

Crisis Communication Tips

- Always give a response, even if you don't have an answer. You never want to hide from the story or issue. Many times, in social media, things blow over pretty quickly. Hiding from it might make it worse.
- Come up with one response that everyone says across all channels. Have a document live in a shared folder if you know a specific issue is happening or coming.
- Direct them offline.
"Hi _____, please give us a call at _____. We would love to answer any questions you have regarding this issue" or "Here is a link to our main lines for communication. Please let us know any questions or concerns about the issue here, and we will get back to you shortly."
- Create a page (press release) on the website that has a statement about this issue to link people to when they ask if the issue is large or has become a frequent conversation.
- Keep every comment, post, email, etc. in one shared folder amongst employees to keep track of everything coming in.
- Never respond to an issue without consulting with another employee or person involved, unless you already have a plan or specific response for an expected issue.