

# Crisis Communications Planning

April 21, 2021

PRESENTED BY

Jackie Shelton, Vice President of Public Relations



# Today's Agenda

- What is crisis communications
- Communications team
- Identifying potential crises
- Stakeholders
- Messaging guidelines
- Sample messages
- Communications tools
- Post crisis review

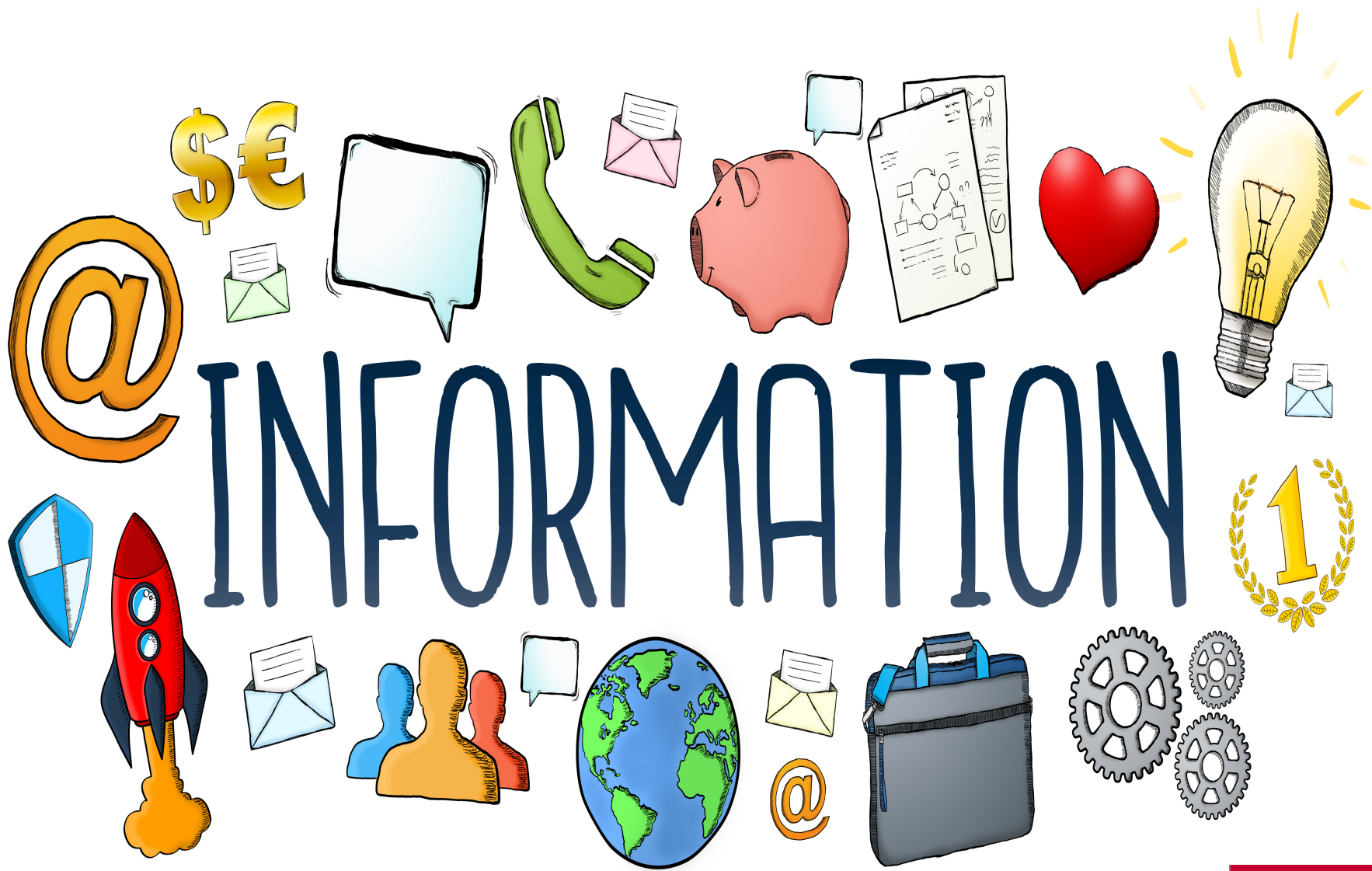


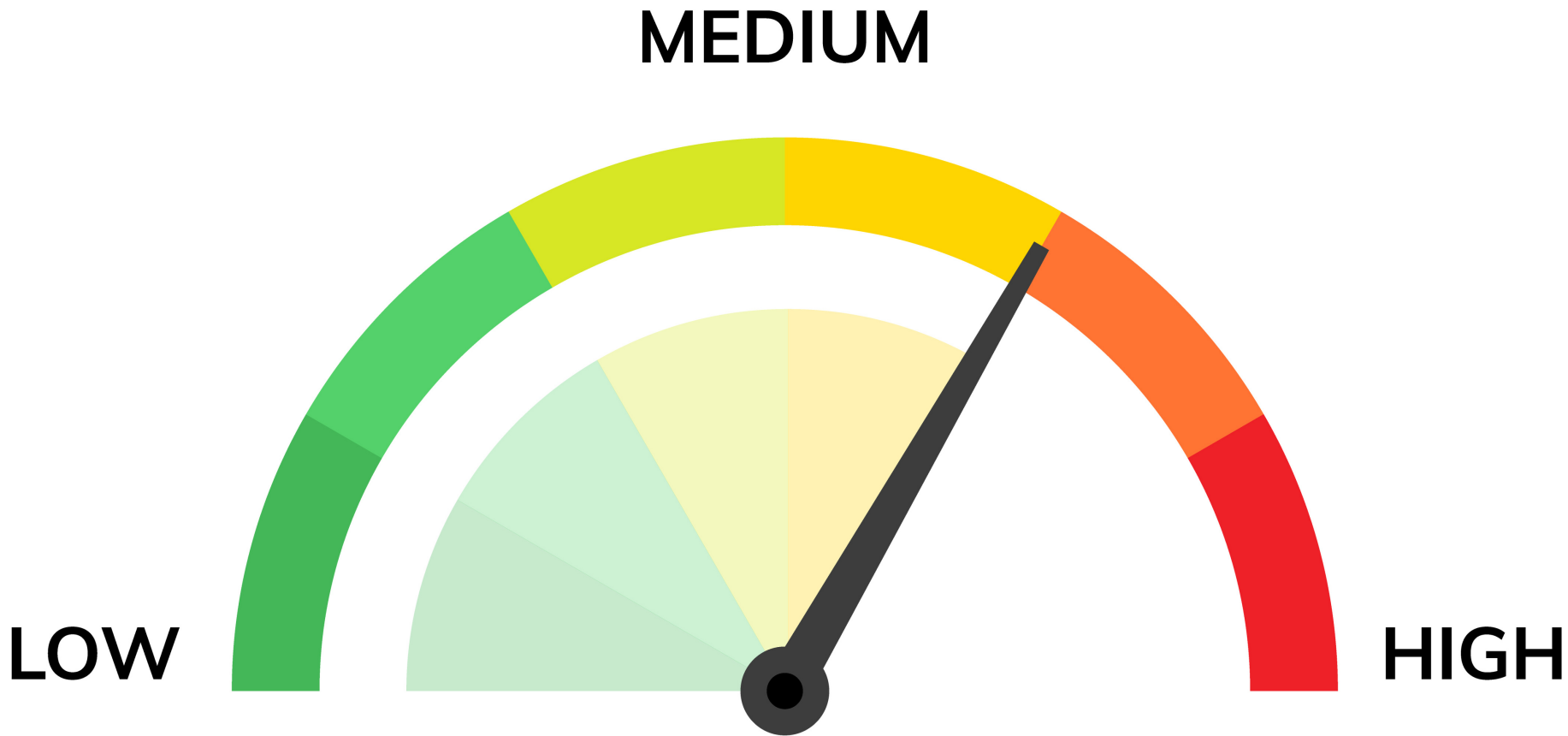


**ESTI  
PONA  
GROUP**









**MEDIUM**

**LOW**

**HIGH**

**RISK**



**ESTI  
PONA**  
GROUP





# General Mishap

We owe our customers an apology. On April 15, this thing happened. As a result, this other thing happened.

After reviewing the situation, we found the cause to be \_\_\_\_\_. We have taken the following steps to ensure this doesn't happen again:

Dept. or name have been communicating with our employees and customers during this time, and they are still available to help address any continuing issues that resulted from this incident. Again, we apologize to our customers, and we pledge to be better.

# Sexual Harassment

We cannot comment on ongoing litigation, but we wish to emphasize that Acme Company is committed to providing a safe and inclusive workplace for all employees.

We thank the person who displayed the courage to speak out and will be working with [him/her/them] to offer support and provide assistance during this time.

# Workplace Violence

There is [suspicion/confirmation] of an [active shooter/bomb/threat] onsite at Acme Company.

Our priority is the safety of everyone onsite and in the surrounding area.

We are communicating and working with authorities to contain and resolve the situation, and ask everyone to refrain from contacting or visiting our location until authorities confirm it is safe to do so.

# CEO Quits Unexpectedly

[Name of employee] has resigned from [his/her] former position at [company] as [title], effective [date].

[Name] will assume the position of [title] on an [interim/permanent] basis. We believe this transition will aid us in achieving our mission as a company.

