

**CRISIS  
COMMUNICATIONS**



RUH-ROH





# WHY DOES THIS MATTER?









# **TODAY'S AGENDA**

- 1. CRISIS TYPES**
- 2. BEFORE THE CRISIS**
- 3. DO'S AND DON'TS**
- 4. APOLOGIES**

# **#1: CRISIS TYPES:**

## **THREE BASIC CATEGORIES**

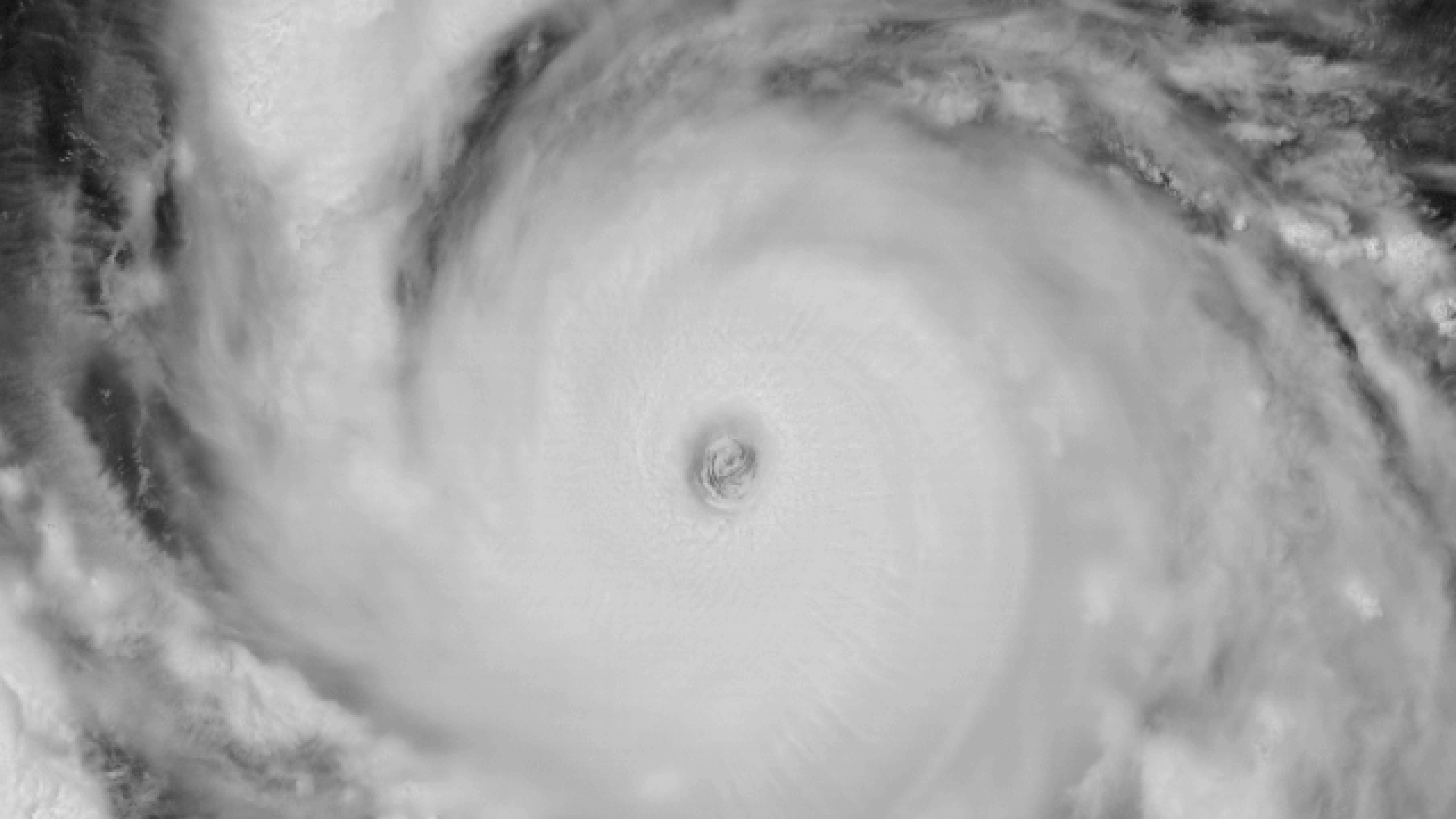


