



THE ROLE OF MEDIA RELATIONS IN CRISIS MANAGEMENT

A 12-Point Framework



consulting@solaabuluassociates.com



01

MEDIA RISK MANAGEMENT

Ensuring media coverage is balanced
and does not get out of hand or cause
irreparable damage to reputation

02

SHAPING MEDIA RESPONSE

Crafting media messaging that strikes the right tone and addresses the issues at stake.

CONTEXT

CARE

COMMITMENT

CONTROL



03

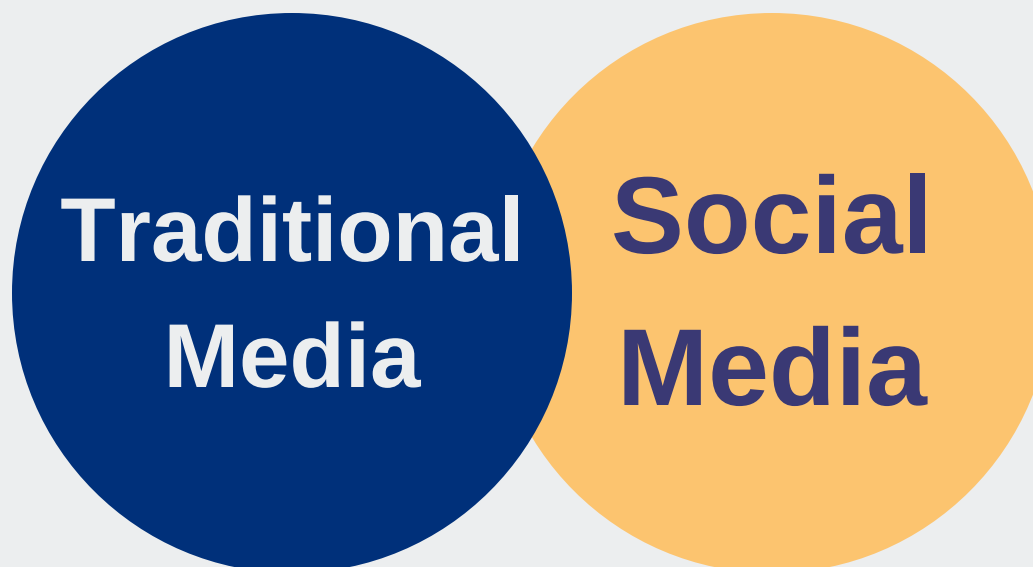
MEDIA MESSAGING

Tailored messaging that ensures clarity, accuracy, and strategic alignment with organisational objectives.

04

INTEGRATION OF SOCIAL & TRADITIONAL MEDIA

Ensures consistency of messaging and alignment of strategy across traditional and social media platforms as relevant and appropriate.





05

MEDIA PLATFORM STRATEGY

Identifies the most relevant platforms to leverage based on stakeholder mapping and the issue at hand.

