

# Effective Crisis Communications Management



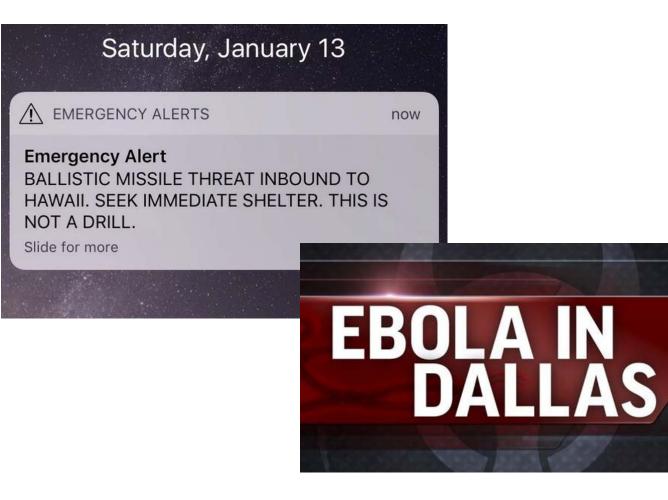
### MADELINE O'PHELAN

Director of Marketing Communications, Granicus

<u> Madeline.Ophelan@Granicus.com</u>

Twitter: @MadelineOP

## When You Think of Crisis Communications



GRANICUS



CBS NEWS / October 12, 2017, 8:11 AM

Communication problems plague California as 22 large fires rage on

## The Reality of Crisis Comms in Government









What is considered a crisis at your organization?

## Flooding in Northern Minnesota

- Governor Emergency Declared
- Emergency Preparedness Committee
   Called

### Communication Included:

- Ongoing Flood Updates
- Emergency Shelter/Relief Details
- Media Training
- Follow Up Beyond the Storm
- Public Announcement for Awarded Funds

### AS OF JULY 12, 5 AM CDT FLOOD REPORTS, 24-HR RAINFALL Hibbing IGHT HEAV UNIESOTA Duluth Ashland Watersmeet Fergus Fall WISCONSIN Metrose Cambridge **Rice Lake** Willmar Wausau Minneapolis

### **DEED: \$15M available for flood relief loans**





# At Granicus, We See This Every Day

HURST * T	EXAS	iendar Service Request Stay Connected Contac	
ABOUT US	RESIDENTS BUSINESSES VISIT HU	IRST HOW DO I C	
Hurricane Harvey Relief	Residents =		
Animal Services	HURRICANE HARVEY RELIEF		
City Publications		ize: 🗗 🚍 🕂 Share & Bookmark 🛛 Feedback 🚔 Pri	
City Services	The City of Hurst is continuing to assist evacuees in the Houston area,	The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to Introducing Kanopy	
Hurst History			
Hurst on the Job	assist, or donate, we will post current and valid links here.	Kanopy is a new video streaming service for Hurst Library card-	
In the Know	Donations	holders 10/05/2017 8:00 PM	
Library	According to our information, the best and fastest way to assist those through a financial donation to your charity of choice. Donations can		
Neighborhood Services	American Red Cross - The organization is accepting donations v		
Online Services	1-800-RED CROSS or text HARVEY to 90999 to make a \$10 dona those in need.	Kathy Hord- OCT 10	
Open Positions	<ul> <li><u>Salvation Army</u> - The organization is taking donations to provide emotional and spiritual care to survivors and relief workers.</li> </ul>	Hunter Could we please get	
Parks	<ul> <li>North Texas Food Bank - NTFB is working closely with Mass Can partners to provide assistance to those impacted by Hurricane</li> </ul>	re Task Force an update on Hurstview Drive?	
Recreation	Currently monetary donations are the most effective way that support their efforts.	you can it other than tearing it up and putting some awful stones (not	
Request For Action	PLEASE DO NOT TAKE DONATED ITEMS TO SHELTERS.	gravel-too big)down. It's a main thoroughfare in/out of our	
Senior Services	Gift cards and monetary donations can be mailed or dropped off at Ta County's Resource Connection Center, 1100 Circle Dr., 76119. Memo I		
Volunteers In Action	designated for Hurricane Harvey and checks can be made out to Amer	line can be	

County Emergency Management: Hurricane Irma Daily Brief - Sunday Sept.