We wish nothing but the best for [resigned employee] and [his/her] successful and prosperous future, and we thank [him/her] for [his/her] [years/decades] of dedicated service to [company].

# Major Offensive Statement or Action by Employee

Acme Company is committed to being a safe and inclusive workplace for all. We're still assessing the situation and these accusations.

We want to understand what happened, and our next step will be to work with our [people operations/human resources/executive/legal] team(s) to determine the best course of action.

In the meantime, we offer our sincerest apologies to all of those affected or upset by these accusations.




# Natural Disaster

The recent wildfire/flood has affected our company in the following way.

We have taken the following precautions to address this situation.

We are communicating and working with authorities to contain and resolve the situation. We ask everyone to refrain from contacting or visiting our location until authorities confirm it is safe to do so.



**RESULTS**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere



**PERFORMANCE**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere



**ASSESSMENT**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere




**CRITERIA**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere



**IMPROVEMENT**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere



**ANALYSIS**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere



**FEEDBACK**

LOREM IPSUM  
lorem ipsum dolor sit amet,consectur  
adipiscing elit,Fusce cocstem aresty  
consectur.Artevir tempor posuere

# Remember

- Review and refresh plan on a regular basis
- Develop a training program for everyone on the crisis team
- Run mock exercises
- Identify and address problem areas

**Questions?**



## Contact Information:

- Jackie Shelton
- [Jackie@estiponagroup.com](mailto:Jackie@estiponagroup.com)
- 775-772-6543

