Crisis Communications Essentials:

Crisis Management's Redheaded Stepchild

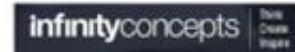Palmer Holt, Founder & CEO
InChrist Communications

INTRODUCTION

WHAT IS INCHRIST COMMUNICATIONS?

Serving faith-based organizations, mission agencies, businesses, authors and artists, schools and camps, rescue missions and churches!

Services Include:

Strategic Planning	Donor Communications
Branding & Marketing	Advertising
Media Relations & Publicity	Stakeholder Management
Social Media	Creative Services
Crisis Communications	Special Events

WHO WE SERVE

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CRISIS COMMUNICATIONS

PURPOSE OF CRISIS COMMUNICATIONS PLANNING

- To be prepared before a crisis ahead of time

- To effectively manage communications through formal, clearly defined channels

- To mitigate crisis, or serious negative repercussions for the organization

- To maintain a reputation of leadership and transparency on vital issues and breaking news

Why CC Redheaded Stepchild?

- Take it for granted
- Don't think it is important
- Don't understand it
- Think it's easy
- Afraid of it
- For liberal arts dudes

CCP Benefits

- 80-90 % can be done ahead of time, staged and practiced
- Clear communications among all crisis management team members -- roles, responsibilities, decision sequencing, channels, deliverables
- Clear communications with all stakeholders
- Best insurance for reputation management

Dangers of No CCP

- Do all crisis management well and blow it
- Mishandle and exacerbate problems/issues
- Short- and long-term reputation damage
- Expensive reputation management repair
- Revenue loss and ministry jeopardized
- "Decided want to spend more time with your family"

Why No CCP?

- Smells like work
- Time commitment and priorities
- Misperceived costs and tight budgets
- Underestimate probability
- Misunderstand importance

TYPES OF CRISES

- Natural disaster
- Pandemic
- Internal crime/ character issue
- Internal/external violence
- International
- Socio/political
- Cyber attack
- Other

CRISIS COMMUNICATIONS CYCLE

GREATEST THREAT TO YOUR ORGANIZATION?

DENIAL

TYPES OF CRISES

"SELAH"

NO CCP Rationales

It's Never Happened Before.

NO CCP Rationales

It's Not Likely to Happen Here.

NO CCP Rationales

If It Happens, We Can Handle It.

God Will Protect Us.

HOW YOU CAN BE BETTER PREPARED

KNOW YOUR MINISTRY

KNOW YOUR MINISTRY

- Shepherd vs. Hireling
- Niches/Beats
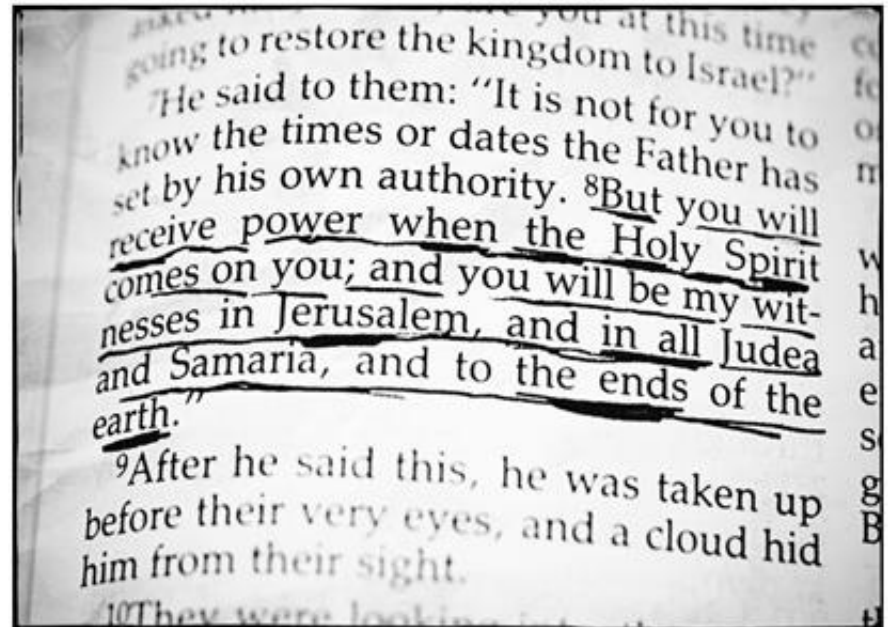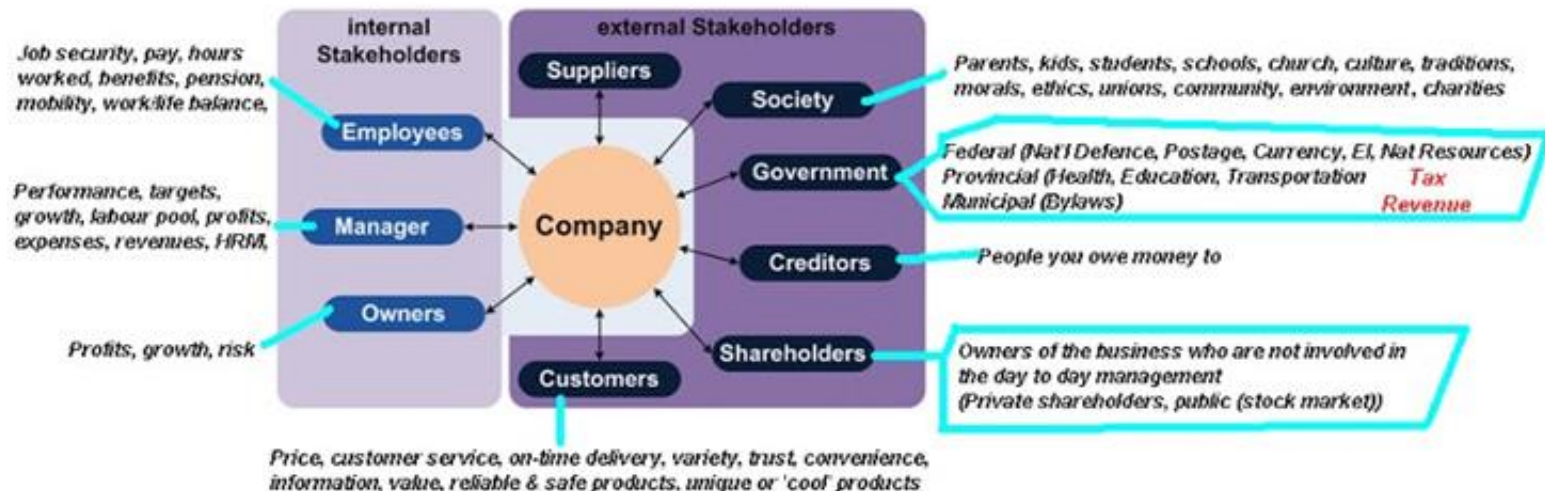- Leadership Relationships
- Internal Sources

