

Your Specific Challenges, Questions and Concerns

“Often, knowing that there is a process already in place is as important as the process itself, so let’s avoid reinventing the process with every new crisis.”

“Technology solutions offers a number of advantages such as multi-way communications, versatility of use and options and an enhanced ability to develop human capital.”

“H1N1 – Internally, they didn’t realize that with messages such as “no children allowed at hospitals” we “couldn’t afford to wait as long as two to three days before getting final approval and clearance to release the message.”



Think *Platform*, Not Just *Plan*!

Platform Objectives:

- MAP YOUR operations response to your communications response
- CONNECT YOU with vital information, resources and people
- PREPARE YOU to respond to changing Realities, Readiness and Rules

Core Elements:

- Crisis Scenarios
- Quick Start Guide
- Rumor Management
- Social Media
- Case Studies



Your Scenario

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National Capital Chapter

*Crisis Communications Event –
August 11, 2010*

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Quick Start Guide

Organized according to:

- ▶ Focus (e.g., internal and/or external)
- ▶ Time (30 minutes to 2 hours)
- ▶ Intensity Level (e.g., mild to severe)
- ▶ Steps (e.g., initial notification, initial statement, escalation procedures, etc.)
- ▶ Resources (e.g., CCRT, pre-scripted messages, SME's & Credible 3rd Parties)

Best Practice: Rule of 3

- ▶ 3 Minutes
- ▶ 3 Hours
- ▶ 3 Days
- ▶ 3 Weeks
- ▶ 3 Months



Rumor Management

HEADLINE: *DEATH PANELS!*

“NYT: President Obama’s health care proposals would create government-sponsored “death panels” to decide which patients were worthy of living or dying.”

- ▶ **Identification** – Identify misinformation and misconceptions, that if left unchecked, could lead to misperceptions, and ultimately, adversely influence decisions and actions
- ▶ **Correction** – Prepare corrective messages, secure validation and approvals, and place document on the crisis site. Distribute corrective information via e-mail to employees, the media, stakeholders, or other contacts depending on the nature of the rumor and whether correcting it could create additional problems
- ▶ **Control** – Use mainstream and social media to monitor and manage misinformation. Distribute updates to inquiry staff for response to questions and provide corrective information. Include corrective information in future updates, including additional releases, fact sheets, web content, and so forth

BIGGEST RUMOR!

Your Social Media Strategy

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