

CRISIS COMMUNICATIONS

Working together on a plan

A Crisis



- Crises come in all shapes and sizes.
- Can be natural disasters or political controversies.
- Preparing for a crisis allows you to react quickly, restore public confidence and address internal concerns.
- Effective crisis communications planning ensures that the public receives timely, accurate information.

Crisis Plan

A plan should:

- Ensure flow of accurate and timely information to legislators, staff, media and the public during a crisis;
- Provide the media with a reasonable level of access;
- Make it possible for key communications staff to develop unified messages;
- Minimize unnecessary damage to the integrity and reputation of the legislature;
- Counteract inaccurate criticism by providing accurate and honest information.

Crisis Planning

- Establish a crisis planning team.
- Identify and define crisis situations.
- Develop action plan for each scenario.
 - ▣ Crisis response leader
 - ▣ Spokesperson
 - ▣ Team members
 - ▣ Communications strategy
 - ▣ Key messages
 - ▣ Communications center

Situation #1

- A natural disaster

Crisis Planning

- Establish a crisis planning team.
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- Develop action plan for each scenario.
 - ▣ Crisis response leader
 - ▣ Spokesperson
 - ▣ Team members
 - ▣ Communications strategy
 - ▣ Key messages
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Situation #2

- A crisis in the institution