

CRISIS COMMUNICATIONS CHEAT SHEET

It takes only one crisis to damage an organization's brand, reputation, and customer confidence.

To help your organization through a crisis, we created this cheat sheet:

- Get all the facts
- Express regret and apologize – if appropriate
- Demonstrate understanding of the issue
- Make it clear that the company is in control
- If we're wrong, admit it (get legal coaching)
- Get all the bad information out, as quickly as possible, then focus on future solutions/actions
- Talk in sound bites
- Don't be redundant from day to day
- Don't tell what you don't know
- Use third parties
- Provide back-up information
- Aggressively challenge misinformation
- Make sure loved ones are notified first
- Monitor online activity continuously, respond to relevant posts if appropriate

Need help to create, rehearse or test a crisis plan? [Contact us](#) for a free consultation.