

Crisis communications health check

If disaster strikes will your business sink or swim?

Answer **no** to any of the questions on our handy health check below, and we recommend you urgently seek expert advice!

1. In an emergency situation, when media are looking for comment, are staff briefed on what to say and who to turn to?
2. Do all staff know who to go to internally, with media requests?
3. Does your business have agreed spokespeople to handle media interviews during a crisis?
4. Are you aware that answering 'no comment' during a media interview, makes the interviewee look guilty?
5. Have any of your key spokespeople been media-trained?
6. Do you have a process for handling negative social media enquiries?
7. Have key messages been developed and agreed for statements and spokespeople?
8. Do you have a representative who can handle media and develop statements?

[Contact us](#) for a free crisis communications quotation.

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