# **CRISIS COMMUNICATIONS**

## **TYPE #1: NOT YOUR FAULT**









# **CRISIS COMMUNICATIONS**

## **TYPE #2: KINDA YOUR FAULT**







# **CRISIS COMMUNICATIONS**

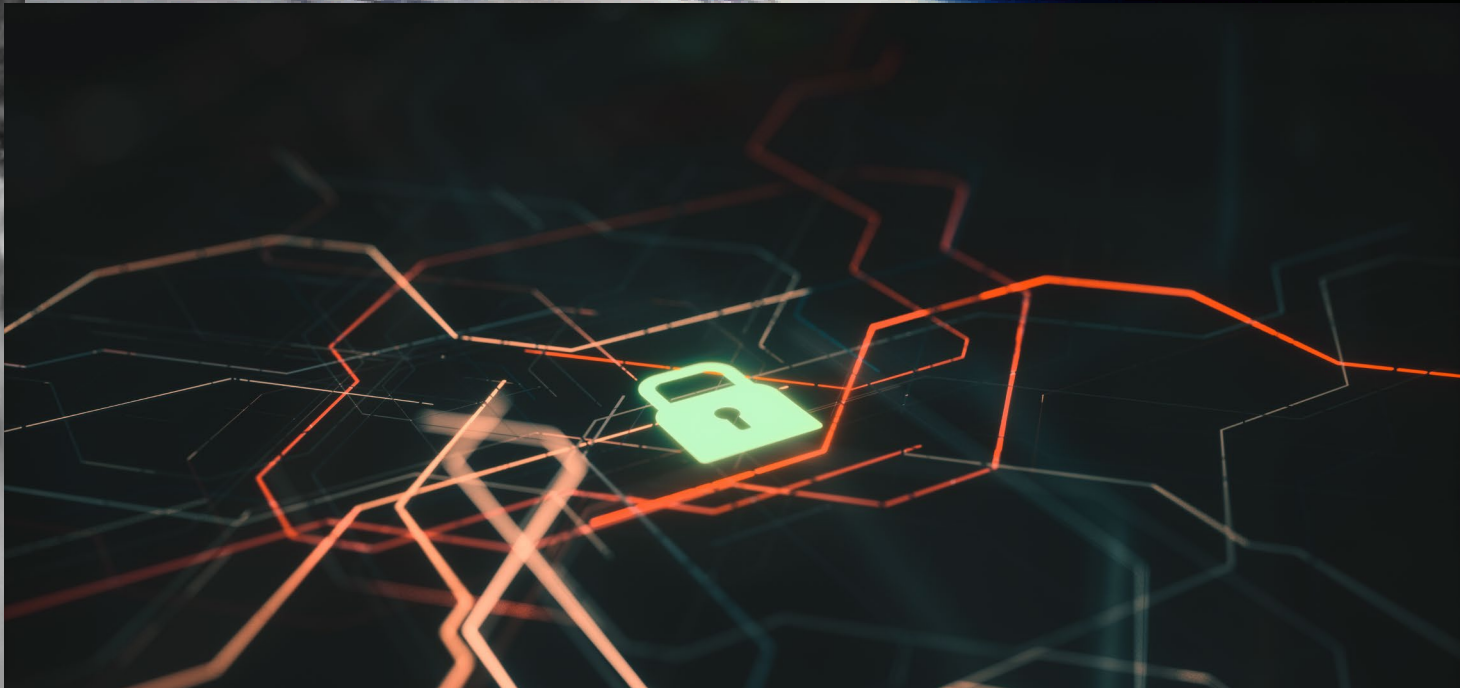
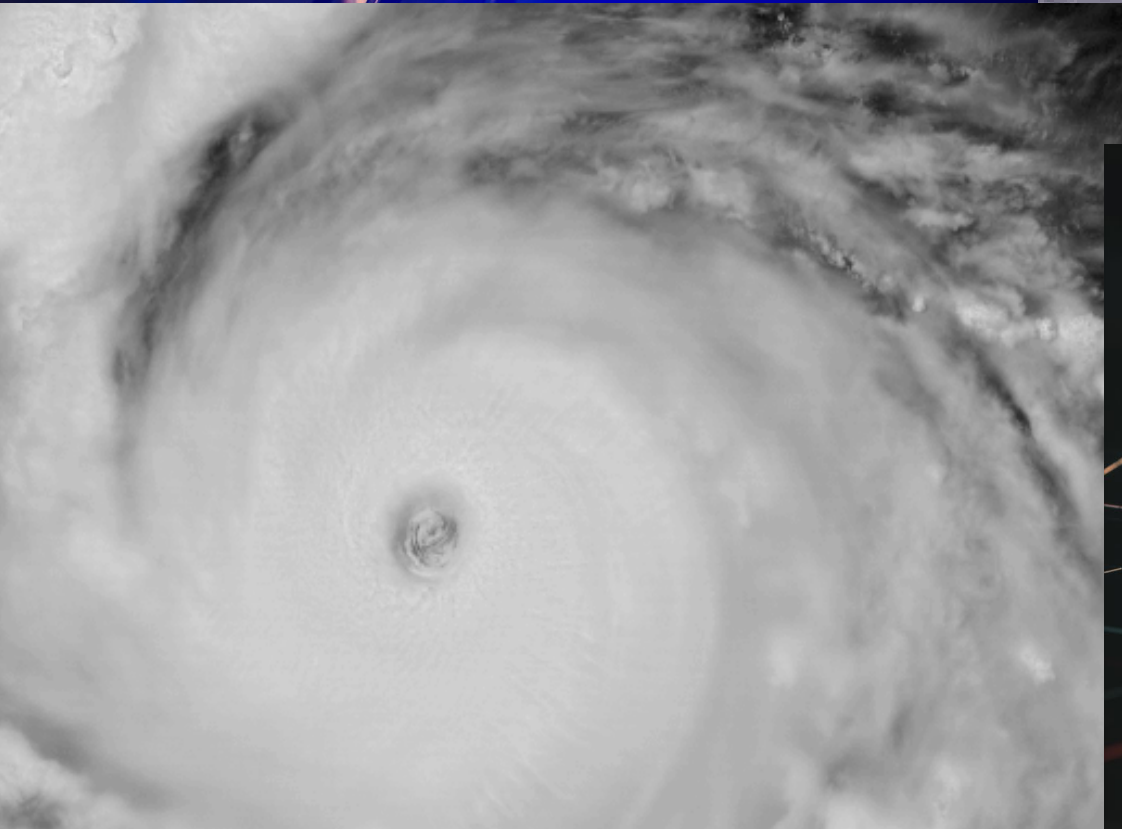
**TYPE #3: TOTALLY YOUR FAULT** 





