

In the last two factsheets, we discussed the following:

**BEFORE** a Public Relations (PR) crisis, we should focus on:

- How and why we should have an extensive PR crisis plan in place
- The need for a diverse PR crisis response team
- A PR crisis checklist
- How to identify the appropriate spokesperson to represent your organisation

**DURING** a Public Relations (PR) crisis, we should focus on:

- Preparations required before addressing the issue to the public
- What should be included in the messages
- How should the message be delivered

### There are three stages of a PR crisis:



Part III of this factsheet will cover what you should do **AFTER** a crisis.

### Monitor, Update, Analyse and Learn

Your messages are out there. Some might be read and some might be commented on or ignored. Regardless, you must continue to monitor the situation and ask yourself - Is the PR crisis still a crisis? How is this impacting my teams, patients or clients?

Things can take some time to return to normal or it could happen all over again. Therefore, you must always be ready if asked to give more statements, interviews and comments on social channels.

Getting hit by a PR crisis is devastating. However, every cloud has a silver lining. You will learn from the experience, whether it is avoiding future crises, tackling issues, improvements to company operations, or crisis readiness.



### Action 1: Post-crisis review

Reflect on the team's actions when managing the PR crisis

Review areas to be improved in your crisis plan

Mistakes that should be avoided where possible

Things that can be done differently

Lessons learnt from this process

### Overall Summary (From part I to part III)

A comprehensive plan is vital in managing the crisis efficiently and effectively, minimising the reputational damage to your provider organisation as well as saving you time to solve the problem when something goes wrong.

#### I) Before the Crisis

The importance of a diverse crisis response team, which can review your response before being publicised.

The responsibilities of the crisis response team, such as who to notify and in order of priority when a crisis happens, what to prepare before speaking to the public.

The information to be included in the Crisis Management Plan, such as a checklist of what needs to be done, contact details of Registered and senior managers, who can help to address the problem and draft message.

The criteria of an adaptable holding statement template that will allow you to cover some predicted crises

Areas to pay attention to catch the early warning signs of possible PR problems

#### II) During the crisis

Things to prepare before you speak to the public, including appropriate brand representatives and all the facts and information.

The importance of admitting your mistakes, be responsible and apologise

How to choose the right channels to deliver your messages

#### III) After the crisis

The significance of review after the crisis

Areas to be reviewed after the crisis