



Wildwood Assisted Living Crisis Communication Quick Reference Guide

Wildwood Assisted Living

<https://www.wildwoodal.com>

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Wildwood Assisted Living Campaign

Summary

This is a reference guide to use in the event of a crisis. It would be beneficial to review the pointers listed below. It is meant for quick reference, but an in-tact crisis plan should be established for Wildwood Assisted Living.

"Sometimes you need a little crisis to get your adrenaline flowing and help you realize your potential."

— Jeanette Walls

Pointers for Communication Crisis

- Get to know the local media in your area before a crisis hits.
- One designated person should be appointed to speak on the company's behalf.
- Never use the words "No comment", a better suggestion would be either "Can I get back to you?" followed by "When is your deadline?" Be sure to follow up.
- Have a designated central media source for the media to contact Wildwood regarding the crisis.
- Constantly publish updates and express remorse via social media.
- Keep a log of media interactions/calls and reply as soon as possible.
- Be honest, lying or exaggerating will make the company look worse than the crisis has made them look.

- Express what steps you will take next, and provide a solution or plan that you will take so the crisis will not happen again.
- Monitor social media and respond in a timely manner.

References

Crisis Communication Plan, Official website of the Department of Homeland Security
<https://www.ready.gov/business/implementation/crisis>

Wilcox, D.L. & Reber, B.H. (2015). Public relations writing and media techniques (8th ed.). Boston, MA: Pearson (ISBN: 978-0134010496)

Minnesota Weather <https://www.ready.gov/minnesota>