



CRISIS MANAGEMENT

Beyond Press Releases: Why Traditional PR FAILS

When Your Reputation Is On The Line

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01

Action **Vs** Talk!

If there are real life issues on the ground that need to be resolved, then merely issuing a press release as a statement of intent would be seen as grossly insufficient. Demonstrated visible and credible action is what is needed



02

Social Media

A press release could also be ineffective if the conversation is VISUALLY blowing up on social media and is dangerously out of control - with negative images and videos in circulation. You will need much more than a press release to address the situation and correct the damage done.



03

PR-Speak

Traditional PR Speak does not work during a crisis. In fact it is likely to make things worse. A moment of crisis is also not the time to promote a new product or sing the praises of the company or regurgitate all your corporate talking points.

A shift of tone, language and behaviour as appropriate is necessary for effective de-escalation and crisis response management. Remember, the goal is to manage your reputation not to score points or aim for a WIN-LOSE.

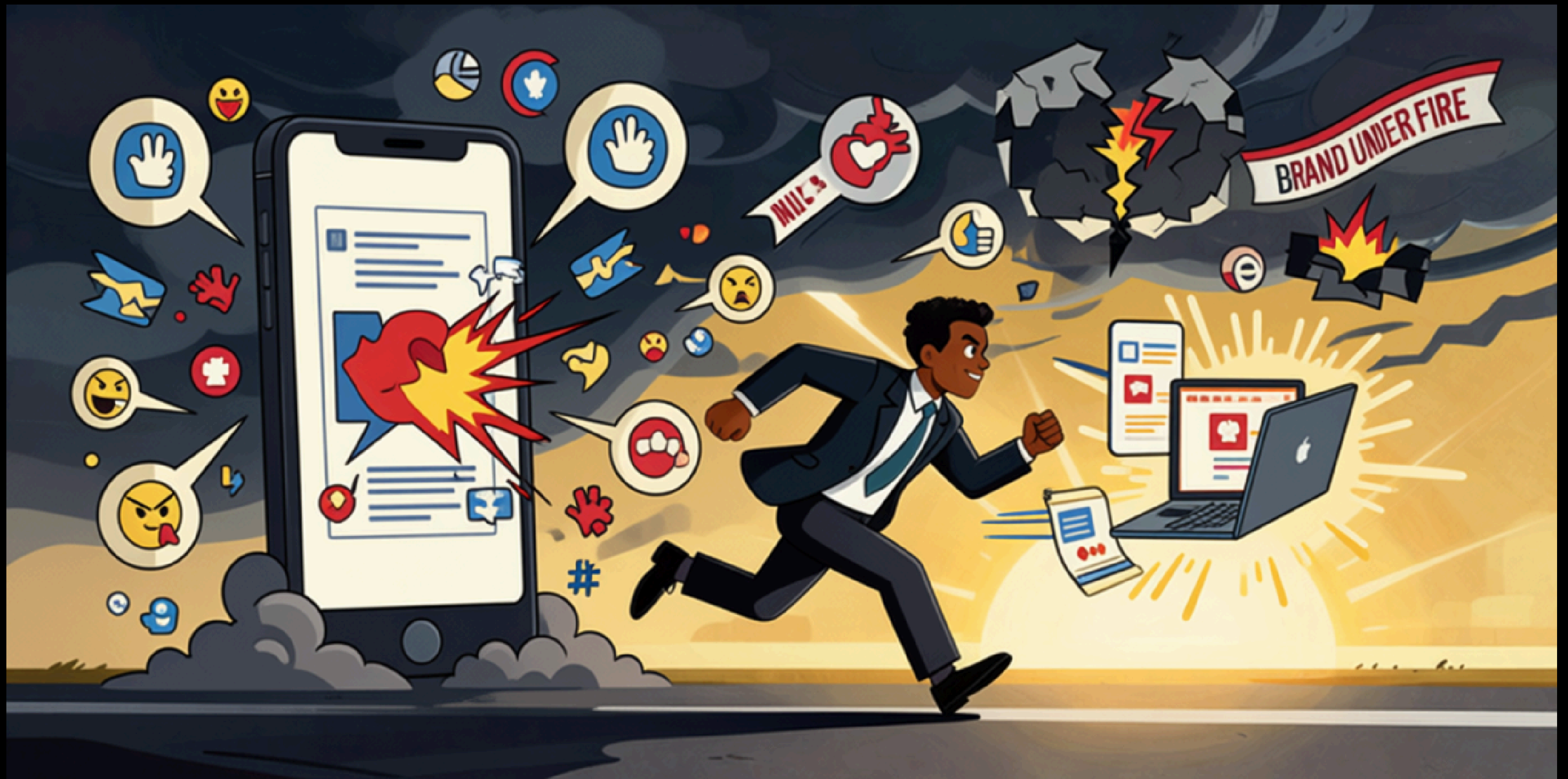


04 THE FIX

Best Practise: Crisis & Reputation Management

- Analysis of context, impact and appropriate action to ethically and sustainably de-escalate from external perspective
- Comprehensive stakeholder mapping
- Tailored messaging and engagement
- Platform-specific communication
- Co-ordinated action + tell + show
- Authenticity and nuanced response
- Commitment to **DOING** and being SEEN to **DO THE RIGHT THING**





Don't wait for the next crisis. Get ahead of it!



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