training
- Review/create contact list of key personnel
- Create media response plan and statement

# Dealing with a Crisis: A Step-By-Step Guide

## #3: Make Assignments/Divide and Conquer

- Media Assignments - Divide by regions and be proactive
  - Create media inquiry protocol to streamline requests (website, social and hotline)
    - Have media statement prepared and ready to deploy
- Direct Communications with Stakeholders
  - Phone calls, texts, emails if internet is available
- Leverage Owned and Borrowed Channels to Deploy Messaging
  - Website
  - Social Media (owned and borrowed)
  - Government agencies (local and state)
  - Nearby facilities and businesses

# Dealing with a Crisis: **A Step-By-Step Guide**

## #4: Remember Your Training and Stick to the Plan

- Stick to the facts. Don't speculate. Everything you say to media and post on social media will be reported as news
- Be proactive, not reactive
- Control misinformation at all cost
- Monitor the news and social media
  - Create Google Alerts and have team members dedicated to monitoring news/social

# Dealing with a Crisis: **A Step-By-Step Guide**

## **#5: Reassemble, Evaluate, Redeploy**

- After the storm settles, regroup and review the plan
- Edit facts, FAQs and messaging as needed
- Redeploy messaging through comms channels and update media
  - Now is the time to determine whether a news conference is warranted

# Dealing with a Crisis: **A Step-By-Step Guide**

## #6: Post-Crisis Communications Plan

- Look for opportunities to tell inspiring stories and highlight the heroes that made an impact. Video is a compelling medium
- Work with local legislators/public officials and their comms teams for tours, statements, conferences and communications opportunities
- Promote rebuilding and donation efforts

# Dealing with a Crisis: **A Step-By-Step Guide**

## **#7: Review Lessons Learned**

- Document lessons learned and share within your organization to better equip team for the next crisis situation
- Make sure you update the crisis communications plan to reflect what was learned
- Remember, crisis plans can't sit on the shelf and collect dust. Effective ones are updated periodically

The image features a dark blue background with a large, bright yellow-green circle in the center. The text "Crisis Playbook" is centered within the circle. "Crisis" is in a bold, dark blue font, and "Playbook" is in a bold, white font.

# **Crisis** **Playbook**

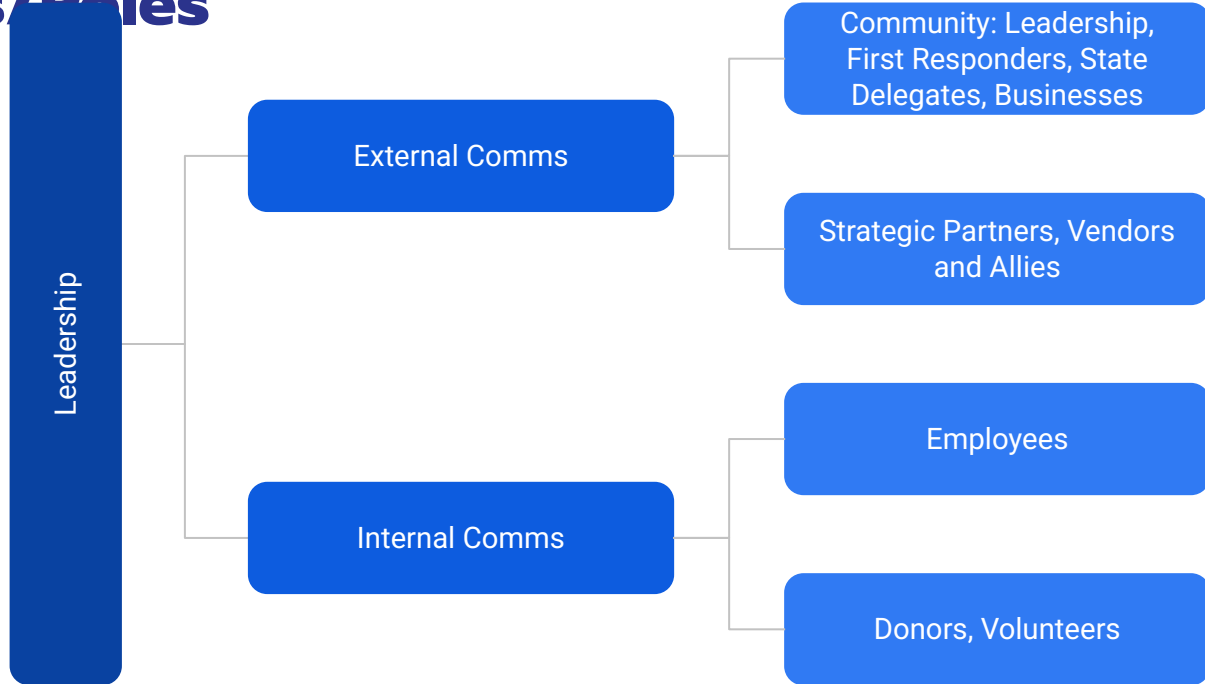
# Remember Redundancy

What happens if your company is a victim of a cyber attack and you cannot access any digital files? Where does your crisis playbook live? How will you access your crisis comms database of contacts?

# Remember Redundancy

What if your social media coordinator is sick, out of the country or impacted by the crisis? Who else has access (and trained) to social media, your website, your email database?

# Create (and Update) a Database of Key Contacts/Roles



# Create a Message Map Template

## Message Mapping Flowchart with Key Points



# Templates

Create a folder (and save to a flash drive) of easily accessible templates:

- Press release
- Bios/headshots
- Mission statement and key organizational messaging



**Avoiding Social Media  
Missteps**

# Social Media Best Practices

...to avoid fanning the flames  
online

- Not all negative comments/posts warrant a response
- Monitor and discuss when action is warranted
- Consider mobilizing advocates to act on your behalf
- Avoid turning off comments and never delete comments
- Respond to all reviews
- When to turn off reviews
- Pump out positive SEO content to combat negative online information

# Helpful Social Media Tools

For listening/monitoring

- Google Alerts
- Hashtags
- In platform searches
- Google Trends - Search behavior
- [Talkwalker by Hootsuite](#)

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# Questions?

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