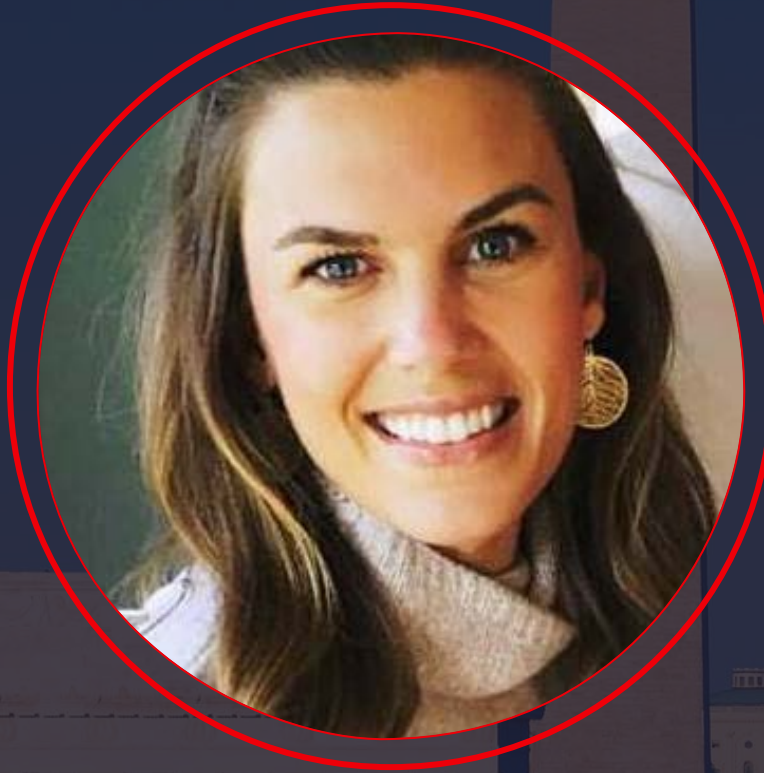




# Effective Crisis Communications Management

April 3, 2018



MADELINE O'PHELAN

Director of Marketing Communications, Granicus

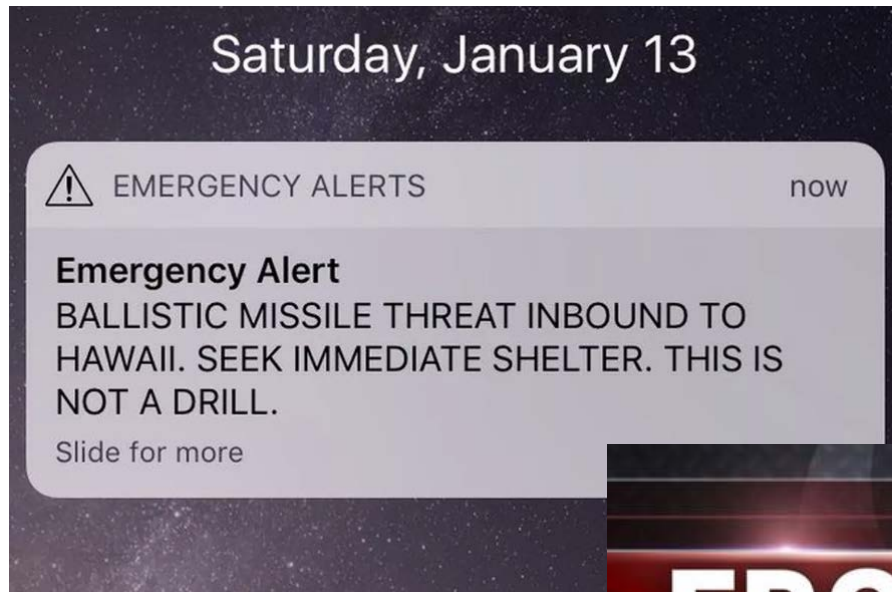
[Madeline.Ophelan@Granicus.com](mailto:Madeline.Ophelan@Granicus.com)

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# When You Think of Crisis Communications

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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:*

