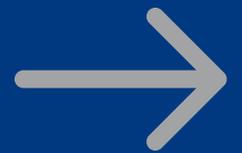


# THE ROLE OF A CRISIS COMMUNICATIONS LEAD



# ***DEFINITION***

**A Crisis Communications Lead is responsible for managing the internal and external communications response to a crisis - on behalf of a business, organization or entity - and does so in the following ways ....**



# PERSPECTIVE

01

Frames the nature of the problem based on perspectives coming through from the source of the crisis

Provides data, knowledge and insights that help leaders understand what is going on from the stakeholder and external (public opinion) perspective



# *STAKEHOLDER MAPPING*

Identifies, maps and profiles all stakeholders associated with the crisis from the standpoint of **INTEREST** and **INFLUENCE**

02

# AUDIENCE STRATEGY

03

Identifies and maps all relevant offline and online audience segments, to determine interest, influence and craft an effective audience targeting and communication strategy

# *MESSAGING STRATEGY*

04

Crafts tailored messaging designed to shift perception, sentiment and opinions of identified stakeholders/audience groups in the required direction in an ethical and sustainable way



# PLATFORM STRATEGY

05

Selects the most effective and relevant online and offline platforms to communicate with and engage identified groups and individuals based on their interests and pre-identified media consumption/usage habits and behaviour

# ***MEDIA STRATEGY***

Monitors media reporting and social media conversations; conducts sentiment analysis; reviews media mentions and develops a comprehensive media response strategy to achieve desired outcomes

**06**

# COMMUNICATIONS STRATEGY

07

Based on **\*CMT mandate** – Develops a results-oriented crisis communications strategy & plan designed to manage reputation, enable crisis resolution, de-escalate negativity and restore normalcy in business and reputation terms

**(\*Crisis Management Team)**



# KPIS, METRICS

Develops fit-for-purpose KPIs and metrics to **measure effectiveness of the crisis communications** and media response efforts in tangible terms

08

Ensures that the organization **measures what matters and is relevant** to the specific context of the crisis in reputation terms