

EFFECTIVE CRISIS COMMUNICATIONS IN A DIGITAL WORLD



2022

JUNE

In times of crisis, how your organisation responds and communicates can either adversely or positively affect its reputation. Therefore, effective crisis communication plays a crucial role in the resilience of your organisation, and its ability to recover. Here are some ways to strengthen your crisis communication capabilities.

PROMPT AND FREQUENT COMMUNICATION IS KEY



In today's digital age where information is conveyed quickly, there are increased expectations for organisations to respond swiftly during a crisis. Organisations should mobilise their crisis management team to identify the problem and gather accurate information from reliable sources. This will enable organisations to provide timely and accurate updates to stakeholders, the media, and affected parties.

LEVERAGE TRUSTED NETWORKS



During peacetime, organisations should identify appropriate channels of communication to utilise during crises, and run exercises to help stakeholders and partners be aware of where they can find accurate information when a crisis hits.

When a crisis hits, the first order of business should be to reassure your employees, media, and affected stakeholders with clear and timely updates through these trusted channels.

Consider using internal channels such as townhall meetings, intranet and emails to facilitate communications with your employees. Your organisation can also tackle the possibility of fake news through external channels such as social media platforms, press conferences and your company website.

CLOSELY MONITOR YOUR ONLINE PLATFORMS



In recent years, the advent and popularity of social media and alternative news sources have changed the way people receive information. This makes it important for your organisation to put information promptly to set the narrative, and give frequent updates to minimise the risk of fake news and misinformation. Organisations can also consider employing social listening tools to monitor online sentiments, enabling your media team to swiftly clarify false or misleading information.

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-SGSecure@Workplaces Bulletin-

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