



# PR COMMUNICATION CRISIS TEMPLATE

STEP 1:

# ASSESS AND IDENTIFY POTENTIAL RISKS

Brainstorm

- Identify potential crises for your brand

- Conduct an internal vulnerability audit

- List best-case/worst-case scenarios

- Develop holding statements and responses

- Actively practice social listening

- Locate customer dissatisfaction and take action first

STEP 2 :

# DEFINE YOUR COMMUNICATION GUIDELINES

The Five W's:

Who will talk on behalf of your organization

What they will say

When and how often they will address the public

Why they would speak

Where they will communicate

STEP 3 :

# HAVE A SET OF KEY ACTIONS

Address perceptions

Listen to the people who are complaining

Tune in emotionally

Reason from the point of view of those you represent

Distinguish between law and public opinion

**STEP 4 :**

# **ESTABLISH NOTIFICATION AND MONITORING SYSTEMS**

- Figure out where the conversations are happening

- Listen in and understand what topics are being discussed

- Relate them to your brand

- See the crisis coming before it does

STEP 5 :

# IDENTIFY AND KNOW YOUR STAKEHOLDERS

Employees

Shareholders

Unions

Customer advocates

STEP 5 :

# TEST, EXECUTE AND REVIEW

Constantly test your plan to ensure you have every potential crisis covered

Reassess and reevaluate at every opportunity to add new steps to the plan