



YOUR CRISIS

IT CAN BE MANAGED

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PUBLIC
RELATIONS

Not every negative event becomes a crisis. But when a negative event is handled poorly, either with too little or too much attention, the chance of its becoming a crisis can increase unnecessarily. The key is recognizing your situation for what it is, and responding in a thoughtful, measured and timely way.

IS IT REAL?

HOW DO YOU EVEN KNOW IF YOU HAVE A CRISIS ON YOUR HANDS?

- ✓ **Gather the facts**
 - Know the facts before you react
- ✓ **Does anyone know?**
 - Is it getting negative attention in the media or online?
- ✓ **Be prepared**
 - Create a Crisis Response Plan



IS IT BREWING?

JUST BECAUSE THE SITUATION IS SIMMERING DOESN'T MEAN IT WILL COME TO A BOIL.

- ✓ **Consider a simple solution**
 - Will a sincere apology work?
- ✓ **Gauge your support**
 - Are your fans or customers defending you?
- ✓ **Take responsibility**
 - If you caused the problem, fix it.

8.8M: Cars recalled by Toyota in 2010 for safety defects, including accelerators that would jam¹

IS IT GOING TO BLOW UP?

- ✓ **Assess the damage**
 - Will it impact your reputation or bottom line?
- ✓ **Is public reaction escalating?**
 - Get feedback from your media monitoring teams
- ✓ **Develop crisis-specific messages**
 - Keep them simple



33%: Market value lost by Odwalla Foods after a child died and 60 people got sick from E. coli in the company's unpasteurized apple juice in 1996²

2%: Drop in Diet Pepsi sales following a can tampering hoax in 1993³

ARE YOU LISTENING?

DON'T GET CAUGHT FLAT-FOOTED. SOCIAL MEDIA CAN MOVE FASTER THAN YOUR ABILITY TO SHAPE NEWS COVERAGE AND PUBLIC DISCOURSE.

- ✓ **Do you have a social media team?**
 - If you don't, get one
- ✓ **It's not which but how many social media channels to monitor.**
 - Facebook, Twitter, Instagram, Pinterest and Reddit, for starters
- ✓ **Social media never sleeps.**
 - Have a plan to respond to events that happen after normal business hours

968M: Daily active Facebook users on average for June 2015⁵

HOW LONG WILL IT LAST?

- ✓ **Continue to monitor the situation**
 - Is the reaction dying down?
- ✓ **Strengthen relationships**
 - Focus on your stakeholders
- ✓ **Learn from what happened**
 - What went right, what went wrong?

31M: Bottles of Tylenol recalled in 1982 after seven people died from potassium cyanide poisoning⁴

