

THE 10 NEW RULES OF CRISIS COMMUNICATIONS

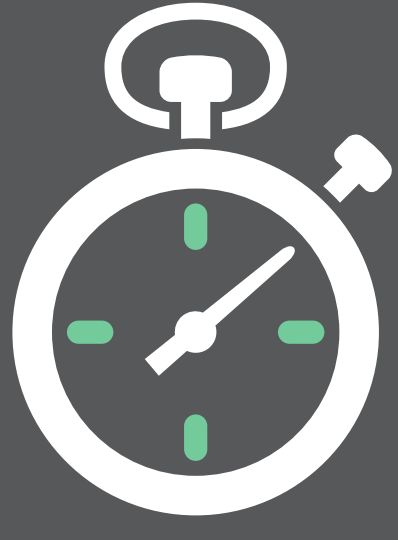


By
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COMMUNICATIONS



Communications are now a **two-way** street, whether you want them to be or not.



Real-time is not just a suggestion but an expectation of your audience - an expectation that will not turn in your favor if unmet.



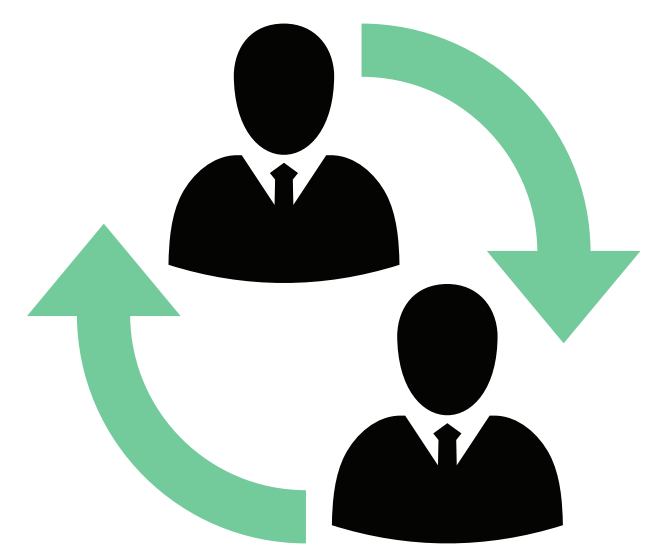
Being **Informative** is the only way. If you're not informative somebody else will be - on a channel that your organization has zero control over.



Listen, listen, listen! Listen to what others are saying and publishing, to what they're not saying, and where they are and are not saying it.



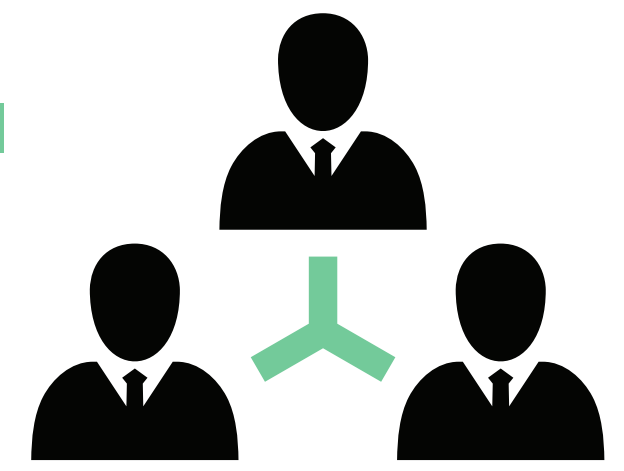
When you properly combine real-time and two-way you get **responsive**. Your audience will be responsive and so must you.



Sincerity, honesty and meaningful apologies go a long way. But remember: actions speak so much louder than words. You have to say what you mean and prove it.



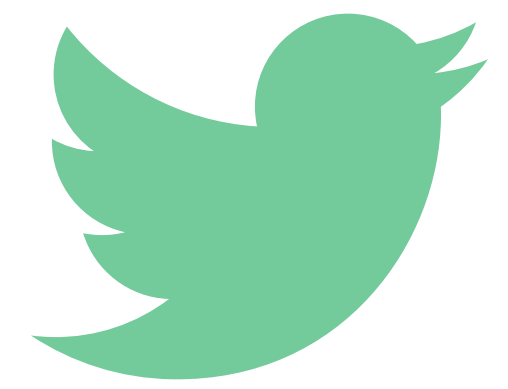
Humans dealing with humans. Forget the corporate and legal talk. Forget hiding behind a logo. Your audience expects to hear from the humans behind the brand.



Adaptability and **flexibility** need to be incorporated into your corporate culture - not to mention your crisis communications strategy. The digital landscape changes often and quickly. Staying stagnant will leave you vulnerable.



Twitter is the social media platform that dominates the dissemination of news and information in a crisis. Making your crisis communications Twitter-friendly is essential.



Internal communications are key to today's successful crisis management. Point final.

