Creating Crisis Communications Strategies

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Public Service
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Hello ☺

I'm Julie

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A poll to start…

Who feels like they are a crisis comms expert?

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The answer is…

We all are

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Crisis comms learning from Covid…

There is a difference between:

- Crisis management and ongoing response
- Public information and engagement

	Covid	Whaley Bridge Dam crisis
Public information	Lockdown announcements	Dam burst risk and evacuation
	Tiering announcements / changes	People returning home
	Changes in guidance (Facemasks in school etc.)	
	Funding announcements (Eat out to help out etc.)	
Engagement	Hands, face, space	Ongoing business support and hardship funding
	Shielding / Extremely Clinically Vulnerable	

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Your crisis comms strategy

Standard toolkit applies:

- Objective
- Audience
- Strategy
- Implementation
- Scoring /evaluation

Public information v engagement – which do you need where?

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Your crisis comms strategy

continued...

Objective
- What do you need people to do?

Audience:
- Who do you need to tell?
- Have you got the right channels? If not, who has?
- Prep in advance – channel map
- Don't forget stakeholders, advocates and the media

Your crisis comms strategy

continued...

Strategy
- Who are your spokespeople?
- Who are your key stakeholders?:
    - Advocates
    - Those who will cause noise and need managing
- How will you manage the media?
- How will messages be approved and who will sign them off? (Particularly if Local Resilience Forum or partners are involved)

Your crisis comms strategy

continued ▪ ▪ ▪

Implementation

- Timeline of events – what is likely to happen and when?
- What do you need to say, when and through which channels?
- Team organisation – who is doing social, web, media management etc.?
- Plan your time – initially and if it is ongoing – how long will this last and when will your team rest?

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Your crisis comms strategy

*continued*...

Evaluation

- Nothing proper!

- Listen to immediate feedback – are there themes you want to act on? How does that shape what you say to various audiences?

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Covid is different

- Lots of crises amongst an ongoing public health engagement campaign

- Recognise the difference – kick in the above strategy for major announcements

- Consider how you resource it – who can help?
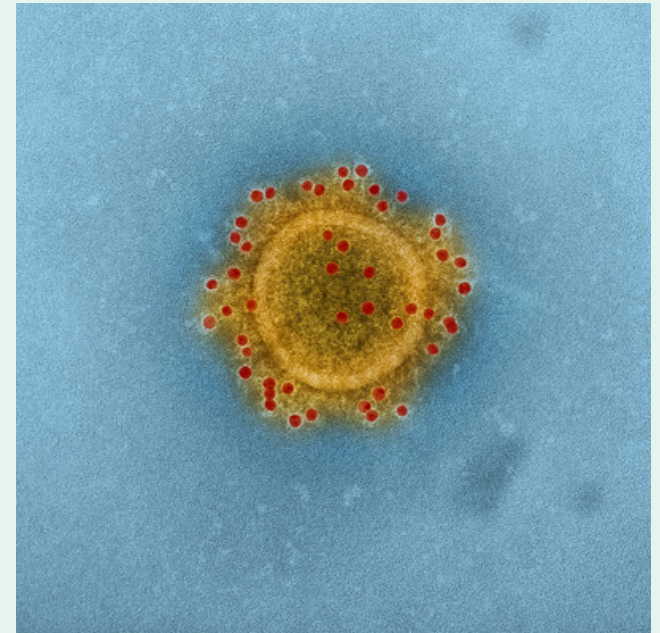
"MERS Coronavirus Particle" by _NIAID_ is licensed under _CC BY 2.0_

Know what you can do

- Prioritise
  - What is essential and what is nice to have?

- Recognise the difference between:
  - What is a real need
  - What is a knee-jerk reaction that will go away

Build your relationships and trust beforehand

- Makes everything easier

- Means you are listened to

- See the value of a 'nice to have' action to keep key stakeholders on-side

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A poll…

Who has added crisis comms to their LinkedIn profile?

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The answer is…

You all should!

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Thank you

Time for questions and discussion

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