# **CRISIS COMMUNICATIONS**

- **SEWAGE SPILL**
- **EXTENDED OUTAGES**
- **PROCUREMENT CORRUPTION**
- **WORKPLACE SAFETY ISSUE**





**BUT...THEY ARE ALL  
YOUR PROBLEM!**

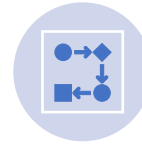
# **#2: BEFORE THE CRISIS**



## ***BEFORE* THE CRISIS:**



**HAVE A  
PLAN/PROTOCOL**



**WORK/PRACTICE IT**



**EXPECT NOTHING TO  
GO TO PLAN**

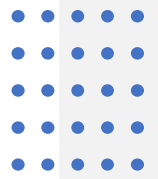


## **HAVE A PLAN / PROTOCOL**

- **SHUT DOWN ALL PLANNED SOCIAL MEDIA**
- **WHO IS THE TIP OF THE SPEAR? (DEPENDS ON CRISIS AREA)**
- **WHO SPEAKS FOR THE CITY?**
- **WHEN TO ENGAGE LEGAL COUNSEL**
- **WHEN TO ENGAGE OUTSIDE COMMUNICATIONS COUNSEL**



# **#3: DO'S AND DON'TS**



**DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**



**DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**



**DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. GET THE FACTS**



**DO:**

1. **REVIEW/FOLLOW YOUR PROTOCOL**
2. **PAUSE ALL SCHEDULED SOCIAL MEDIA**
3. **SERIOUSLY, GET THE FACTS**



**DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. SERIOUSLY, GET THE FACTS**
- 4. BE ACCESSIBLE/OPEN/HONEST**





# **DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. SERIOUSLY, GET THE FACTS**
- 4. BE ACCESSIBLE/OPEN/HONEST**
- 5. BE THE FIRST TO SPEAK/CONTROL THE MESSAGE  
(WHEN POSSIBLE)**



