



PUBLIC RELATIONS. MARKETING. PUBLIC AFFAIRS.



Crisis Management Best Practices

By Pierpont Communications

SURVEY THE LAND

Risk & Vulnerabilities Assessment



Before starting or reviewing any crisis plan, begin with an assessment of your organization's risks and vulnerabilities. This allows you to anticipate scenarios your team should prepare for and key stakeholders that could be impacted or have influence on your organization's reputation.

DRAFT A BLUEPRINT

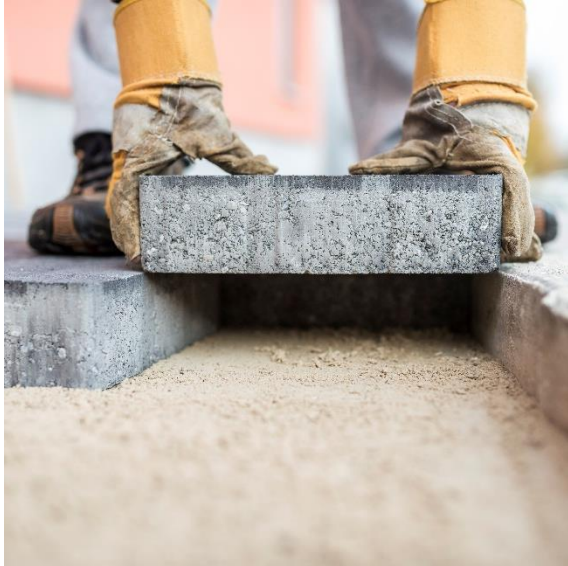
Crisis Communications Plan



Every company should have a crisis communications plan ready to address and minimize the impact of potential issues that could materially affect its reputation or ability to conduct business. Your plan should support an organized, consistent and strategic response to external and internal audiences during a crisis.

LAY THE FOUNDATION

Core Values & Messaging



The time to build important foundational messaging is before the need for crisis management arises. Company values can be incredibly valuable in a crisis response, but only if they are already clearly established, practiced and understood by key stakeholders.

SELECT A CREW

Crisis Communications Team



Identifying the key members of your organization's crisis communications team is crucial and should not be done under the time pressure of an incident. Identifying roles and responsibilities, as well as approval processes, should be done now. Then, put the team and the plan through tabletop exercises to ensure alignment, understanding and buy-in.

INVEST IN INSURANCE

Trusted Partners & Advisors



During a severe crisis, the demands of the operational response can make it difficult to focus on the critical communications component. Also, emotions can run high, preventing objective decision making. It is important to have an established relationship with a trusted partner who knows your organization's culture, values and people to provide support and guidance through the crisis and into the recovery period.

KNOW YOUR NEIGHBOR

Key Stakeholders



Effective crisis communication delivers accurate and consistent information that is appropriate for each key audience or stakeholder. Identifying these audiences and developing relationships with them before a crisis can significantly improve the effectiveness of crisis management. This can include media, local officials and community leaders, first responders, partners and others.

MIND THE MANUAL

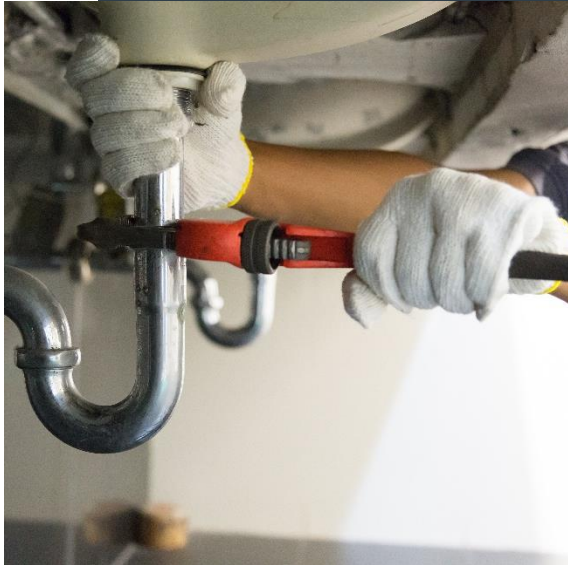
Training Programs



Once an effective crisis management process and plan has been developed, it is important to institutionalize it to ensure it can be efficiently introduced to new members of the crisis team or larger organization. Core members of the crisis management team may change, making a well-documented and rehearsed plan even more important to ensure continuity of response.

MAINTAIN ALL PARTS

Integrated Communications Programs



Crisis communications should not be something that stands separate and apart within an organization. The best and most effective way to manage a crisis is when it occurs within an established communications program, ensuring authentic responses, effective outreach, improved reputation management, etc.



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