



Lamphills' Crisis Management Checklist

This Lamphills' crisis management checklist is divided into two. The first is the crisis preparation stage, and the second is the post-crisis stage. Each stage has its focus and addresses needs that will make or mar your PR crisis management efforts if not well handled.

Preparation Stage

During the preparation stage, consider the following:

- Establish a Crisis Management Team:** Identify team members from key departments (PR, legal, HR, etc.). Afterward, assign specific roles and responsibilities.
- Develop a Crisis Communication Plan:** Create a plan with clear messaging for internal and external stakeholders. Next, prepare templates for press releases, social media posts, and internal communications.
- Conduct Regular Risk Assessments:** Here, identify potential crisis scenarios and evaluate the impact of each scenario on the organization.
- Train Spokespersons:** Provide media training for designated spokespeople and prepare them with key messages and responses to difficult questions.
- Create Monitoring Systems:** Set up tools to monitor media, social media, and public sentiment in real time. Afterward, establish a process for regular updates to the crisis management team.
- Response:
- Assess the Situation Immediately:** Gather all relevant information about the crisis and determine the scope and potential impact.
- Activate the Crisis Management Team:** Assemble the team, begin implementing the crisis plan, and ensure all team members are briefed on the situation.
- Control the Narrative:** Issue a statement quickly to control the narrative and use the crisis communication plan to ensure consistent messaging.
- Communicate with Stakeholders:** Inform employees, customers, investors, and partners about the situation. Next, provide regular updates as the situation evolves.

- Use Social Media:** Engage with your audience on social media, address concerns, and correct misinformation promptly.

Post-Crisis

The post-crisis stage includes relevant checklists to tick to ensure the crisis was properly handled. This includes the following:

Evaluate the Response: Conduct a post-crisis analysis to identify what worked and what needs improvement.

Update the Crisis Management Plan: Incorporate lessons learned from the crisis and revise the plan to address any gaps or weaknesses identified.

Rebuild the Brand Image: Launch a PR campaign focused on rebuilding trust. Next, engage in positive initiatives to improve public perception.

Document and Report: Document the crisis response process and prepare a detailed report for internal