



## BEST PRACTICES IN CRISIS MANAGEMENT



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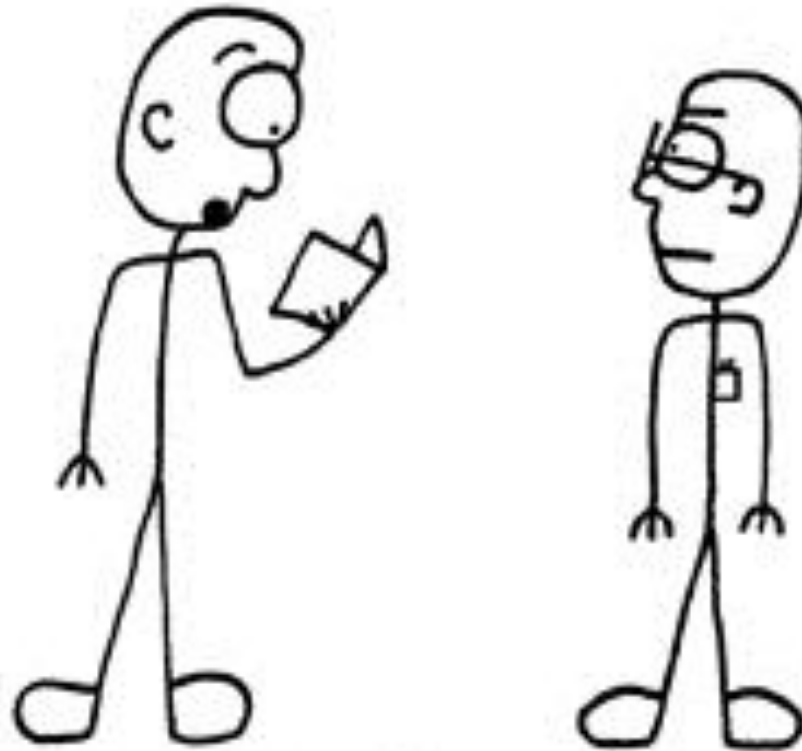
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# Crisis Management Best Practices

## *Crisis Prevention*

- Organizations must plan for crises – or they are, de facto, planning to have a crisis.
- Vulnerability audits are the only way to ensure that planning is a precise fit for the nature of an organization.
- Be aware of the amount of damage one person with Internet savvy can do to any organization.
- Know that damaging information online can spread virally, *regardless of accuracy*.

# Crisis Management Center



I'm not sure "everyone dies"  
is a great emergency plan.

# Crisis Management Best Practices

## *Crisis Prevention*

- Don't ignore a viral threat.
- Treat legal threats as potential reputation threats.
- Spokesperson training must be followed by practice, or it's effectively useless.
- Remember that any significant operational decision has a potential public relations impact, internally and/or externally.
- Every employee and all close contractors should understand what your organization considers to be a crisis.

# Crisis Management Best Practices

## *Crisis Prevention*

- Act as if everything you say or do is on the record. Anytime. Anywhere.
- Practice restraint of pen, tongue and mouse click to prevent a lot of crises.
- Encourage internal whistleblowing – it is a lot less costly that waiting for someone to act unilaterally outside the system.
- Know that the court of public opinion can destroy your organization quicker than a court of law.

# Crisis Management Best Practices

## *Crisis Prevention*

- Crisis management plans are created to establish a system for effective prevention and/or mitigation of crises – NOT to provide a flawless method of response to every crisis.
- Test all crisis-related plans to avoid incurring higher levels of damage when crises occur.
- Crisis preparedness must receive the full support of an organization's leadership or the process will fail.
- Never rely solely on your reputation to carry you through a crisis – but DO create a cushion of goodwill via traditional PR pre-crisis.

# Crisis Management Best Practices

## *Crisis Prevention*

A 2014 ReRez survey of 201 enterprises ranging in size from 250 to 5000 employees found that organizations that develop and frequently exercise their crisis communication plans and capabilities are:

- Able to notify personnel twice as fast
- 55% more likely to resolve emergencies within one hour
- Less likely (13% less) to suffer monetary losses than organizations that did not develop detailed crisis communication plans.



# Crisis Management Best Practices

## *Crisis Prevention*

- Beware of organizational “silos,” whose unhealthy interactions impede crisis response.
- Remember that, de facto, there are more similarities than differences between “social media” and “traditional media.”
- Establish a process for 24/7 monitoring and response.
- Monitor social media closely and address issues in as close to real-time as possible.
- Beware of being identified as a spokesperson for your organization – unless you are one.

# Crisis Management Best Practices

## *During Crisis*

- Ensure that crisis communications are prompt, compassionate, honest, informative and interactive.
- Use the best spokesperson for any particular audience and/or each medium.
- Monitor social media closely and address issues in as close to real-time as possible.
- Never assume you know, without asking, what your stakeholders believe.

# THE DAILY STRIP

Tuesday, March 17, 2009

OUR RISK MANAGEMENT SOFTWARE SAYS YOUR IDEA IS TOO RISKY.



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TRY REDUCING ONE OF THE INPUTS.

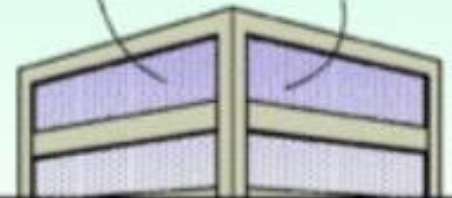
WHICH ONE?



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HONESTY.

I JUST THREW UP IN MY MOUTH.



# Crisis Management Best Practices

## *During Crisis*

- Beware of being identified as a spokesperson for your organization – unless you are one.
- Making peace as a crisis response tactic is sometimes wiser than “being right.”

# Crisis Management Best Practices

## *Post-Crisis*

- Post-crisis analysis is essential to improving crisis preparedness and response.
- Engage in ongoing threat analysis.
- Remember that, de facto, there are more similarities than differences between “social media” and “traditional media.”
- Establish process for 24/7 monitoring and response.

# Crisis Management Best Practices



# Crisis Management Best Practices

## *The internet and social media impact recruitment*

- **83%** of job seekers report they are likely to base their decision on where to apply on company reviews
- **60%** of job seekers would not apply to a company with a one-star rating, **33%** would not apply to a company with less than three stars



# Crisis Management Best Practices

## *Signs someone is trying to cause you problems online*

- Online profiles being created for your business on review sites, social media, etc. by someone outside the company
- A sudden influx of negative posts or reviews on existing pages
- Negative search results begin to appear more prominently
- Stakeholders coming to you with questions about strange posts, websites, etc. or repeating rumors





# Crisis Management Best Practices

## *Signs someone is trying to cause you problems online*

- Domains related to your name/business are purchased by outsiders, 'copycat' websites appearing with false or negative info
- Ads speaking poorly of your organization appear alongside relevant search results
- Many critics will tell you exactly what they plan to do!



**Thank You!**