# **DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. SERIOUSLY, GET THE FACTS**
- 4. BE ACCESSIBLE/OPEN/HONEST**
- 5. BE THE FIRST TO SPEAK/CONTROL THE MESSAGE**
- 6. BE WILLING TO SAY, “IDK”**



# **DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. SERIOUSLY, GET THE FACTS**
- 4. BE ACCESSIBLE/OPEN/HONEST**
- 5. BE THE FIRST TO SPEAK/CONTROL THE MESSAGE**
- 6. BE WILLING TO SAY, “IDK”**
- 7. ACCEPT APPROPRIATE RESPONSIBILITY**



# **DO:**

- 1. REVIEW/FOLLOW YOUR PROTOCOL**
- 2. PAUSE ALL SCHEDULED SOCIAL MEDIA**
- 3. SERIOUSLY, GET THE FACTS**
- 4. BE ACCESSIBLE/OPEN/HONEST**
- 5. BE THE FIRST TO SPEAK/CONTROL THE MESSAGE**
- 6. BE WILLING TO SAY, “IDK”**
- 7. ACCEPT APPROPRIATE RESPONSIBILITY**
- 8. DON'T BE AFRAID TO APOLOGIZE**



# **DON'T:**

- **GUESS**
- **OBFUSCATE (LIE)**
- **LET JUST ANYONE SPEAK**
- **OFFER A MEALY-MOUTHED APOLOGY**

**DON'T:**

**LET BAD  
COMMUNICATIONS  
MAKE THINGS WORSE**





# **#4: APOLOGIES**

A woman with dark hair and a surprised expression is looking at a laptop screen. The screen displays a fitness video of a woman in a light blue tank top and purple leggings. The background shows a snowy outdoor scene with a tent and trees.

***“We are disappointed in how some people misinterpreted the commercial.”***



An aerial view of an offshore oil rig engulfed in a massive fire. A thick, dark plume of smoke rises from the burning structure. Several fireboats are positioned around the burning rig, directing high-pressure water jets onto the flames from multiple angles. The surrounding ocean is visible under a hazy sky.

***“I want my life back.”***

A photograph of a person lying on a medical stretcher in a clinical setting. The person is wearing a dark long-sleeved shirt and dark trousers. Their midsection is exposed. The stretcher has white straps and a yellow safety line. The background is dark and out of focus. The text "Re-accommodated" is overlaid in the center in a white, italicized, sans-serif font.

***“Re-accommodated”***



# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. OWN THE MISTAKE



# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. OWN THE MISTAKE
2. STATE THE ERROR



# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. **OWN THE MISTAKE**
2. **STATE THE ERROR**
3. **ADMIT WHAT YOU DID WRONG**



# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. OWN THE MISTAKE
2. STATE THE ERROR
3. ADMIT WHAT YOU DID WRONG
4. SAY YOU ARE SORRY





# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. OWN THE MISTAKE
2. STATE THE ERROR
3. ADMIT WHAT YOU DID WRONG
4. SAY YOU ARE SORRY
5. DETAIL PLAN GOING FORWARD



# APOLOGIES

## ELEMENTS OF A GOOD APOLOGY:

1. OWN THE MISTAKE
2. STATE THE ERROR
3. ADMIT WHAT YOU DID WRONG
4. SAY YOU ARE SORRY
5. DETAIL PLAN GOING FORWARD
6. ASK FOR FORGIVENESS/UNDERSTANDING



# APOLOGIES

## DO NOT:

1. SAY, “SORRY, BUT...”
2. TRY TO SHIFT BLAME
3. JUSTIFY BAD ACTS
4. MAKE IT ABOUT HOW PROBLEM HURT YOU
5. OVER EXPLAIN



# REVIEW

1. **ASSUME ALL CRISES ARE YOUR PROBLEM**
2. **HAVE A PLAN / PROTOCOL**
3. **PAUSE ALL SCHEDULED SOCIAL MEDIA**
4. **GET THE FACTS**
5. **CONTROL THE MESSAGE**
6. **TELL THE TRUTH**
7. **BE WILLING TO SAY “IDK”**
8. **KNOW HOW TO APOLOGIZE**

# QUESTIONS?

