

CRISIS COMMUNICATIONS

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CYBER MARKET

A rapidly changing market with external threats (known and unknown). The public understands risks are part of business but also has expectations.

- Phishing
- RansomWare
- Rising sophistication
- Regulations on breaches (state) on the rise
- Triggers to inform and act

WHAT IS A CRISIS (IN THE COMMUNICATION WORLD)

Any event which threatens the image and reputation of your organization. Crisis communications is there to defend your organizational reputation during such a time.

- Bad things can happen to good organizations
- A crisis can take many forms
- Organizations are often not judged by a crisis, they are judged by how they respond

WHY CRISIS COMMUNICATIONS IS VITAL

There is a lot at stake, including:

- Reputation and brand protection
- Enhancement of business recovery
- Get in the game fast: in or out
- You only get one chance
- Many challenges



TIME IS THE CORNERSTONE TO YOUR APPROACH

Time is vital. You can define your situation or your situation can define you. **Things happen fast.** Media and stakeholders want answers now!

- Win the first 24 hours
- Define the narrative
- Being open and accessible sends a message...
- So does being closed and defensive



RULES OF THE ROAD

General rules and guidelines for smart crisis communications

- Make decisions – FAST
- Have a plan & practice it
- Demonstrate control
- Spread message across platforms
- Show concern and compassion (empathy)



Normal public relations is a proactive art, while crisis communications is a reactive science. (A little luck helps too.)

WHAT THE PUBLIC SEES

Consumers, media, stakeholders and the general public expect and demand timely, factual and transparent information. If you don't give it to them, someone else will.

- Make your first statement the narrative
- Tone and honesty matter
- Be credible, humble, grateful
- Demonstrate appropriate action
- Be strategic



EMBRACE SOCIAL MEDIA

Social media has taken over in many ways and the data shows it.

- As of June 2019, the top 15 social sites have 7.6 billion regular users
- The top three sites (Facebook, Twitter and Instagram) have 3 billion of them



This includes your customers, partners and competitors as well as media, thought leaders and regulators.

6 of 10 reporters use Twitter to receive send information.

CYBER: THINGS TO THINK ABOUT

- Sophistication of hackers
- Changing trends
- Notice triggers
- Internal leaks
- Regulations
- Lawsuits

Cyber is unique in that the breach starts your timeline.

CYBER: FACTORS IN YOUR FAVOR

- Cultural norms
 - Client, consumer and media
- Strong partners
- Response planning
- Regulations
- Cyber insurance market



The maturation of the cyber market has helped to define perception and experts available in a situation.

YOUR APPROACH

Crisis communications is a team sport, not an individual race – you need partnership with HR, legal, operations, etc. to succeed

- Understand traps
- Know the whole story, tell it the right way and get in front of bad news
- Anticipate story twists
- Leverage the right spokesperson for the right situation
- Work with legal, don't hide behind them

BIG PICTURE

- Tell the truth, all of it
- Tell it fast
- Tell it fast (sometimes that's too slow)
- There is value in a plan and training
- Media curiosity
- Interest of stakeholders



TAKEAWAYS

- ✓ Have a plan – and make sure that plan is based in process
- ✓ Speed kills
- ✓ Define your roles
- ✓ Think about the WHOLE media, including social
- ✓ Don't be afraid of outside help, especially legal
- ✓ Do post event follow-up



YOUR QUESTIONS?

- Jeff Christensen

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