

Crisis Communication Plan: A Blue Print

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Introduction

This crisis communication plan will outline a generic, basic crisis communication plan. To apply it to specific situations, it should be tailored to address the issues at stake. It is not intended to answer all questions or fill all needs it is just a basic outline of options you might consider if and when you are in the midst of a crisis and need help.

A crisis is any situation that threatens the integrity or reputation of the company, usually brought on by adverse or negative media attention. These situations can be any kind of legal dispute, theft, accident, fire, flood or manmade disaster that could be attributed to the company. It can also be a situation where in the eyes of the media or general public the company did not react to one of the above situations in the appropriate manner.

In the case of this organization, that often does its work in countries where adverse circumstances (war, terrorist acts, hostility towards Americans and/or American companies) exist, a crisis may involve acts of war or acts of God: accident, hostage taking, death or injury in hostilities, even poor infrastructure, storm, or disease.

Any situation that puts the safety and security of your employees at risk anywhere in the world may be subject to these considerations.

This definition is not all encompassing but rather is designed to give you an idea for the types of situations where you may need to follow this plan. In any circumstance, the crisis must be addressed in as fast and open a way as possible.