IN PREPARATION FOR CRISIS

| DO YOU...	WHY IT'S NECESSARY:	HOW TO DO IT:
Know your primary vulnerabilities or potential points of attack?	• Without knowing your vulnerabilities, you are powerless to safeguard against future threats. • A vulnerability assessment provides a clear understanding of potential online threats that currently exist or may develop over time. • Regular landscape analyses provide benchmarks for online activity and conversation and can help identify and diagnose issues before they arise.	• Conduct an overall online analysis of the your company or organization to understand the online landscape during normal time periods; • Compile a thorough online review of a specific issue's footprint to identify main drivers or key influencers, top sites covering the issue and potential threats / what type of exposure your industry has or may encounter.
Regularly monitor online conversation to identify potential opportunities and potential risks?	• With the rise of online platforms and social media channels, crises can explode within minutes driving news coverage and online conversation to spread faster than ever before. • A strategic and actionable online monitoring program is the cornerstone of any communications program. • This process will allow you to collect these discussions and analyze evolving trends – in order to pinpoint potential opportunities for engagement, response and promotion.	• Customize a monitoring program including report deliveries that match your communications needs to provide actionable intelligence guide strategies online and off; • Monitor trends over time, such as the volume and frequency on a given topic and the subject areas where you are most discussed; • Evaluate the overall tone of online conversation, key influencers or detractors to your business and/or mission.
Have a current and tested crisis response plan?	• An up-to-date crisis plan must include social media elements, website escalation steps, cyber security implications and more. • Training crisis response skills builds muscle memory. The more they are tested, the more fluid response skills become. • Testing crisis response for a variety of crisis scenarios will equip you to effectively manage a crisis – no matter where it originates or how it evolves.	• Specific playbooks for pre-identified crises, including pre-developed tweets and protocols to follow for potential issues; • Conduct crisis workshops with classroom learning and real world examples to test your crisis team; • Conduct an intensive, fast-paced crisis simulation using a scenario to simulate the pressure of a real-world crisis.
Optimize your search results online to bolster positive results and suppress negative results?	• Provides you with an assessment of your current visibility in regards to the issues and keywords. • Allows you to take control of your search results and not leave them up to chance. • Empowers you to maximize the lifespan and reach of positive content and conversely to suppress negative results that may be impacting results.	• Leverage monitoring insights to understand your current search ranking and visibility related to the keywords identified; • Conduct search engines results page (SERP) analyses; • Identify a baseline and benchmark your efforts needed to surpass the threat, competition or negative mention; • Provide insights on areas of opportunity to maximize owned and/or positive content and minimize negative content.
Have an issue-specific dark site or existing web property to leverage in a crisis?	• Creating a dark site in advance of a crisis equips you with a ready-made online hub for information that can be deployed when a crisis strikes. • This will minimize response time that may have originally been used to create these types of materials from scratch. • An existing web property or online community can also be leveraged in a crisis situation, or be a set in the website escalation plan based on the severity of the issue.	• Development of online embassies that may or may not be turned "on;" • Includes developing micro sites, issues-specific web pages within active websites, Facebook statements or tabs, videos and other sites or materials specific to active social media sites and communities.

# TOP 5 DIGITAL ELEMENTS TO CONSIDER IN A CRISIS...

WHY IT'S NECESSARY:	HOW TO DO IT:
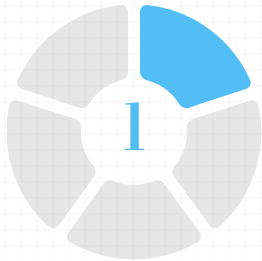
1 — Monitor

WHY IT'S NECESSARY:
- Crisis monitoring is essential to see where news coverage and online conversation begins, where it proliferates and how it evolves throughout the lifecycle of a crisis.
- Monitoring provides valuable and necessary intelligence from the frontline to inform larger crisis response needs and strategy.

HOW TO DO IT:
- An experienced team of online analysts should monitor and provide reporting 24/7. This will ensure that nothing is missed between time zones, on weekends, at night or on holidays.
- The team may include external partners like Edelman or use your own team members, as needed.
- Based on the your needs, consider using appropriate online monitoring tools to ensure real-time, accurate reporting metrics.
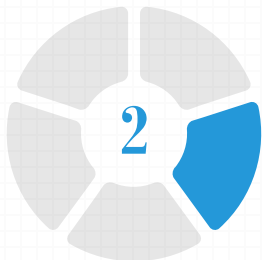
2 — Evaluate Analytics & Data Points for Insights

WHY IT'S NECESSARY:
- Analytics are key in understanding how people behave online and what messaging or content performs the best. Analytics, like monitoring, should inform the communications strategy as you progress through a crisis.

HOW TO DO IT:
- Measure analytics in all relevant capacities – whether Google Analytics for website insights and traffic, paid or free monitoring tools, or a combination of multiple sources.
- Edelman's Digital Insights & Analytics team specializes in data research, analysis and visualization to support your needs – whether proactive or reactive issues management.
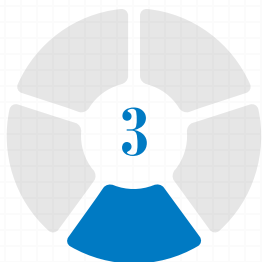
3 — Plant Your Asset

WHY IT'S NECESSARY:
- During a crisis, you must consider communicating online as soon as the crisis occurs, and maintain a steady stream of communication as the incident develops.
- Beyond communicating swiftly, you must know where to reach its key audiences online. Planting an asset may mean launching a microsite or posting statements to the corporate website and social channels.

HOW TO DO IT:
- Work with your web teams and social media teams in advance to understand where content can be posted, the timeframe needed to post and proper approvals.
- Edelman has experience and expertise in building digital assets from start to finish, or optimizing existing your channels and online properties.
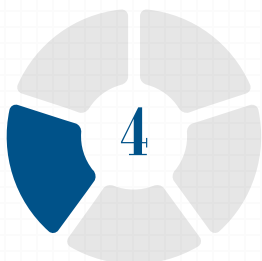
4 — Drive to the Asset

WHY IT'S NECESSARY:
- Once a message is shared online, the next step is to drive the right people to that message and ensure it is seen by all parties affected by the crisis.
- A combination of search engine optimization (SEO), search engine marketing (SEM), and targeted and/or amplified social media posts can drive appropriate audiences to your messaging and information.

HOW TO DO IT:
- Customize crisis response materials to reflect SEO and SEM best practices and current online trends.
- Activate a paid media campaign on the relevant channels (search engines, banner ads, Twitter, Facebook, etc.) and closely monitor to ensure that they are fully optimized.
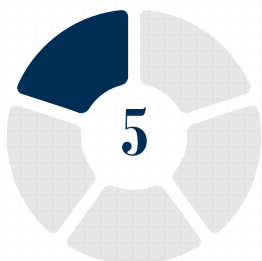
5 — Engage Digitally

WHY IT'S NECESSARY:
- Once messages are live, it is crucial to monitor how they are received and to correct any misinformation or content that violates community guidelines on corporate channels.
- If posts that require attention are identified, refer to a response protocol to help guide online engagement.

HOW TO DO IT:
- Activate a pre-approved response protocol; if a pre-approved protocol does not exist, prioritize creation of a response protocol to implement immediately.

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After Executing These Elements, Evaluate the Status and Repeat If Necessary

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