

CRISIS COMMUNICATION IN EVENTS

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A WEEK'S PROJECT IN TWO HOURS

A GREAT OPPORTUNITY TO DO REPUTATION WORK

IF HANDLED WELL

**INTERNAL
EXTERNAL
MEDIA**

REPUTATION WORK CANNOT BE DONE

IF

**THE CONTENT
IS NOT UP TO DATE**

DOING– NOT TALKING ABOUT DOING

INTERNAL

ORGANIZING, RESPONSIBILITIES, CONVENTIONS ARE IN CHECK
&
AND ARE KNOWN TO ALL

EXTERNAL

CRISIS COMMUNICATIONS PLAN AND NEWSLETTER TEMPLATE EXIST
AND ARE KNOWN TO ALL

YOU CAN ACT ACCORDING TO PLAN

MEDIA

WE ARE THE BEST SOURCE OF INFO
WHAT TO DO TO FIX WHAT HAPPENED
HOW DO WE KEEP IT FROM HAPPENING AGAIN
WHAT WAS DONE CORRECTLY & INCORRECTLY

INTERNAL

AT THE EVENT

Event security

Security supervisors

Individuals responsible

KNOW WHO TO SPEAK TO IMMEDIATELY. WHO?

MAKE A TIMELINE

GATHER A TEAM (WHO IS RESPONSIBLE)

