



PR CRISIS CAMPAIGN

Contents

- ▶ PR crisis
- ▶ Key issues and stakeholders
- ▶ Key messages to recall
- ▶ Communican channels
- ▶ Tools for monitoring
- ▶ Repositioning message.
- ▶ PR strategy to overcome the problem
- ▶ Crisis management cycle
- ▶ Conclusion

PR Crisis

- ▶ Anything that can damage the reputation of your organization
- ▶ Anything that can cause a loss of trust
- ▶ Any risk to the health, lives or safety of staff, clients, patients, providers, or other stakeholders

Key issues

- ▶ **Recalling of the product**
- ▶ **Defamation of the organization**
- ▶ **Crisis management**
- ▶ **Involvement of stakeholders**

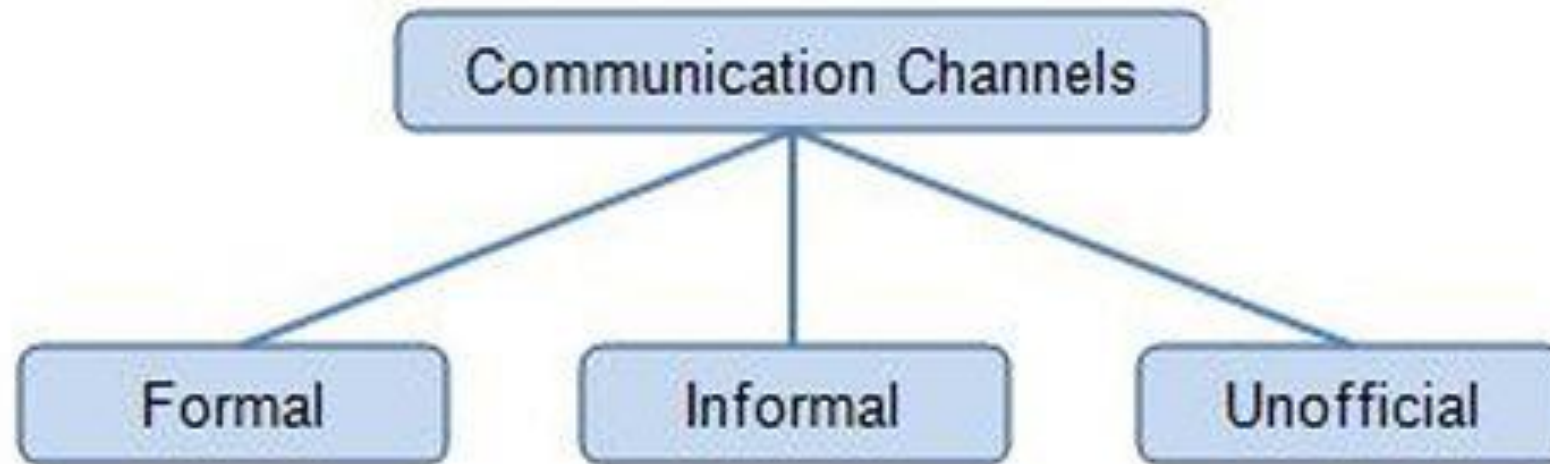
Stakeholders Involved



Key messages to recall

- ▶ What product are you recalling?
- ▶ Why are you recalling this product?
- ▶ What actions should customerstake? Return or destroy the product?

Internal communication channels



External Communication channels



Source: ResearchGate.

Tools for monitoring PR crisis

- ▶ Google alerts
- ▶ TweetDeck
- ▶ SumAll
- ▶ Buffer
- ▶ Hootsuite

Repositioning message

- ▶ Company is feeling sorry for the previous inconvenience.
- ▶ All the problems have been solved and the product is launching freshly.
- ▶ Customers will have better experience with the product than the previous one.

PR strategy to overcome the crisis

- ▶ Appoint a response team.
- ▶ Devise a strategy.
- ▶ Craft your message.
- ▶ Identify and address the affected parties.
- ▶ Monitor the situation.
- ▶ Review and learn from the situation.

Crisis management cycle



Smart objectives



Conclusion

- ▶ Be prepared. “It won’t happen” is shortsighted, naive, pure fantasy.
- ▶ A PR crisis need not be a disaster. You can even win plaudits for how you respond, and it can help drive necessary change and improvements to your working methods.
- ▶ Remember: get ready, respond, reflect.

References

- ▶ Torossian, R. (2018) 'What is the role of PR in crisis management?' online. Available at: <https://medium.com/40RonnTorossian/what-is-the-role-of-pr-in-crisis-management> (accessed: 10 March 2020)
- ▶ Caramela, S. (2018) 'PR crisis? 6 steps to help navigate the storm'. Online. Available at: <https://www.businessnewsdaily.com/recover-from-pr-crisis.html> (accessed: 10 March 2020)
- ▶ Wayne State University. (2018) 'SMART objectives'. Website. Available at: <https://hr.wayne.edu/smart-objectives> (accessed: 10 March 2020)
- ▶ Patel, S. (2019) 'How sales and marketing can work together to maximize growth'. Online. Available at: <https://www.google.com/sales-marketing-can-work-together> (accessed: 10 March 2020)
- ▶ Meg, S. (2019) '11 steps for crisis management'. Online. Available at: <https://www.talkwalker.com/blog/pr-crisis-management> (accessed: 12 March 2020)

ANY
QUESTIONS?



Thank
you!