

# MOPDOG CRISIS COMMUNICATION RESPONSE KIT



## Are you facing a crisis?

**Is this a malicious tweet? A lawsuit? A natural disaster?**

If the issue could be detrimental to your business and your brand, you should have a planned response.

### 1. Evaluate Planned Marketing

- Place any scheduled, regular communications on hold.  
*Don't share anything unrelated on social media or send promotional emails.*
- Delegate a representative to be the public face of your organization.

### 2. Pull Together Internal Communications

- Alert your entire organization about the issue; relay that everything is under control.  
*Stick to the facts. Promote a positive, professional attitude.*
- Outline what employees are permitted to say.  
*Thank everyone for cooperating.*

### 3. Send Detailed External Communications

- Post on social media within an hour.  
*"We are aware of XYZ problem, and our ABC department is working to quickly resolve this important issue."*
- Issue a press release with transparent facts.  
*Offer a source—delegated representative—to answer questions.*
- Send a direct email to stakeholders and VIP clients.

### 4. Continue Responding, Until A Formal Resolution

- Proactively send updates.  
*Set expectations for the next announcement.*
- Show remorse and apologize.  
*Have compassion, as a brand that cares.*
- Reveal the final resolution.  
*How was the issue handled? What was learned? Why the organization will change?*

## Now, it's time to run a drill!

Organize a mock emergency response to see the holes in your crisis communications plan and reward those who step into their role with confidence and clear judgment.

**In case of emergency, don't break the glass—  
call Mopdog at 678.737.7325.**

