



Crisis Communications- *The Blueprint*

Sweeney works with clients to develop thorough preparedness and management plans that ensure strength, stability and continuity before, during and after a crisis. It all starts with *The Blueprint* ...



It Can Happen ... And There Is Little Time For Planning When It Does

Security breach ... financial scandals ... product tampering ... natural disasters ... workplace violence ... lawsuits ... terrorism ... network crashes ... public smear campaigns ... employee dissension.

When the unexpected happens, how prepared will your organization be? What will you do to communicate with stakeholders, avoid financial losses and maintain the strength and stability of your brand?

The Blueprint is a customized and comprehensive crisis communications plan developed for your organization by Sweeney consisting of three major components:

- 1 Crisis Communications Preparedness Before a Crisis
- 2 Crisis Management and Communications During a Crisis
- 3 Crisis Management and Communications After a Crisis





The Blueprint

Before A Crisis

- Establish the crisis communications team
- Define crisis communications team roles
- Select company spokesperson(s)
- Conduct spokesperson media training
- Conduct communications team media training
- Determine media relations protocol
- Identify crisis scenarios
- Create audience directories
- Determine communication channels
- Secure crisis communications center
- Prepare crisis communications center supplies
- Draft key messages
- Create company literature
- Monitor and assess external crisis situations
- Conduct testing/role playing and annual reviews

Who Needs To Know?

Crisis communications are complex, but Sweeney will prepare your organization to maintain strong communications and relationships with the audiences that matter most.

- Board members
- City officials (mayor, city council, city manager)
- County officials
- Customers
- Employees
- Employee families
- Fire department/EMS
- Health officials
- Legal representatives
- Medical facilities/doctors
- Media (broadcast, print, online)
- Police department
- Regional utilities
- Regulatory authorities
- Security personnel
- Shareholders

During A Crisis

- Conduct information gathering
- Perform a thorough situation assessment
- Gather the communications team
- Define roles
- Prepare the communications center
- Identify audiences
- Initiate communications
- Log all incoming and outgoing communications

After A Crisis

- Conduct analysis and assessment
- Conduct de-briefing with the communications team
- Submit situation summary to audiences
- Recognize contributors
- Develop and implement an ongoing communications plan
- Update and revise *The Blueprint* crisis communications plan for your organization