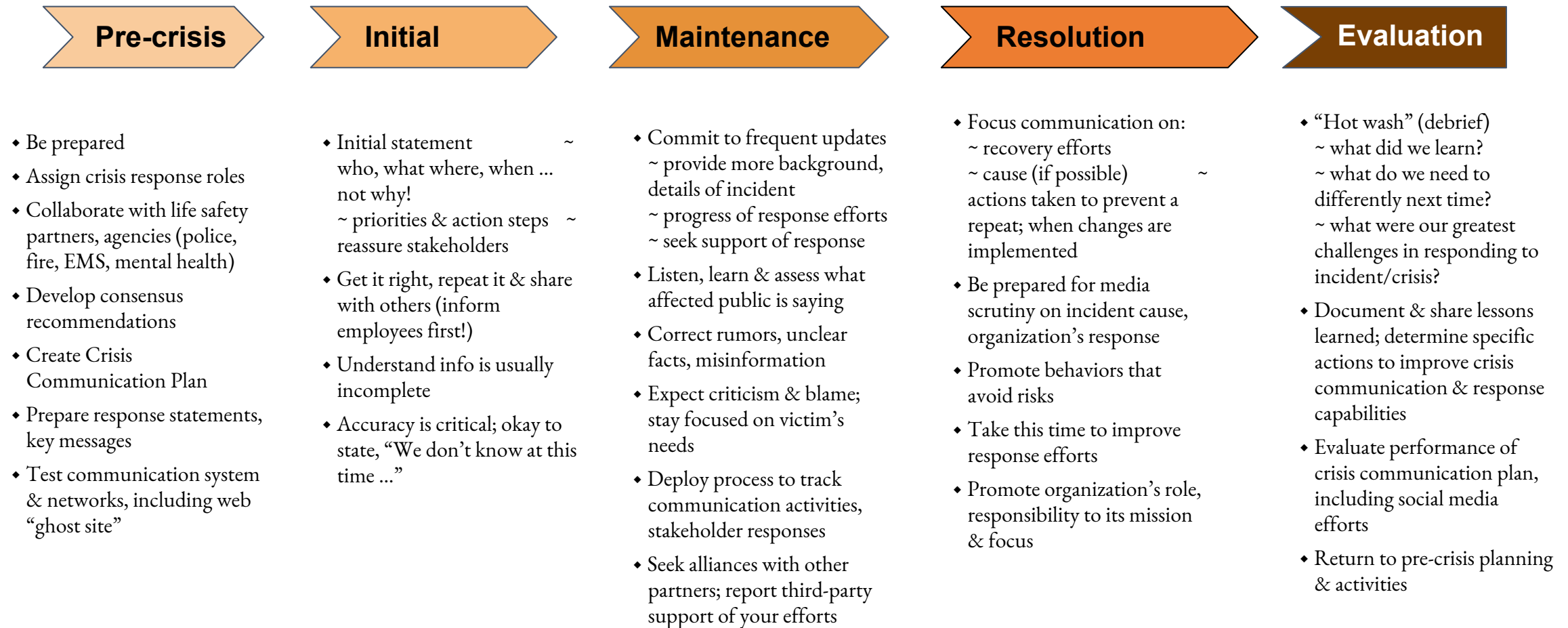


# Crisis Communication Lifecycle



# Crisis Communication Lifecycle

	Pre-Crisis	Initial	Monitoring	Resolution	Evaluation
Typical questions people will ask		<ul style="list-style-type: none"> <li>• What happened?</li> <li>• Where and when?</li> <li>• Who's responsible?</li> <li>• Who's to blame?</li> <li>• Is my child/family safe? Hurt? Dead?</li> <li>• Who else is hurt/dead?</li> <li>• What's being done to respond? Protect or help people?</li> <li>• Who's in charge?</li> <li>• What's going to happen next?</li> </ul>	<ul style="list-style-type: none"> <li>• What's the risk to my other children/family members?</li> <li>• What can I do to help?</li> <li>• Why are you doing /not doing?</li> <li>• Why aren't you doing more?</li> <li>• Why aren't you telling us more?</li> <li>• What are you hiding?</li> <li>• Who should I listen to? Who's right?</li> </ul>	<ul style="list-style-type: none"> <li>• Why didn't the response go better? Differently?</li> <li>• Who's responsible for getting us back to normal?</li> <li>• Why is it taking so long?</li> <li>• What do I do (as a parent) to help my child(ren)?</li> <li>• I'm not seeing this on the news anymore. Should I still care?</li> </ul>	
Organization's information goals	<ul style="list-style-type: none"> <li>• Identify audiences</li> <li>• Develop generic messages, materials</li> <li>• Identify channels of communication</li> <li>• Exercise plan to ensure it works</li> <li>• Get buy-in &amp; approvals from management, legal</li> <li>• Build relationships with stakeholders, media now</li> <li>• Identify, train spokesperson(s)</li> <li>• Make sure staff know what to do if approached by media</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledge the event with empathy</li> <li>• Explain &amp; inform in simple terms about the risks</li> <li>• Establish your credibility</li> <li>• Provide appropriate courses of action, including where &amp; how to get more info</li> <li>• Commit to stakeholders to provide frequent information as it becomes available</li> </ul>	<ul style="list-style-type: none"> <li>• Help stakeholders understand impact of situation &amp; their risk (especially parents who want to go to the scene; have an alternative location)</li> <li>• Provide background info to those who need to know</li> <li>• Gain understanding of &amp; support for response</li> <li>• Monitor what's being said by whom &amp; correct misinformation</li> <li>• Explain emergency recommendations (if any)</li> </ul>	<ul style="list-style-type: none"> <li>• Improve future response by providing education about response</li> <li>• Honestly examine problems &amp; mishaps</li> <li>• Reinforce what worked; focus on key messages</li> <li>• Persuade &amp; build support for policy &amp; resource allocation changes (if needed)</li> <li>• Promote the activities &amp; capabilities of your school/district</li> </ul>	<ul style="list-style-type: none"> <li>• Debrief &amp; evaluate how the plan worked</li> <li>• Document the response as part of an After Action Report</li> <li>• Take the opportunity to grow by developing an improvement plan to address training &amp; exercise needs</li> <li>• Revise the Crisis Communication &amp; Social Media plans based on lessons learned (including system failures)</li> </ul>