Brands Under Fire in Education: Crisis Management in the Digital Age

August 2019
“By the time you hear the thunder, it’s too late to build the ark.”

—Unknown
BELOVED BRANDS ARE JUST AS SUSCEPTIBLE TO A PUBLIC RELATIONS CRISIS. IN FACT, THEY ARE HELD TO A HIGHER STANDARD.
WE’RE OPERATING IN A RADICALLY CHANGED WORLD

“TWITTER IS THE NEW ASSOCIATED PRESS.”

Dave Samson, GM Public Affairs, Chevron
AN INFORMATION VACUUM
WILL FORM & BE FILLED

Speculation

Innuendo

Misinformation
6 STAGES OF A CRISIS

- **Surprise**
- **Insufficient Information**
- **Intense Scrutiny From the Outside**
- **Escalating Flow of Events**
- **Siege Mentality**
- **Bunker Down**
5 KEY PRINCIPLES OF EFFECTIVE CRISIS MANAGEMENT

- AUTHENTICITY
- TRANSPARENCY
- SPEED
- AGILITY
- CREATIVITY

CULTURE

EXECUTION
ELEMENTS OF A COMPELLING STORY
THE PLOT, CHARACTERS AND MORAL

- Villain
- Victim
- Hero

- Controversy
- Conflict
- Crisis
- Change

Moral
WHAT’S YOUR “RED ADAIR MOMENT?”
Sports Illustrated

WE ARE... BACK

Penn State's journey back from the brink.

PRESIDENT THEODORE ROOSEVELT
CRISIS CLOSURE & BRAND REPAIR

ACCEPTANCE > APOLOGY > AMENDS > AVOIDANCE > ACTION
HOW WILL YOUR BRAND PERFORM UNDER FIRE?

A CRISIS READINESS CHECKLIST:

1. Clear Cultural Alignment
2. Active Digital Listening
3. Robust Vulnerability Assessment
4. Issues Heat Map
5. Digital-ready Content
6. Crisis Simulation
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