TELL HYY/AYY– WE WILL HELP YOU

INTERNAL

INFORMATION TO INTERNAL CHANNELS ASAP

**WHO ARE ON THE CASE. INFORM, ASK TO WAIT AND TELL
WHEN MORE INFO WILL BE PROVIDED**

**WHAT HAS BEEN DONE WITH THE VICTIM/SITUATION
NOTIFY THE AUTHORITIES. WHAT HAVE THEY DONE?**

DO NOT

DO NOT

**SPEAK TO ANYONE ABOUT THE EVENT IN AN
INAPPROPRIATE MANNER
ESPECIALLY ELECTRONICALLY (ONLINE)**

**POINT FINGERS OR BLAME SOMEONE
SPECULATE**

PANIC

EXTERNAL

TELL

WHAT

WHERE

WHEN

HAS HAPPENED

ONLY 100% VERIFIED INFO

EXTERNAL

SAME INFORMATION AVAILABLE ON ALL CHANNELS

WHERE CAN YOU REACH THE RIGHT PEOPLE FAST & EASY

YOU CAN ALWAYS UPDATE AND ADD MORE

THE FACT THAT NEW INFORMATION IS NOT AVAILABLE CAN BE IMPORTANT

WHERE AND FROM WHO CAN YOU RECEIVE INFO FROM

ALL PUBLISHED TEXTS WRITTEN BY:
SOMEONE *WITH GOOD PENMANSHIP*
SKILLS

**MAIN CLAUSE SAYS THE MOST IMPORTANT THING, FURTHER
CLARIFIED BY SUBORDINATE CLAUSES**

**STEER CLEAR OF THE PASSIVE FORM – MAKES IT HARDER TO
COMPREHEND WHAT IS BEING SAID**

TALK ABOUT PEOPLE, NOT INDIVIDUALS

**“IT IS SUSPECTED THAT X HAPPENED IN ORGANIZATION X’S EVENT”
WRITE THE TIMELINE OPEN TO EXPLAIN IT**

**WHAT HAPPENS NEXT? WHAT HAS BEEN DONE WITH THE
VICTIM/FIRST AID/EMERGENCY SERVICES?**

**WHAT HAS BEEN DONE RIGHT, WHAT WRONG?
REMINDER ON SAFETY IN DANGEROUS SITUATIONS**

**HOW CAN THE READER HELP OR RECEIVE HELP: FEEDBACK FORM,
HARASSMENT CONTACT PERSONNEL, AUTHORITIES**

DO NOT

DO NOT

LIE

WITHHOLD

EMBELLISH

EXPLAIN AWAY

COMPLAIN/LAMENT

SPECULATE

DOUBT

RATHER

**TELL EVERYTHING YOU KNOW
FOR SURE**

ADMIT MISTAKES AND TAKE RESPONSIBILITY

APOLOGISE FOR ERRORS

SAY WHAT HAS BEEN DONE RIGHT

GIVE ADVICE

OFFER HELP

CONDEMN HARASSMENT

REMINDE THAT CRIMES ARE HANDLED BY THE POLICE

MEDIA & SOCIAL MEDIA

THE SECURITY OF STUDENT PARTIES IS **ALREADY** A PUBLIC TOPIC

THE DISCUSSION ON HARASSMENT AND VIOLENCE MUST BE OPEN AND PUBLIC
IMMEDIATELY

REPORTERS FOLLOW SOCIAL MEDIA OF STUDENT UNIONS

IF A REPORTER CALLS

IF YOU DO NOT KNOW ENOUGH
OR IF YOU ARE NOT THE PERSON DESIGNATED TO
COMMENT

DO NOT COMMENT

SAY YOU ARE SORRY BUT CANNOT COMMENT
TAKE THEIR CONTACT INFO
TELL THEM YOU WILL RETURN TO THEM

START AGAIN: INTERNAL-> EXTERNAL-> MEDIA

WHEN COMMENTING TO MEDIA

CHECK

IS THE INTERVIEW FOR A PIECE OR FOR BACKGROUND INFO

SPEAK CALMLY AND CLEARLY

THE REPORTER IS ON YOUR SIDE AND WANTS INFORMATION
AND A QUOTE

EVERYONE IS EXCITED. REPORTERS ARE USED TO IT

REPEAT THE MESSAGE ADDED TO YOUR OWN CHANNELS

DO NOT ADD OR REMOVE ANY INFORMATION
UNLESS THERE IS NEW INFORMATION

REQUEST TO SEE YOUR OWN QUOTE

CORRECT MISTAKES IN THE INFORMATION

DO NOT

DO NOT

CRITICIZE

THE POINT-OF-VIEW OF THE REPORTER
THEIR MOTIVES TO DO THE ARTICLE
THEIR PROFESSIONALISM
THEIR ETHICS

ARGUE, GET MAD, BECOME AGITATED

**ANSWER INAPPROPRIATE QUESTIONS WITH
“I CANNOT COMMENT”**

OR

I ANSWER THE QUESTIONS I WANT TO ANSWER

SOCIAL MEDIA

FOLLOW

**YOUR OWN SOCIAL MEDIA
ORGANIZATION CHANNELS
EVERYTHING YOU CAN THINK OF**

**CORRECT AND COMMENT– REPEAT YOUR OWN EXTERNAL
MESSAGE**

RUMOURS

FALSE INFORMATION

**EXPRESS WISHES FOR APPROPRIATE DISCUSSION IN YOUR
CHANNELS**

DISREGARD

**MEDIA UPDATE COMMENT TRASHTALK
PEOPLE WHO ARGUE OR TROLL**

AFTER THE EVENT

DOCUMENT ALL STAGES

TIMELINE, DISCUSSIONS, EMAILS, NEWSLETTERS/UPDATES
WITH COMMENTS, MEDIA CONTACTS, PUBLISHED PIECES

EVALUATE

WHAT COULD HAVE BEEN DONE BETTER?

IS TRAINING NEEDED?

NO ONE FAILS ALONE

INTERNAL AND EXTERNAL

UPDATE A COMPILATION ON WHAT HAPPENED AND WHAT HAS
BEEN DONE

ALSO AFTER FAILURES!

RESPONSIBILITIES: A JOB FOR 4+ PEOPLE

WHO CREATES AND UPDATES THE TIMELINE?

WHO WRITES THE NEWSLETTERS AND UPDATES?

WHO UPDATES THE CHANNELS?

WHO FOLLOWS SOCIAL MEDIA?

WHERE IS THE SITUATION UPDATE SHARED TO?

WHO COMMENTS TO MEDIA?

NEEDS TO BE AVAILABLE 24/7

WHO KEEPS IN CONTACT WITH AUTHORITIES

WHO DOCUMENTS AND WHERE

WHAT IS NEEDED (THE MINIMUM)

A CRISIS COMMUNICATION PLAN

WHICH HAS BEEN READ

WHICH YOU HAVE COMMITTED TO FOLLOW

AN INFO A5 TO EVERYONE IN THE COMMUNITY

WHAT TO DO IF I'M THE FIRST TO REACT

CONTACT INFORMATION

WHERE IS THE CRISIS COMMUNICATIONS PLAN

WHAT TO DO IF A REPORTER CALLS AND I DON'T KNOW

WHAT TO DO