

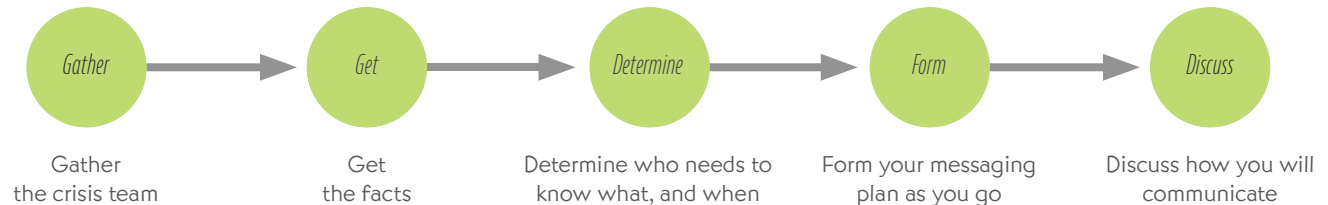
## Principals of Crisis Communication

- COLLECTION AND DISSEMINATION OF INFORMATION related to an emergency or other situation.
- EFFECTIVE COMMUNICATION protects an organization's operation and reputation by providing context around a particular issue or incident.
- RESPONSIBILITIES most often fall to administrators, the district's Public Information Officer (PIO), and/or public relations professionals (external concerns) and Human Resources (internal operational).
- INTEGRATION INTO OVERALL PLANNING into an organization is imperative for effective continuity and emergency planning.

## The Four Stages of a Crisis



## When a Crisis Happens



## Communicating in Crisis

### HOW?

- Be Human
- Face to Face
- Listen to Understand
- Focus on the person – not the problem
- Manage Self-care

### WHAT?

- Quick, clear, transparent
- Share what you do not know
- Reinforce stability & guidance

### WHEN?

- Communicate broadly... review, repeat, reinforce
- Explain before concerns are submitted

## Remember your AUDIENCE!

*Generational differences can significantly impact how individuals communicate and interact with one another.*

