

The business case for AI in crisis management

Benefits of using AI in a crisis

(When used correctly and with training)

- **Faster scenario planning:** Maps what-if outcomes and stakeholder reactions in minutes.
- **Rapid first drafts:** Produces initial press releases, Q&As, and internal updates instantly to end blank page delay.
- **Information filtering:** Sifts through incoming data to highlight key facts and categorize threats.
- **Policy compliance:** Custom models enforce internal rules, legal guidelines, and escalation steps.
- **Competitive edge:** Amplifies team speed and consistency compared to purely manual processes.

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Risks and mitigating steps

(Especially without practice or oversight)

Copy-paste errors: High pressure causes teams to use raw AI text, risking placeholders and mistakes.

- **Fix:** Train teams to strictly verify all AI outputs against internal data before publishing.

Policy conflicts: Generic AI tools ignore specific company rules, compliance, and legal guidelines.

- **Fix:** Build custom AI agents trained explicitly on your internal crisis plans.

Cold tone: AI content often sounds robotic or defensive, eroding trust during emotional events.

- **Fix:** Use AI strictly for first drafts, letting human spokespeople rewrite for empathy and warmth.

Hallucinations: Stressed teams may accept false AI details, leading to misinformed public decisions.

- **Fix:** Mandate fact-checking against primary data and require senior lead reviews.

Magnified weaknesses: AI accelerates operations but cannot replace poor judgment or weak governance.

- **Fix:** Run regular crisis simulations that incorporate AI to sharpen fundamental human instincts.