KNOW YOUR MEDIA

KNOW YOUR MEDIA

- Acts 1:8 Philosophy
- Prior Relationships
- Media Contact Database
- Understanding Needs/Methods
- Think Pictures

KNOW YOUR STAKEHOLDERS

CORPORATE STAKEHOLDER ANALYSIS

Job security, pay, hours worked, benefits, pension, mobility, work-life balance,

Performance, targets, growth, labour pool, profits, expenses, revenues, HRM,

Profits, growth, risk

internal Stakeholders — Employees, Manager, Owners

external Stakeholders — Suppliers, Society, Government, Creditors, Shareholders

Company

Customers

Parents, kids, students, schools, church, culture, traditions, morals, ethics, unions, community, environment, charities

Federal (Nat'l Defence, Postage, Currency, EI, Nat Resources)
Provincial (Health, Education, Transportation *Tax*
Municipal (Bylaws) *Revenue*

People you owe money to

Owners of the business who are not involved in the day to day management
(Private shareholders, public (stock market))

Price, customer service, on-time delivery, variety, trust, convenience, information, value, reliable & safe products, unique or 'cool' products

A corporate stakeholder is a party that affects or can be affected by the actions of the business as a whole.

STAKEHOLDER UNIVERSE

- Board
- Staff
- Alumni
- Donors
- Media
- Strategic Partners
- Government
- Community
- Vendors

CRISIS MANAGEMENT TEAM

CRISIS MANAGER

CRISIS MANAGEMENT TEAM

CRISIS COMMUNICATIONS TEAM

- CC Coordinator
- CC team
- Consultant

CRISIS COMMUNICATIONS TEAM

- Coordinator
- Writer
- Web Master
- Social Media Coordinator
- Graphic Designer
- Photographer/Videographer

DETERMINE POLICY

- Philosophy/framework
- Internal communications policy
- External communications policy
- Personnel policy

CREATE CC PLAN

- Team member roles
- Before, during and after
- Drafts/revisions
- Outside help
- Vetting by third party

PRE-CRISIS CC CHECKLIST

- Identify scenarios
- Identify stakeholders
- Determine key messages
- Assign roles
- Provide backup
- Phone trees
- Check lists
- Decision trees
- Press conference location
- Press kits
- Press release templates
- Talking points
- Media distribution lists
- Media training

MEDIA TRAINING

- Prepared spokespersons
- On-camera practice
- Adversarial scenarios
- Outside coach (faith-based)

