DOGBERT DOES P.R.

YOU KNEW YOUR PRODUCT WAS DEADLY BUT YOU DID NOTHING UNTIL YOU WERE SUED.

THE GOAL OF PUBLIC RELATIONS IS TO TAINT THE JURY POOL. WE’LL SHOW THAT THE VICTIMS HAD IT COMING.

MAYBE WE SHOULD DISCUSS THE MORAL IMPLICATIONS OF THAT STRATEGY.
Crisis Management Best Practices

Crisis Prevention

• Organizations must plan for crises – or they are, de facto, planning to have a crisis.

• Vulnerability audits are the only way to ensure that planning is a precise fit for the nature of an organization.

• Be aware of the amount of damage one person with Internet savvy can do to any organization.

• Know that damaging information online can spread virally, regardless of accuracy.
Crisis Management Center

I'm not sure “everyone dies” is a great emergency plan.
Crisis Management Best Practices

**Crisis Prevention**

- Don’t ignore a viral threat.
- Treat legal threats as potential reputation threats.
- Spokesperson training must be followed by practice, or it’s effectively useless.
- Remember that any significant operational decision has a potential public relations impact, internally and/or externally.
- Every employee and all close contractors should understand what your organization considers to be a crisis.
Crisis Management Best Practices

Crisis Prevention

• Act as if everything you say or do is on the record. Anytime. Anywhere.

• Practice restraint of pen, tongue and mouse click to prevent a lot of crises.

• Encourage internal whistleblowing – it is a lot less costly that waiting for someone to act unilaterally outside the system.

• Know that the court of public opinion can destroy your organization quicker than a court of law.
Crisis Management Best Practices

*Crisis Prevention*

- Crisis management plans are created to establish a system for effective prevention and/or mitigation of crises – NOT to provide a flawless method of response to every crisis.

- Test all crisis-related plans to avoid incurring higher levels of damage when crises occur.

- Crisis preparedness must receive the full support of an organization’s leadership or the process will fail.

- Never rely solely on your reputation to carry you through a crisis – but DO create a cushion of goodwill via traditional PR pre-crisis.
Crisis Management Best Practices

Crisis Prevention

A 2014 ReRez survey of 201 enterprises ranging in size from 250 to 5000 employees found that organizations that develop and frequently exercise their crisis communication plans and capabilities are:

- Able to notify personnel twice as fast
- 55% more likely to resolve emergencies within one hour
- Less likely (13% less) to suffer monetary losses than organizations that did not develop detailed crisis communication plans.
Crisis Management Best Practices

Crisis Prevention

• Beware of organizational “silos,” whose unhealthy interactions impede crisis response.

• Remember that, de facto, there are more similarities than differences between “social media” and “traditional media.”

• Establish a process for 24/7 monitoring and response.

• Monitor social media closely and address issues in as close to real-time as possible.

• Beware of being identified as a spokesperson for your organization – unless you are one.
Crisis Management Best Practices

During Crisis

- Ensure that crisis communications are prompt, compassionate, honest, informative and interactive.
- Use the best spokesperson for any particular audience and/or each medium.
- Monitor social media closely and address issues in as close to real-time as possible.
- Never assume you know, without asking, what your stakeholders believe.
Our risk management software says your idea is too risky.

Try reducing one of the inputs.

Which one?

Honesty.

I just threw up in my mouth.
Crisis Management Best Practices

During Crisis

• Beware of being identified as a spokesperson for your organization – unless you are one.

• Making peace as a crisis response tactic is sometimes wiser than “being right.”
Crisis Management Best Practices

**Post-Crisis**

- Post-crisis analysis is essential to improving crisis preparedness and response.
- Engage in ongoing threat analysis.
- Remember that, de facto, there are more similarities than differences between “social media” and “traditional media.”
- Establish process for 24/7 monitoring and response.
Crisis Management Best Practices

I DON'T GET SOCIAL MEDIA. HOW DO I GET FOLLOWERS?

EASY.

PEOPLE CARE ABOUT PASSION. FIND SOMETHING YOU HATE AND WRITE ABOUT IT.

WELL, I DON'T LIKE CHILDREN. PERFECT. AND DON'T HOLD BACK.
Crisis Management Best Practices

The internet and social media impact recruitment

- **83%** of job seekers report they are likely to base their decision on where to apply on company reviews

- **60%** of job seekers would not apply to a company with a one-star rating, **33%** would not apply to a company with less than three stars
Crisis Management Best Practices

**Signs someone is trying to cause you problems online**

- Online profiles being created for your business on review sites, social media, etc. by someone outside the company
- A sudden influx of negative posts or reviews on existing pages
- Negative search results begin to appear more prominently
- Stakeholders coming to you with questions about strange posts, websites, etc. or repeating rumors
Crisis Management Best Practices

Signs someone is trying to cause you problems online

- Domains related to your name/business are purchased by outsiders, ‘copycat’ websites appearing with false or negative info
- Ads speaking poorly of your organization appear alongside relevant search results
- Many critics will tell you exactly what they plan to do!
Thank You!