Every organization faces crises, each with unique challenges. When handled properly, a crisis unfolds in a fairly predictable way.

**ASSESSMENT**
Nail down the facts. Alert your organization’s leaders and stakeholders. Assemble your pre-selected crisis comms team.

**INITIAL RESPONSE**
Put out a placeholder statement across all channels that acknowledges what happened, gives instruction if needed and corrects any false information.

**MONITORING & ADJUSTMENT**
Ramp up earned and social media monitoring. If a message isn’t working, improve it. And look for ways to move from reactive to proactive messages.

**FULL RESPONSE**
Once you’ve got the full story, incorporate key messages into a narrative that is consistent with your organization’s brand identity and values.

**EVALUATION & RECOVERY**
Assess how you responded and lessons learned for next time. Update your plan. Start writing a new chapter in your organization’s story.

**PLANNING**
Identify and prioritize risks and develop scenarios, with stakeholders, spokespeople and messages.

**ENGAGEMENT**
A reputation crisis isn’t about you – it’s about how your stakeholders feel about you. Communicate with them, and make sure the conversations are two-way.

A crisis can threaten your organization’s reputation, and sometimes its survival. An unexpected event can damage your finances. A single critic on social media can amplify harmful messages with a few keystrokes, out of the blue, any day of the week. Sound planning, calm management and a clear strategy can help your organization survive and recover from the next crisis.