ISSUE / CRISIS ALERT!

Are there negative comments?

Are the facts correct?

Will the crisis escalate?

Will an apology solve?

Easy to control & solve?

Will our brand reputation be damaged irreparably?

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Have we responded?

Did we cause this crisis?

Monitor the issue. Respond to individuals.

Monitor the crisis, prepare your response & apology. If the crisis peaks, publish your response and apology. Continue monitoring.

Continue to monitor. Alert crisis team.

Continue to monitor. Respond to comments.

Post an honest response that focuses on the issue. Continue monitoring.

Post an honest response that focuses on the issue, correct misconceptions. Continue monitoring.

Post an honest response & apologize if necessary. Continue monitoring.


Respond to individuals.
Is it a real crisis or an unfortunate blip?
Will a single tweet solve the issue, or is a full-scale crisis about to hit?

Pause scheduled posts
Are they appropriate?
A product launch post when your platform’s down, fun tweets during an PR disaster, poor taste posts during an international disaster. No, no, no!

Pause paid ads
Depending on level of crisis.

Pause all marketing email
Depending on level of crisis.

Put your hands up - publicly acknowledge that something’s gone wrong
Hiding or ignoring, will exacerbate the situation, and increase the chance of losing customers.

Crisis action plan
Establish your crisis management team – include all contact details for 24hr response - and create your action plan.

Brief managers and executives
Work with legal, PR & marketing, establish appropriate responses to journalists’ questions.

Inform your company
Depending on the level of crisis, you all need to be on the same page.

More haste, less speed
You’re trying to kill a crisis, not breed another. Don’t be careless, double-check everything.

Update, update, update
Whether you have news or not, frequently touch base with your audience.

Respond personally to those concerned
Reply to all mentions with a personalized response, never automated.

Post an official response on your company website
Depending on crisis level, post an explanation of the issue, how you’re dealing with it, and how you’ll avoid a repeat.

Ongoing
Continue to be proactive, post updates, and monitor.