

When Communicating During a Crisis: Do and Don't

When a crisis occurs, it is critical to be prepared while maintaining open and honest communications. This document provides an organization and its employees with general guidelines to be used while communication during a crisis.



DO

- Deliver consistent messages across all media platforms.
- Express sympathy and empathize in a genuine manner.
- Keep the communications factual, accurate and concise.
- Do keep trust front and foremost in communications. Be honest and transparent. If you don't know the answer, say so.
- Do designate a credible spokesperson who can speak with authority and ideally someone who has established a trust relationship with stakeholders.



DON'T

- Don't 'wing it' or 'spin' an answer, it will unravel and could have greater negative consequences.
- Don't promise resolution as it may not be possible.
- Don't point the finger, speculate on motive or cause, or accept any liability without legal counsel.
- Don't lie or buffer the message.
- Don't avoid the media or respond to questions outside of a formal setting.

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