

Top 10 ideas for responding to a crisis



Social Simulator

from Helpful Digital

What makes a good crisis response?

There are many elements to a good crisis response, and just as each crisis is different so is the appropriate response. But there are some key elements that unite a good response and we've outlined them here.

1. Use websites and paid advertising to share critical information:

A strategy employed by organizations involved in a crisis is leveraging their websites and utilizing paid advertising to expand and boost the reach of critical information. An example could be using SEO boosting to raise your page up Google rankings and linking to the most up-to-date information on your website.

2. Honesty is usually the best policy:

While there can be various ways to acknowledge a mistake, in most cases “honesty is the best policy,” will be the best course of action.

Acknowledging a mistake humanizes an issue. It’s something that everyone can relate to, which helps to rebuild trust and credibility.

3. Use employee advocates:

Organizations are training their workforce to act as ambassadors, utilizing their individual social media profiles to become trusted voices and share content to a broader audience.

4. Share content from partners and expand your reach:

It's important to develop strong relationships with partners on blue-sky days and to maintain lines of communication. Leverage third-party partners by utilizing their networks to share critical information to a broader audience.

5. Use CAP (Concern, Action, Perspective) to structure statements:

Responding to a crisis through a statement is good, but it needs to be strategic and use the right tone.

Concern, Action, Perspective is a fast and powerful way to:

- convey empathy
- outline actions taken
- provide a broader view on the situation

6. Prioritize internal communications:

Too often in a crisis, the focus is on external stakeholders. It's easy to lose sight of another key stakeholder group: staff. Especially downstream employees who hold a good amount of power and influence over a company's reputation, public perception, and long term viability.

7. Work with influencers:

You can and should respond to, and counter, misinformation. But you can help yourself even more by working with those with large audiences, to help stop the spread of misinformation. By providing them with accurate and timely information, influencers can play a crucial role in shaping public perception.

8. Use video:

Images and video are king when it comes to finding favor with algorithms and audiences. Videos convey emotion and messages effectively during a crisis. The use of video engages audiences on a personal level, and in a more compelling format.

9. Make it easy to read:

In order to be more visual approach, many organizations share statements within an image. This is more difficult for media to copy and paste and falls short of accessibility requirements.

Put information in the post body too and support with alt text.

10. Responding to comments and engage:

Social is not simply a broadcast tool.

In order to build engagement and boost the reach of each post, you need to respond to comments whenever possible, both during crisis and in peacetime.

Active engagement helps foster a sense of community and reassures stakeholders that their voices are being heard.

**If you are looking for advice on
your crisis response, get in contact:
socialsimulator.com**