

# CRISIS COMMUNICATION

These guidelines can help when communicating in the midst of a domestic violence crisis or when anticipating a crisis will happen.

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## CREATE A CRISIS COMMUNICATION PLAN

Prepare a **safety plan**:

- Identify risks
- Prepare for worst case scenarios
- Ask yourself "what can I do if something happens?"
- Choose the set of actions that address your needs most effectively.

## USE A CRISIS COMMUNICATION TEAM

This team should be made up of high-level officials in the organization. Their role is to consider the nature and scope of the situation by talking with others as required.

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## APPOINT A SPOKESPERSON

This person should be chosen from those who have the most direct knowledge of the situation. The more direct involvement the spokesperson has, the higher his/her credibility.

## CREATE A SHEET OF FACTS

Draft a summary statement that includes all the needed details. Balance the information with respect to the stakeholders' right to know and the company's need for privacy.

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## ESTABLISH YOUR KEY MESSAGE

Decide the most important message you want to tell people. Base your communication around the message. Make sure that the key message has the right tone and provides the right setting for delivering the message.

## EXPECT QUESTIONS