

10 CRITICAL STEPS FOR CRISIS MANAGEMENT & COMMUNICATION

1 RESPOND QUICKLY & CAREFULLY

You have the most options during the earliest stages of a crisis, but that window closes quickly. Speed matters.

2 BRING IN AN EXPERT

Check with an experienced crisis PR expert to see if they recommend professional help. Hire someone for guidance if you need to. It's better to be safe than sorry.

3 BE HONEST

Share every detail with your crisis consultant. It is the best way to mitigate your crisis quickly and effectively.

4 OWN YOUR SITUATION

Take it public. Consider using the power of the media to achieve the outcome you seek.

5 TELL YOUR TRUTH

Don't let it be a one-sided narrative. Tell your truth and take the opportunity to influence public opinion with your story.

When your reputation is at stake,
your livelihood is at risk.
*You need the right people
on your team.*

*Choosing the
Red Banyan crisis
management team may
be the smartest decision
you will ever make."*

RED BANYAN CRISIS CLIENT



RED BANYAN

CALL NOW

to speak with with
Red Banyan's
crisis PR experts

954.833.1201



MOVE ON FROM MISTAKES

Actively define how your organization is perceived. Monitor your social media for negative posts, respond to online comments and share positive content about your brand.

SHARE WITH CARE, POST WITH PURPOSE

Do not throw away your good public standing by posting carelessly on social media. The consequences can be devastating.

DEFEND YOUR REPUTATION

Keep your in-house team and outside crisis managers in full alignment to safeguard your public image. When customers lose faith in you, it can be incredibly difficult to restore their confidence.

PAY ATTENTION

Avoid missteps, proceed with caution and engage when needed to defend yourself. You can stop another crisis before it starts.

STAY VIGILANT

Your brand is most vulnerable just after a crisis. Closely monitor social media and other areas where you are a topic of discussion.



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A PR CRISIS CAN STRIKE AT ANY TIME & MISINFORMATION SPREADS RAPIDLY

Working globally, with offices in

Ft. Lauderdale, Los Angeles

Chicago, Atlanta

Washington D.C, New York

and other locations throughout
the United States.

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