06

MEDIA CONTENT STRATEGY

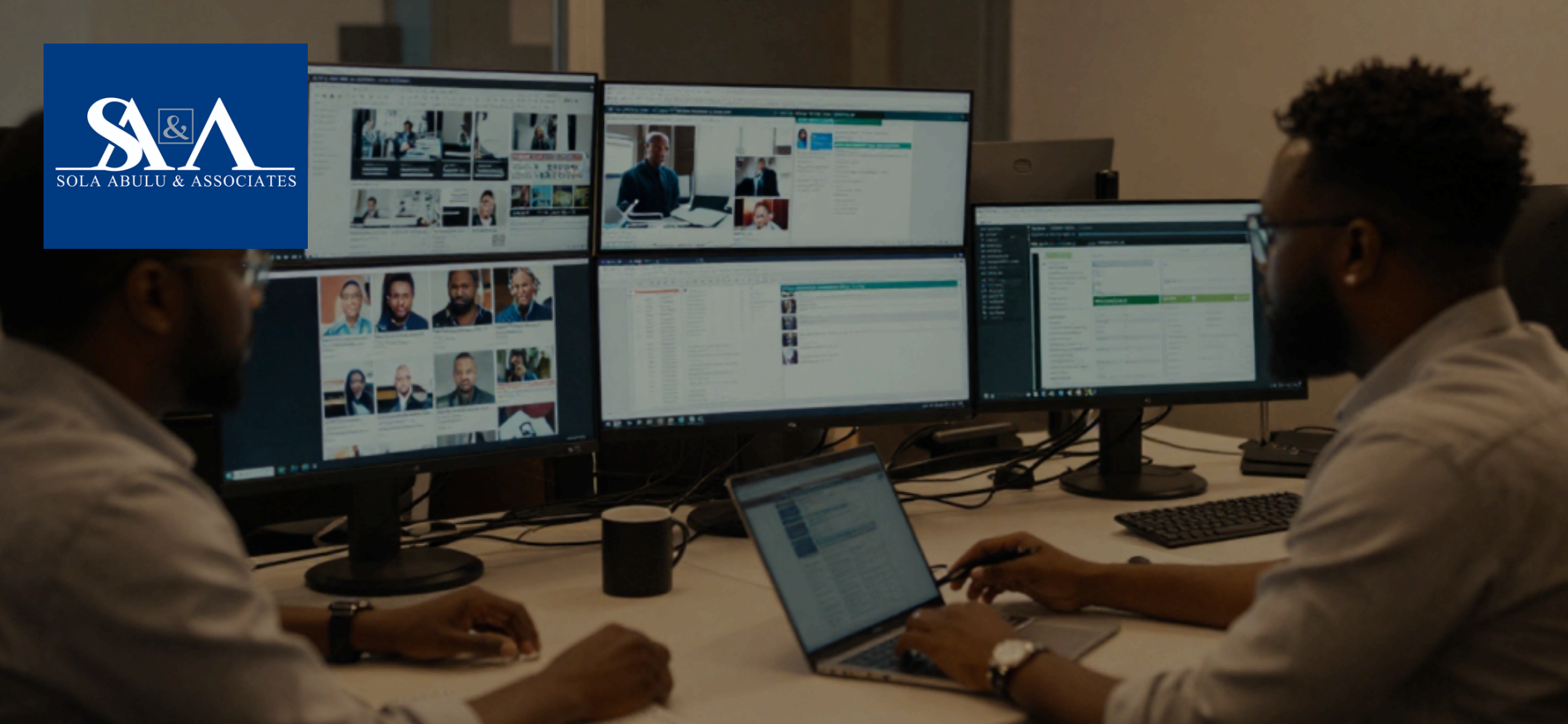
Decides the format of content appropriate for each platform and throughout the crisis lifecycle.

Visual

Editorial

Video

Infographic



07

MEDIA MONITORING & SENTIMENT ANALYSIS

Tracks and maintains 24/7 vigilance on conversation online and across all platforms. Includes mentions and sentiment analysis.



08

MEDIA NARRATIVE

Crafts the narrative to respond and protect reputation and resolve the underlying issues. Ensures the narrative is factual, backed up with verifiable proof points; credible and persuasive and effectively disseminated.



09

MEDIA PERCEPTION & REPUTATION

Monitors perception and brand reputation during and after the crisis to ensure there is no lingering damage.

MEDIA METRICS

Develops the most appropriate metrics to measure for the crisis at hand:

De-escalation of negative sentiment

Share of voice in media mentions

Narrative shift from negative to positive

Perception shift via AI monitoring tools



11

MEDIA COMMUNICATIONS & ENGAGEMENT

**Engagement with relevant media personalities.
Media appearances, background briefings, and
press conferences as appropriate.**

12 MEDIA DE-ESCALATION

De-escalation in the media space with post-crisis mop-up to ensure all negative narratives are effectively and ethically countered, addressed or clarified

Clean up the digital footprint to ensure the balanced narrative has the last word

Sola Abulu & Associates

consulting@solaabuluassociates.com



Prepare before Crisis Strikes!

**Develop a Crisis
Communications Framework for
your Corporate Comms Team**

Contact Us

consulting@solaabuluassociates.com

consulting@solaabuluassociates.com