#### 09/10/2017 07:06 PM EDT

Leon County <leon@service.govdelivery.com>

Leon County Emergency Management: Hurricane Irma Daily Brief - Sunday Sept. 10

HTML Version



### For Sunday, September 10

As our community braces for Hurricane Irma, Leon County Emergency Management is preparing for esponse and recovery operations and executing our emergency plans for this powerful storm.

#### **Nost Current Weather Forecast**

ma's path shifted slightly back eastward, with the his forecast holds, we anticipate Irma to be a low eaches our latitude. At this time, we are likely to a eak intensity, which is expected between mornin

#### eon County Imposes Countywide Curfew

n accordance with the local declared state of eme ereby imposes a countywide curfew as follows:

- Sunday, September 10 from 9 p.m
- Monday, September 11 from 9 p.n
   Tuesday, September 12 from 9 p.n

souing this curfew requires all Leon County reside llow first responders and emergency personnel to hreat of hurricane force winds, downed trees and

### Up-to-Date **Zika** Information for Recent Travelers.

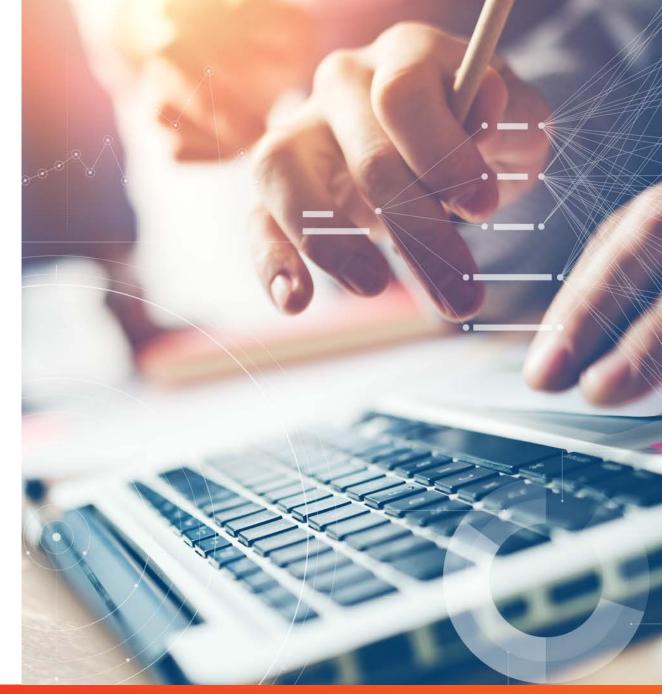
### Text HOME to 855-255-5606.





### Lessons Learned #1

Everyday engagement is emergency preparedness





## Everyday Engagement

✓Maintain a high standard for daily response rate

✓ Host focused digital engagement events (Twitter chats, citizen surveys, etc.)

✓Keep topics and subscriber lists fresh

✓Consider using new mediums (Video message from the Mayor, snow emergency behind-the-scenes, etc.)



### Lesson Learned #2

# Emergencies are an opportunity to build trust





### Emergencies Build Trust

- $\checkmark$  Be Proactive:
  - Post information on web, social ASAP (even if you don't have much to say)
  - Send email assets before you're asked
  - Consider creating an FAQ and driving traffic there
- ✓ Cross-Collaboration Opportunity
- ✓ It's Okay to Test:
  - Send prompts via text message with what citizens can expect



### Lessons Learned #3





### Questions to Ask

- How long should emergency information be easily available?
- Is there an ongoing digital channel where citizens can go for updates?
- Was an official fund created to support recovery?
- Should you acknowledge the emergency with an anniversary?



### Lessons Learned #4



No matter how prepared you are, things will go wrong (or, at the very least, differently than expected)



# Questions?



# Crisis Communications Checklist

### MADELINE O'PHELAN

Director of Marketing Communications, Granicus

<u> Aadeline.Ophelan@Granicus.com</u>

Twitter: @MadelineOP