



NATIONAL
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ASSOCIATION

PR Crisis Management in a Social Media World



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How An *Issue* Can Becomes A *Crisis*

- Not escalated to correct person
- Not handled to customers preference
- Not responded to in timely fashion
- Outside media
- General public



Common Dealer Mistakes

- React in the moment
- Go from the gut
- No consultation
- Try to justify first, rectify second
- Don't think big picture



The 5 W's of Crisis Management PR

- **Who** Will Talk
- **What** Will They Say
- **When** Will They Communicate
- **Why** They Would Speak
- **Where** Will They Communicate



8 Step Crisis Plan

- Take a deep breath
- Investigate and get the facts
- Designate a spokesperson
- Deploy a “holding statement”
- Decide on message & position
- Identify key audiences
- Determine message platform
- Get the word out, monitor, and react

