

# It's a Crisis - Now What?

*Three keys to effective crisis communication:*

1. *Explain what happened*
2. *Explain why it happened*
3. *Explain what you're going to do about it*

**Always tell the truth.**  
**You don't have to tell all, but you have to tell the truth.**

*Specializing in:*

Issues Management  
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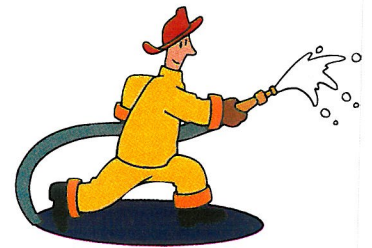
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## Crisis Communication Planning

The best way to get through a crisis is to have a crisis plan - including a communication plan in place before a crisis occurs. So where do you start? Here are a few tips:

- Determine what types of crisis situation could possibly impact your firm. Then think about / brainstorm what you would do if those situations occurred.
- Develop a written plan
- Determine your core crisis team
- Determine your crisis communication team
- Determine team assignments
- Prepare needed lists in advance, update them regularly and store copies off-site. Examples: Employee lists, key clients and vendors, government officials and agencies, 3rd party experts, trade associations



- Share appropriate plan components with your employees
- Crisis team members should keep copies of the plan on site as well as off-site

A crisis will never play out the way you envision it, but having a plan will give you guidance.

## When a Crisis Occurs

- If it involves public health or safety, notify police or fire immediately
- Assemble your teams; review crisis plan
- Assess the situation
- Determine your plan of action
- Develop key messages
- ALWAYS tell the truth
- Employees come first
- Key customers come next
- You will need to deal with the media; traditional as well as social media. Monitor the media

Remember, a crisis is a fluid situation, so you must be flexible and adapt to changing situations / conditions.