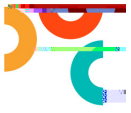


Step 1: Identify if the Situation Is an Issue or a Crisis

While they are sometimes used interchangeably, an “issue” and a “crisis” present very different operational and communications challenges, affect how you respond as an organization and have very different impacts on your brand and reputation. A shared understanding of the difference between the two will help you to more quickly determine what is a crisis (versus an issue) and then implement your crisis communications plan.

18.MCID 70

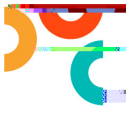
	Definition	Operational Impact	
--	------------	--------------------	--



Step 2: Identify the Crisis Response Team

While a crisis halts or interferes with day-to-day operations of your organization, and requires the attention of your organization's senior leadership, not every employee has a role to play in making decisions about how the crisis response should be managed. In order to respond efficiently and effectively, it is vital that the makeup of your organization's Crisis Response Team (CRT) is determined beforehand, and that each member of the team understands their role and responsibilities. This will allow you to respond quickly, prevent confusion, ensure accountability and streamline decision-making as the crisis response is developed and executed.

In a crisis, ready-access to critical information and a range of perspectives is important. In order for the



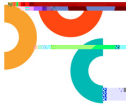
Step 3: Activate the Crisis Response Team (CRT)

Following is a simple process for identifying a potential crisis, assessing it and activating the CRT.

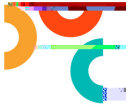
Once a crisis is identified and the CRT is activated, the objective is to communicate with key stakeholders/target audiences within an hour, followed by regular communications as required throughout the crisis.

The process is simple, and straightforward, with specific tasks assigned to each CRT member.

Stage	Activity
Identification	<ul style="list-style-type: none">• A potential crisis is identified (by any member of the organization) through the Organization's social, media and member/network monitoring channels.• If: the incident will not impact day-to-day operations, is not a threat to people, property or presents minimal risk to your organization's brand/reputation and does not require senior leadership intervention, then it is <u>not</u> a crisis.• If: the incident will disrupt or interfere with normal day-to-day operations, presents a threat to people, property and/or reputation of your organization, requires the• attention/intervention of senior leadership, then the incident <u>is</u> a <u>crisis</u>.
Activation	<ul style="list-style-type: none">• CRT Leader is informed of the situation and evaluates the

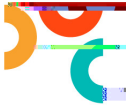


	<ul style="list-style-type: none">• Each member of the CRT provides a perspective based on their area of responsibility and any updates on their area of responsibility as appropriate.• CRT administrator/record keeper tracks decisions taken and keeps meeting minutes.
Execution	<ul style="list-style-type: none">• CRT Leader assigns responsibility for next steps to specific team members, based on situation analysis.• Media/social media monitoring is activated.• Communications is tasked with providing recommendations for messaging and approach to communicating.• Priority is to communicate with key internal/external audiences within an hour.• Review stakeholder/audience map to ensure responsibility for communicating with each has been assigned.• CRT administrator/record keeper tracks decisions taken, responsibilities assigned, and keeps meeting minutes.•



Crisis Messaging Guidelines

In the event of a crisis, all of your communications –



Social Media Guidelines

In today's environment, social media is absolutely necessary for communicating in a crisis. Recognizing that social channels are where most people will turn to first for information in the event of a crisis, you must be prepared to leverage the advantages social offers. These include: