



BASCOM
COMMUNICATIONS & CONSULTING

The single biggest mistake in crisis communications is to say “no comment.”

THE DOs & DON'Ts OF A CRISIS

DO

- Plan for the worst
- Lay low and weather the storm after the first wave of media
- Be flexible, you can plan for every scenario, but be able to react and move with the crisis to stay ahead of it
- Monitor relevant blogs and forums
- Expect and plan for follow-up media coverage and more fallout
- Anticipate your new weaknesses
- *Stay calm, consistent and on message*

DON'T

- Say “no comment” and shut down
- Overreact or react based on emotion
- Take to social media to push out your own personal message
- Talk to people outside of the trusted circle – knowledge and information can be a commodity
- Visit blogs or sites that do not have a large universe, you will only increase their numbers and digital profile
- Overly nitpick on corrections, instead evaluate on a case-by-case basis

IN AN ERA WHEN SOCIAL MEDIA IS KING – LIVE OR DIE BY A TWEET OR FACEBOOK POST

DO

- Halt all scheduled tweets. If you continue business as usual, it will appear as though you are ignoring the crisis and acting as though one does not exist. Instead, evaluate tweets and posts on a case-by-case basis.
- Limit posts across all social media platforms until you have established an approved holding statement and have distributed it to the media. After your holding statement has been given to the media, post to your social media channels. This will ensure your audience receives your unfiltered message and that they do not simply rely on misinformation and hearsay.
- Carefully evaluate coverage of the organization on social media platforms and evaluate whether it is safe to return to business as usual on these channels or remain semi-dark.

DON'T

- Post negative stories or clarifications of the crisis beyond the approved holding statement on social media – this will only serve to add life to the story.
- Respond to negative posts or engage in a back and forth on social media.