
CRISIS COMMUNICATIONS WORKSHOP



WHAT DOES A CRISIS LOOK LIKE TO YOU?



CRISIS HITS. WHAT DO YOU DO?

FIRST, DON'T PANIC.

KICK OFF YOUR PLAN

1. Assess the crisis/Gather initial information
2. Launch holding statement on social media
3. Assemble your team
4. Pull out your plan
5. Assign roles

WHO WILL DO WHAT?

1. Lead PIO
2. Primary Spokesperson
3. Online/Social Media Coordinator
4. Assistant PIO
5. Internal Coordinator



**PRIORITY
POSITIONS**

CONTROL THE CONVERSATION

1. Release holding statement via social media
“We’re on it.”
2. Inform media of first news conference
3. Know what you want to say and stick to it

WHAT WILL YOU SAY? DEVELOPING KEY MESSAGES.

WHO ARE YOU SPEAKING TO?

1. Customers
2. Public
3. Media
4. Employees
5. Elected officials
6. Board members



**Want to
communicate for
you.**

KEY MESSAGES

Keep it consistent for all stakeholders to ensure consistency.

EXCEPTION: Employees & Board Members

KEY MESSAGES

1. Show empathy
2. Take responsibility
3. Provide confirmed information
4. Explain action airport is taken
5. Address rumors – Only as needed
6. Don't lie
7. Don't hide

COMMUNICATION CHANNELS

1. Social media
2. Website
3. Press releases
4. Press conferences
5. Intranet
6. Terminal announcements

CREATE TEMPLATES
BEFORE A CRISIS HITS.

SOCIAL MEDIA

- Maintain strong social media presence BEFORE a crisis
- Monitor conversations before, during AND after a crisis
- What are people saying about the crisis
- Pre-write responses

SOCIAL MEDIA



Appropriate



Inaccurate



Low Risk



High Risk

SOCIAL MEDIA

1. Claim the crisis
2. Post holding statement
3. Show empathy & apologize
4. Create hashtag – if appropriate
5. Pause scheduled posts
6. Don't engage crazy
7. Know when to take it offline
8. **STAY ENGAGED**

PRESS CONFERENCES

1. Hold first press conference ASAP
2. Set the groundwork before the press conference begins
3. Set time limit
4. Stick to key messages
5. Don't answer questions you don't know the answers to

PRESS CONFERENCES

6. End with approximate time of next press conference
7. Refer media, customers and public to website and social media accounts
8. Ensure speakers have an isolated entrance

CRISIS RESPONSE IN 10 STEPS

1. Activate your plan
2. Launch holding statement
3. Pause scheduled social media posts
4. Gather confirmed information
5. Identify key stakeholders

CRISIS RESPONSE IN 10 STEPS

6. Develop key messages
7. Communicate with employees, board members, elected officials
8. Identify and launch traditional and social media communication
9. Monitor traditional and social media
10. Provide timely and ongoing updates

THE EXERCISE

- Five groups based on the color of your badge sticker
- Two scenarios
- Three tables will do power outage
- Two tables will do a tornado
- Scenarios will be provided

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THE EXERCISE

- Use easels to determine strategy, roles and messages
- Create outlines for 2 press releases. One for the beginning; one at mid-point
- Create holding statement and social media responses
- Hold five-minute press conference
- Be prepared for questions from our “reporters”

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