

# Crisis Communications

CRISES CAN HAPPEN TO ANYONE. Always be prepared.

Public relations is just one side of a crisis communications plan. The most important part of developing the plan is preparedness: have it ready before any type of negative event ever happens.

FACTEUR<sup>PR</sup>



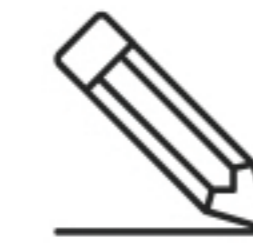
## IDENTIFY SPOKESPEOPLE

In a crisis, who would be your key spokespeople, how will you get ahold of them, and what will they say?



## MONITOR AND RESPOND

Always be sure to monitor the media and social media for chatter and sentiment about your brand. Respond quickly.



## SET UP INTERNAL COMMUNICATIONS

Always be communicating clearly and quickly with staff and stakeholders with any updates.



## HIRE A PROFESSIONAL

Your lawyer and a professional crisis communications firm are always the best resources to advise on your strategy.