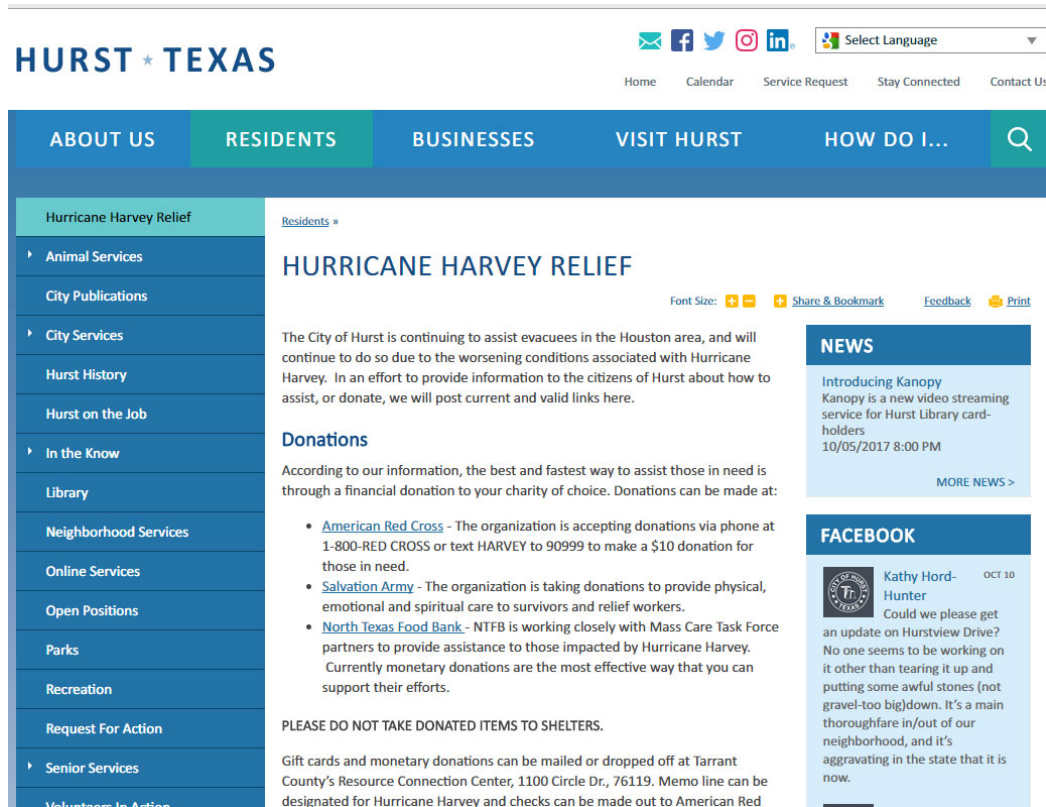
- Ongoing Flood Updates
- Emergency Shelter/Relief Details
- Media Training
- Follow Up Beyond the Storm
- Public Announcement for Awarded Funds



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



# At Granicus, We See This Every Day



## 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



**Leon County  
Emergency  
Management**

### Hurricane Irma Daily Brief

STAY INFORMED. STAY CONNECTED.

#### For Sunday, September 10

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

#### Most Current Weather Forecast

Irma's path shifted slightly back eastward, with this forecast holds, we anticipate Irma to be a low category 1 hurricane as it approaches our latitude. At this time, we are likely to see a brief period of heavy rain, which is expected between morning and evening hours.

#### Leon County Imposes Countywide Curfew

In accordance with the local declared state of emergency, Leon County hereby imposes a countywide curfew as follows:

- Sunday, September 10 from 9 p.m. to 6 a.m.
- Monday, September 11 from 9 p.m. to 6 a.m.
- Tuesday, September 12 from 9 p.m. to 6 a.m.

