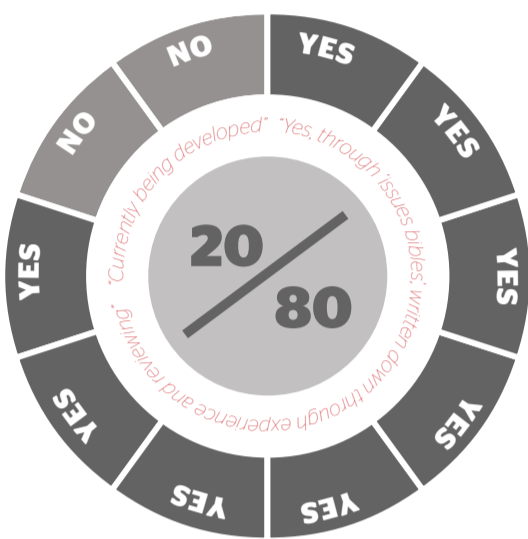




"I wouldn't be a very good comms director if I worried about a crisis"

Are you prepared?

DO YOU HAVE A FORMALISED ISSUES MANAGEMENT COMMUNICATION PROCESS?



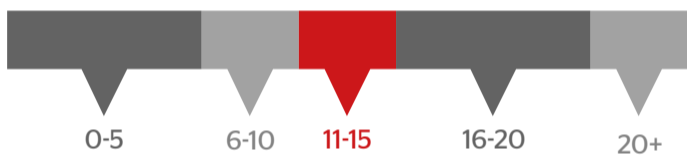
DO YOU HAVE A FORMALISED CRISIS MANAGEMENT COMMUNICATION PROCESSES?

100%



"Yes, we're stronger on crises than issues"

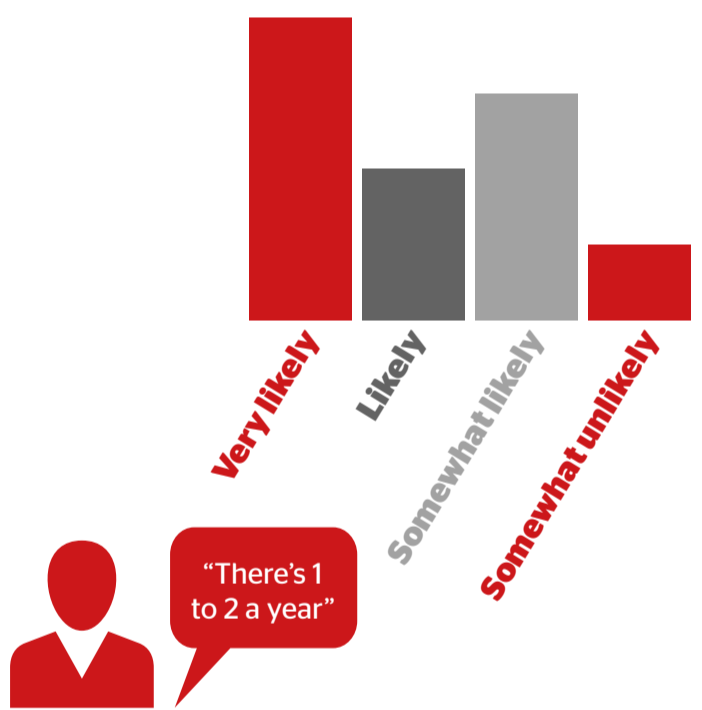
HOW MANY ISSUES ARE YOU CURRENTLY MONITORING?



"Plenty of customer based issues, but looking at safety and product issues here"

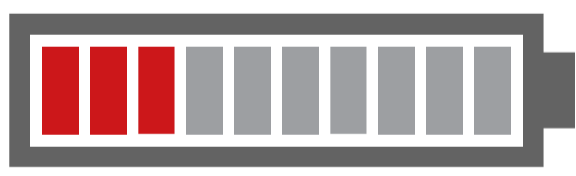
"Less than a handful"

HOW LIKELY IS IT THAT YOUR ORGANISATION WILL FACE A CRISIS?



"There's 1 to 2 a year"

HOW DEVELOPED DO YOU CONSIDER YOUR SOCIAL MEDIA CAPACITY TO DEAL WITH CRISES AND ISSUES?



"Definitely more we could do as social develops"

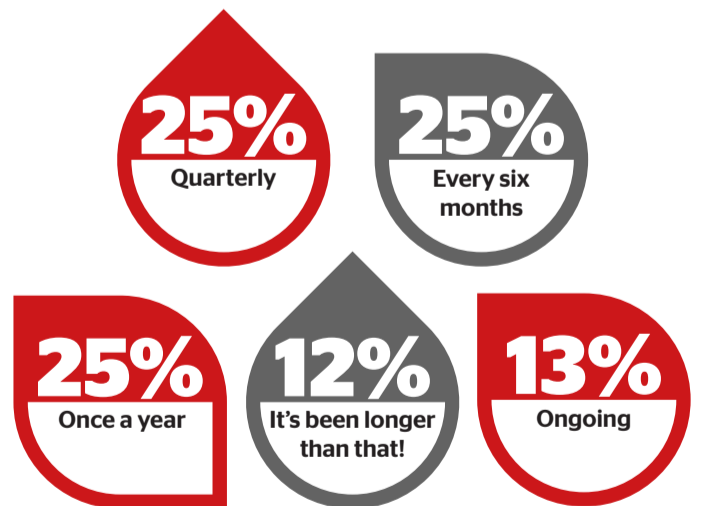
"Particularly strong dealing with complaints"

"Still a fear of volume and being overwhelmed, and a bit of anxiety around our social response"

"Underdeveloped, but it copes"



HOW OFTEN DO YOU OR AN EXTERNAL CONSULTANT REVIEW YOUR CRISIS COMMUNICATIONS PLAN?



"But, there's also quarterly formal meet ups and testing"

"Not formally looked, but we use it a lot during which time it may develop"

"Regularly, and after every major crisis"

"Annual simulations and training"

"5 to 6 years was the last review"

