

CRISIS COMMUNICATION GUIDANCE

The most effective communication in a Crisis has been pre-planned.
Never respond in the heat of the moment.

MEDIA ENQUIRIES



Never ignore media enquiries as you will miss out on a valuable opportunity to tell your story



Comments are never 'off the record'

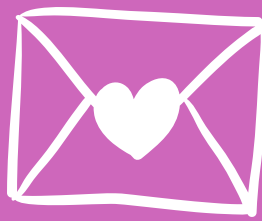


Avoid jargon and always summarise at the end

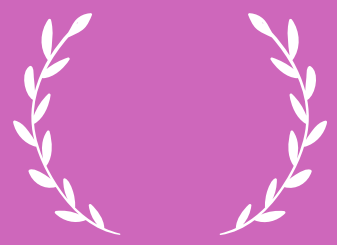
ADVERSE SOCIAL MEDIA POSTS



Visit your pages daily. The worst post is the one that sits unanswered as it shows poor service.



Take negative publicity offline. Ask to contact them by telephone or email.



When the issue is resolved apologise and identify what you have done to rectify it.

REVIEW SITES



Flag false and defamatory reviews



Check all sites for reviews on a weekly basis



Take advantage of reviews to highlight offers and opportunities for customers

GENERAL GUIDANCE



Criticism hurts. If it is true then acknowledge and state how you will improve



If patterns emerge use the information provided to improve your service



Always thank the critic for the feedback stating you have put measures in place to prevent reoccurrence