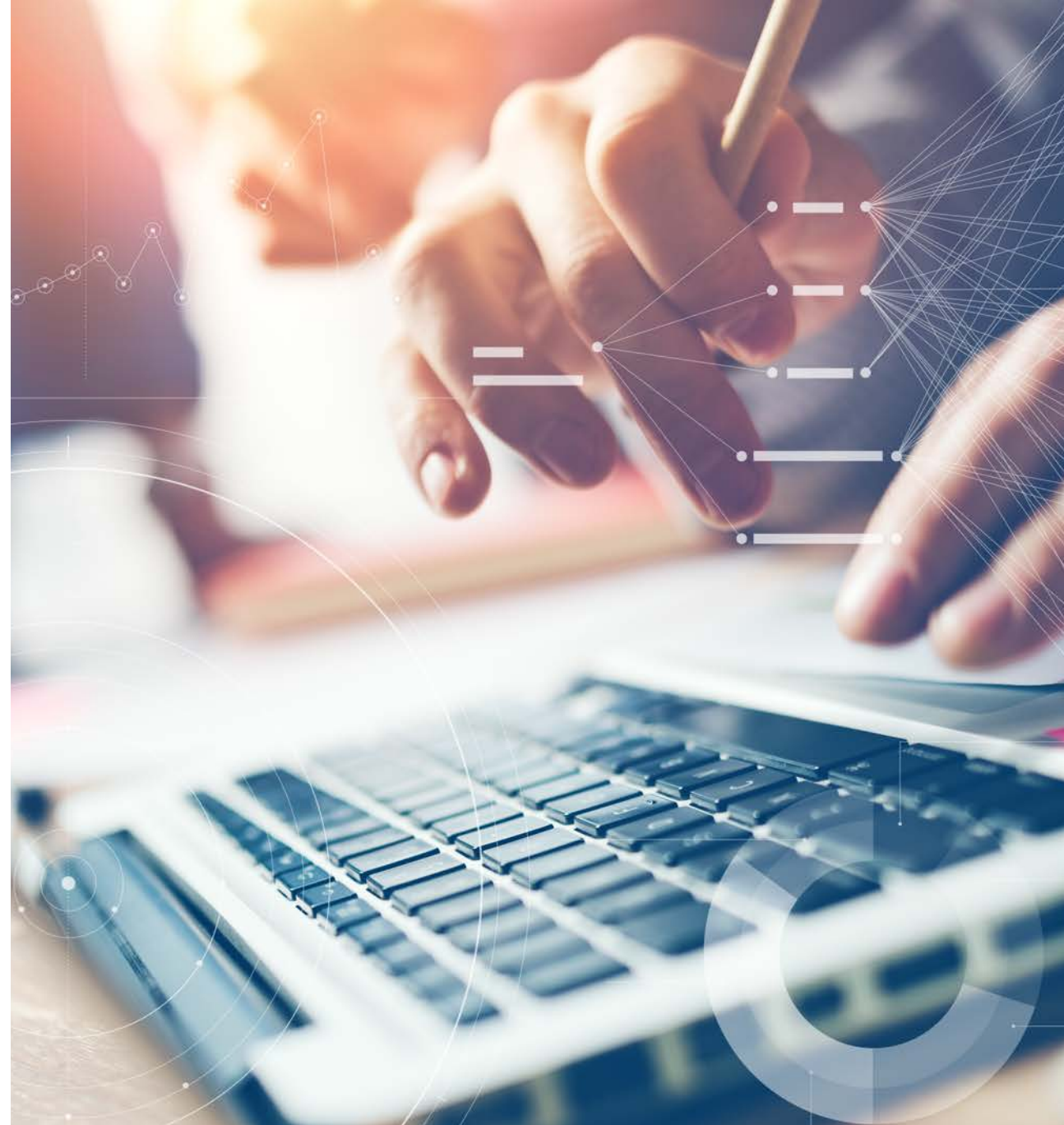
Enforcing this curfew requires all Leon County residents to remain indoors after dark to allow first responders and emergency personnel to safely respond to the threat of hurricane force winds, downed trees and power outages.





# Lessons Learned #1

Everyday engagement is  
emergency  
preparedness





# Everyday Engagement

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- ✓ 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

- ✓ 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



Post-crisis  
communications are  
often overlooked



# 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*)



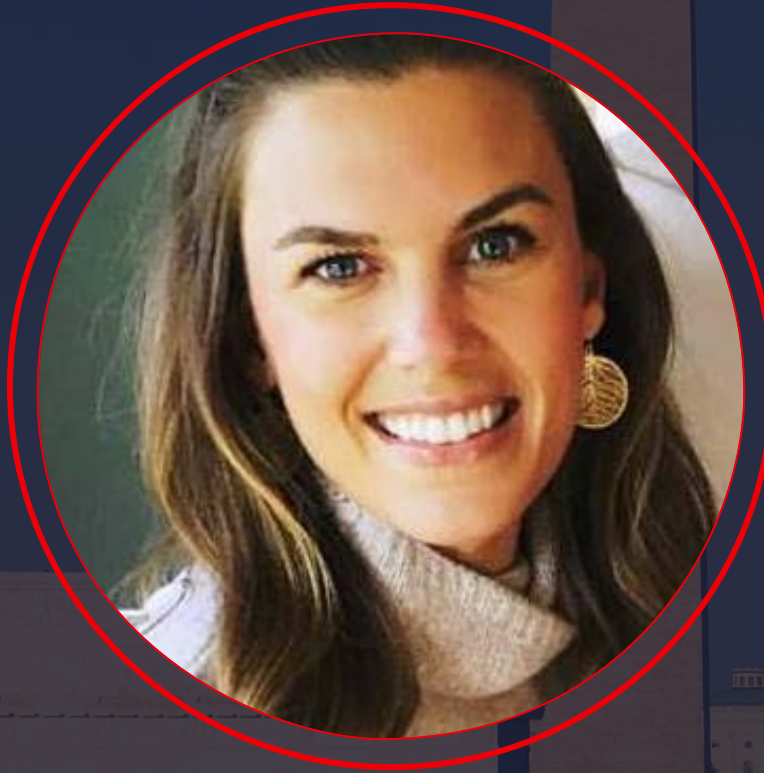


Questions?



# Crisis Communications Checklist





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