

Version 1.0

January 30, 2018

Crisis Communication Plan

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Executive Summary

In case of a crisis it is critical to communicate affectively and immediately. Owen Cyclery is focused on restoring confidence, order, and upholding an atmosphere of integrity.

Objectives

* Limit confusion by disseminating information as it becomes available
* Notify relevant publics
* It is paramount to provide publics with the truth.
* Avoid negative attention and foster goodwill by providing accurate information to the media.
* Answer questions quickly and with honesty.

Primary messages to publics to maintain the integrity of Owen’s Cyclery

* We care and are concerned for the well-being of those involved
* We are working to ameliorate the crisis and maintain responsibility
* We will prevent future crisis of this nature
* We are accountable

|  |  |  |
| --- | --- | --- |
| Type of Incident | Definition | Example |
| Human Safety | A threat to the staff of consumers of Owen Cyclery | TerrorismEmployee/ Consumer misconductCorruption |
| EnvironmentalNatural | A threat to the organization caused by a naturally occurring event.  | EarthquakeDiseaseFloodTornadoStorm |
| Financial/Management | A threat to the organization caused by an event involving fiscal/monetary policy or store management  | EmbezzlementInsider trading with shareholders  |
| External liability  | When the organization provides a service outside of the store that could be a liability  | Fixing a bike during a race, on which the rider has an accident, due to the quality of repair  |

Primary Threats

Environmental

In the case of structural damage:

Crisis team remains as delineated on page 5

If structural damage is so great that communication operations cannot be done within the store, operation headquarters will move to the home of Erik Hunt. Communications can also be done remotely if need be.

Materials required:

Internet access, computer, cell phone, copy of crisis communication plan (housed on shared google drive, and updated inventory list). If internet is not available, satellite phones can be found in the kit as well.

1. Communicate with internal staff and make sure that all accounts of incident line up
2. Notify media via press release and post to Facebook
	1. In case of death (employee or customer) first notify family and do not use name without written permission by next of kin.
3. Notify stakeholders and appropriate authorities
4. As new information becomes available release information via primary social media. Keep key media involved and up-to-date on developments
5. Maintain and reiterate values of organization during recovery process

Human Safety

In case of a catastrophic event like terrorism:

1. If any staff on the crisis communication team are killed or injured, delegate responsibilities based on rank. If crisis proves to be too overwhelming, outsource to (tbd)
2. Communication team will be moved to Erik Hunt’s home in the case that the store is an active crime scene
3. Send press release and post to social media
	1. Be aware not to sound charged on social media. Only give the information you know to be true.
4. Notify stakeholders
5. Keep media involved up-to-date on developments and reiterate values

Crisis Management Team

* Spokesperson, Erik Hunt
* Social Media Coordinator, Jessica Fuller
* Internal Communicator, Derrick Leslie

Spokesperson: deliver clear, accurate, and honest message to the public and medias. Answer questions regarding the development of the situation. Responsible for sending out press release. If Erik is involved in crisis, this responsibility falls to Jessica Fuller

Social Media Coordinator: uses social media as a way to keep the publics updated

Internal Communicator: notifies staff of developments and protects their privacy

Stakeholders

In case of high level crisis, affecting the integrity of the store, stakeholders must be notified.

**Cannondale**

Contact name| Contact number| Contact address

**Raleigh**

Contact name| Contact number| Contact address

**Salsa Cycles**

Contact name| Contact number| Contact address

**Scott Bicycles**

Contact name| Contact number| Contact address

**Serfas Bicycle Accessories**

Contact name| Contact number| Contact address

**Thule Car Racks**

Contact name| Contact number| Contact address

Scenario

Outgoing Messages

FOR IMMEDIATE RELEASE

(what) occurred today, in (location), involving (structure, group, individuals). This is a developing situation; therefore, information will be released as it becomes available.

At (time) Erik Hunt will hold a press conference outside Owen Cyclery to address the developing situation.

At this time, (state losses or plan of action if one exists).

###

Internal Messages

Internal messages will be disseminated via face-to-face contact, telephone, or text.

Employees are not to talk to media. Additionally, it is not appropriate to say, “no comment.” Please direct the media’s questions to Erik Hunt or social media which will be updated as new information surfaces.

Additionally, families of employees will be updated if they choose to add them to their contact listing (see addenda, p. 8)

Social Media Message

First post: Publish the same information issued in the press release.

As developments come to the forefront, continually update social media accounts; however, do not under any circumstances speculate on social media. To preserve the integrity of the store Erik must approve all outgoing messages, to ensure cohesion.

Example: Facebook Post (theft)

Owen Cyclery is currently under lockdown due to a theft. The police were called at approximately 2:00p, after an man held an employee at gunpoint, before taking two Scott bikes and exiting the vicinity in a green four-door Ford f-150. We will continue to keep you updated on this even as it unfolds and local authorities investigate.

Addenda

Social media login information and details

(not provided in this copy for privacy reasons)

**Instagram**

Email: \*\*\*\*\*\*\*\*@gmail.com

Password: \*\*\*\*\*\*\*\*\*\*\*\*\*

**Facebook**

Email: \*\*\*\*\*\*\*\*@gmail.com

Password: \*\*\*\*\*\*\*\*\*\*\*\*\*

Media contact list

Chattanooga Times Free Press

Contact name:

Number:

Email address:

Employee Contact Info

In case of emergency contact

|  |  |  |
| --- | --- | --- |
| Erik Hunt | Notify Cammie Hunt | \*\*\*-9854 |
| Jessica Fuller | Notify Tom Fuller | \*\*\*-4532 |
| Derrick Leslie | NA |  |
| Joshua Brown | Notify Annie Brown | \*\*\*-3371 |
| Carl Bivowak  | Notify Laura Bivowak | \*\*\*-6781 |
| Ryan Johnson | NA |  |