Crisis Communications Virtual Seminar

March 2020

Best Practices & Narratives
[Crisis] Persuasion Trio

MESSAGE

AUDIENCE

VEHICLE
Pillars of Crisis Communications

• Trust and credibility are precious: hard to build but easy to lose. Starts with accuracy and voice.

• Consistency in timing and context across channels.

• Over-communicating is GOOD in a crisis. Don’t go dark.
Pillars of Crisis Communications (cont.)

• Comms should start centrally organized with authorized voices and protocols for sign off and release.

• When things go wrong, take responsibility!

• Create channels for feedback and concern.
Pillars of Crisis Communications (cont.)

• Be wary of comms that could be construed as opportunistic or exploitative.

• Start scenario planning NOW. Protocols and collateral for best and worst case.

• Be aware of reporter constraints and only approach with relevant angles.
COVID-19 Earned/Social Media Comms Priorities

• Tier 1: Urgent content that serves immediate public health needs relative to COVID-19.
• Tier 2: Evergreen content that serves the public good relative to COVID-19.
• Tier 3: Content that connects the issues your org is focused on to COVID-19.
• Tier 4: Content about the issues your org is focused on, unrelated to COVID-19.
COVID-19 Anticipated Narrative Phases

Big picture: The Only Story in Town

Phase 1: Immediate crisis response
Phase 2: Are we winning or losing?
Phase 3: Assessing impact & damage
Phase 4: Lessons learned for the day after
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