

JOINT

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#AEI2024

Communicating Through a Crisis

Pro Tips for Before, During, and After

Raise your hand if. . .

- Your MLS or AMS failed.
- An event cancelled at the last minute.
- Your association building was damaged by a disaster.
- An officer or staff member passed away.
- Your association is experiencing legal “issues.”

Crisis Phases

- Before the crisis - Developing the response process
- During the crisis - Implementing the response process
- After the crisis – Learning from the experience

Everyone is in the middle of one of these phases ***right now.***

Phase 1: Before a Crisis

Before a Crisis: Pro Tips

- ✓ Don't plan for **everything**, be ready for *anything*.
- ✓ No unforced errors
- ✓ Develop a crisis communication *process* – not just a plan
- ✓ Create a Core Team group email
- ✓ Identify who is and isn't the spokesperson
- ✓ Maintain a list of contacts and emails
- ✓ Know and follow your contact priorities and protocol
- ✓ Develop generic “holding statements”
- ✓ Transparency vs communication
- ✓ Match the medium to the message
- ✓ Identify primary, secondary, and non-traditional spokespersons
- ✓ Plan for communication platforms not being available

Phase 2: During a Crisis

During a Crisis: Pro Tips

- ✓ Own ***your*** crisis
- ✓ Say something now
- ✓ Stick to the plan and be flexible
- ✓ Expect and manage crisis fatigue
- ✓ Do no (additional) harm
- ✓ Step in and step back

Phase 3: After a Crisis

After a Crisis: Pro Tips

- ✓ Be patient
- ✓ Avoid disengaging early
- ✓ Check in with stakeholders
- ✓ Turn the page
- ✓ Use your imagination
- ✓ Appreciate, recognize, grow

BONUS Pro-Tips

 **Self Care**

 **Team Care**



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