

Hello viewers,

I miss everyone dearly. I have been keeping current with everything going on in the world, as I was doing my assignments. If you a first time viewer, my name is Jennifer Johnson. I am a Ashland University Student. Just graduated with my degree in Associate of Arts in Business Communication. December 2023 I will graduate with a Bachelor of Arts. I double minor in Business management and Sociology. I desire to go into Politics - such as being a Mayor one day etc. I have a passion to help people right where they are. My biggest desire is to make a impact in people lives all over the world. So if this your first time welcome onboard.

This month my blog will be focusing on how to handle crises. Which America and other countries are constantly dealing with that. Its good to be back, I love you, United States, United Nations and continents. Are you ready to ride. Its time to solve some problems!

Written by  
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What instructions you need to know in order to deal with the crises going on in your State or City?

According to Barrett, the best way to handle crisis in companies, disasters in the communities and over the countries is the following:

1. Develop a general crisis communication and communicate it. No organizations should take for granted that they no risk of encouraging a crisis. Nothing will replace preparation and a knowledgeable, informed workforce to implement it.
2. Once the crisis occurs, respond quickly. Implement the plan immediately. The first few hours are critical. While the organization needs time to gather the facts, it must do so quickly so that it is the first to the media and the public with the information they need and want. The organization's communication experts should be ready to blog, tweet, and post information as it comes available, directing both the media and the public to a central location (such as its WEB site) for ~~the~~ information.

3. Make sure the organization has the right people to respond and that they all respond with same message. Corporate crises of any significance require the organization's top leaders to respond, which usually means the CEO. In fact, one of the criticisms of Exxon's handling of the Valdez disaster was that the CEO sent two lower-level executives to Alaska. Other executives should also be trained to respond appropriately to the media in a crisis situation and should be prepared to accept the responsibility for implementing the communication plan. The people preparation includes at least minimal training for all employees who might come in contact with the media, even if that training consists simply of telling them where to refer questions. The designated spokespersons should be accessible and visible and should deliver a consistent message.

4. Understand the audience; try to see the crisis from their perspective. What do they want and need to know? What will be their major concerns? Leaders want to focus on the facts but ensure that they touch the feelings of the people on both sides of the crisis. All messages should be honest and compassionate.

5. Realize and leverage the value of the WEB and Social media. Use of the Web and Social media during a crisis is essential. Reporters as well as the public and employees go to the Web for information during crisis and expect text messages or tweets; therefore, in any crisis communication plan, every organization must use the Web as a virtual crisis communication center for internal and external audiences and ensure messages are sent through appropriate social media channels.

6. Revisit the crisis communication plan frequently. Since situations and people in companies change constantly, the organization must build in periodic reviews and revisions of the plan. Any major changes to the plan need to be communicated to the employees responsible for its implementation. One way to make the plan easier to update is to keep it on the company's intranet.

7. Build in a way to monitor the coverage. Monitor blogs, Twitter, and all other social network, and use electronic clipping services to collect media hits. Again, the Web can be a tremendous resource for measuring the public's response to the message.

8. Perform a post-crisis evaluation. After a crisis, the organization should look critically at what worked and did not work and collect the lesson learned for the future. In addition, the organization needs to develop a strategy for moving forward and quickly communicate it once the crisis is under control.

Work Cited

~~Barrett~~ Barrett, D.J. (2014). Leadership communication. 4th ED. New York: McGraw-Hill.