PRACTICE

- Crisis -- not the time to learn
- Various scenarios
- Cover A-Z
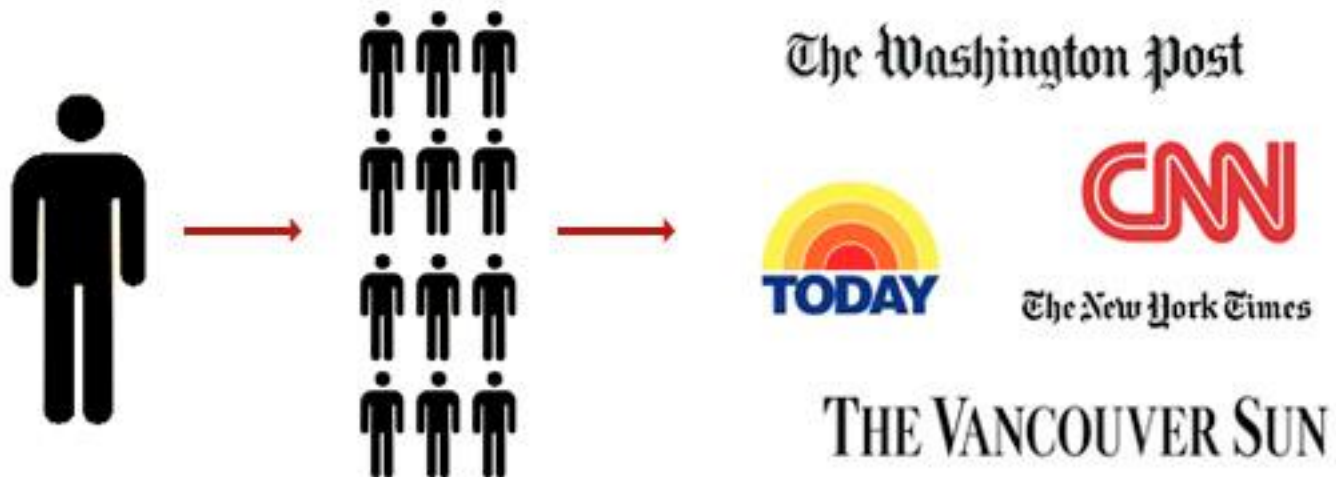- Revise plan

COMMUNICATIONS SEQUENCE

- Safety first
- Notifications
- Assemble team
- Prayer
- Assess situation
- Develop key messages
- Determine strategy
- Notify stakeholders
- Re-evaluate messages
- Updates

ROLE OF SOCIAL MEDIA

Will *your messaging* or social media chatter be at the center of news stories during a crisis?

SOCIAL MEDIA BENEFITS

Benefits of Using Social Media in a Crisis:

- Reach more people
- Greater access to your information
- Bypasses media gatekeepers
- Increases the speed of communication
- Easily disseminate critical information
- Speeds awareness
- Easily receive and monitor feedback
- Easily update your audience
- Decreases the number of phone calls and emails

SOCIAL MEDIA RISKS

Risks Social Media Poses in a Crisis:

- Everyone is a spokesperson
- 49% of decision makers say social media makes them more vulnerable to a crisis
- Danger of distribution of non-verified information
- Increases the speed of controversy
- Overwhelming messages
- Losing control of the story

CONTROLLING THE CONVERSATION

Staying in Control of the Conversation

- Know which social channels are most used by your audience
- Build and nurture online communities and relationships before you need them
- Keep plans up to date
- Secure leadership support

CONTROLLING THE CONVERSATION

Staying in Control of the Conversation

- Maintain consistency between online and offline messaging
- Monitor all relevant keywords
- Create and promote your own hashtags
- Recruit a team of social media ambassadors

SOCIAL MEDIA DECISION TREE

- Does the message warrant a response?
- Should the message be deleted?
- Is the poster focused only on negativity or stirring up trouble?
- Is the poster sharing inaccurate information?
- Should others within the organization be alerted?

POST-MORTEM

- Take the time
- Be thorough
- Revise plan

Lessons Learned

EBOLA CRISIS
What did we learn?

GOD IN CHARGE

PREPAREDNESS

FAMILIES

BACKUP

DONATIONS

MEDIA

MEDIA TSUNAMI

SWIMMING WITH SHARKS

COMPETITION

PRESSURE

THE GODFATHER

CARE AND FEEDING

SEQUENCING

LOCAL MEDIA

OTHER COMMUNICATORS

Media Coverage

RESULTS

30,000 Media Hits

Ad Value Equivalency

RESULTS

$300 Million

RESULTS

FOR MORE INFORMATION

Download Our Free Communications Checklist:

InChristCommunications.com/Free-Resources

Free Strategy Session

Free No-Obligation Strategy Session!

Let us show how we can be of assistance to you. Fill out the form below and you will receive a link to choose your appointment time and date.

First Name*

Last Name*

Email*

Title

Company Name*

Website

Type of Organization

Q&A

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THANK YOU!