

Crisis Communication

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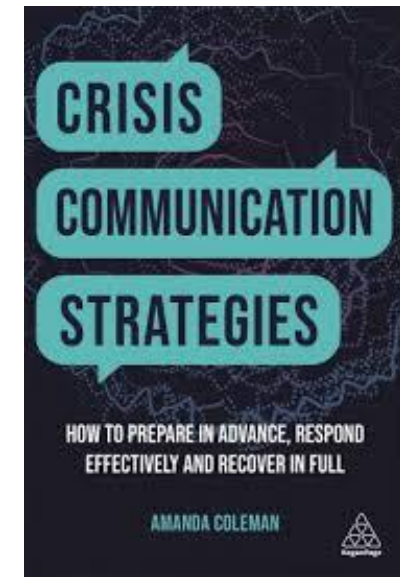
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COMMUNICATION

About me

- Crisis communication consultant
- Author of Crisis Communication Strategies and Everyday Communication Strategies
- Studied crises across world
- 20+ years dealing with crises
- Led police response to Manchester Arena terror attack
- Reputational crises
- International speaker on crises/reputation management
- Senior associate Centre for Crisis and Risk Communication
- Advisor with Resilience Advisors Network
- Chair of the Emergency Planning Society Comms PWG



Crisis Communication Principles

- Honesty
- Integrity
- Transparency
- Accountability
- Authenticity
- Clarity
- Accuracy
- Speed
- Structured
- Flexibility
- Inclusivity
- Preparedness
- Empathy
- Humanity

Priorities

- Situational awareness
- Understand who affected
- Demonstrate action
- Alert others
- Monitor inc misinformation
- Scenario plan
- Consequence management
- Resourcing and welfare
- Audiences/channels



Crisis Communication Strategy

What should be included?

- Purpose
- Detail approach
- Communication priorities
- Structure, roles and responsibilities
- Scenarios and key messages
- Priority channels
- Stakeholder engagement
- Resourcing
- Review and evaluation



What next?

- Develop/review crisis plan
- Outline processes
- Identify risk areas
- Create system and plan for cyber issues
- Build relationships
- Understand key stakeholders
- Test your approach



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TESTING TIMES

Crisis communication strategies and responses in the spotlight



KEY LEARNING POINTS

- BE CRISIS READY
- OPERATE 24 HOURS
- KNOW YOUR RISKS
- PEOPLE MATTER

WHAT HAPPENED?

The Canadian Government had been subject to a series of cyber-attacks. It led to a breach of the Canada Revenue Agency (CRA) and the Government of Canada Pay services (GCPS) that were reported on August 18. Reporting stated that there had been attempts to log in to accounts on 7 August but that requests to log in were so confused in the system in place as to fail. It wasn't until the 18th that there was a decision to suspend accounts.

It was at this point that people became aware of the problem. However, it was on 18 August that the Royal Canadian Mounted Police were informed of the attack. An estimated more than 18,000 accounts were hacked in an attack believed to be using stolen usernames and passwords. This is called 'credential stuffing', when details stolen in other services are used to try and gain access.

Media reports included claims from victims that several had reported issues to the CRA weeks after the breach. One claimed to have had account details changed without their knowledge as early as May, but it could not be definitively linked to the same attack. In most of the coverage the CRA were portrayed by people who were unable to contact them and were awaiting details of what they should do.

The system was back up and running on 19 August according to information on the CRA Twitter account @CanadaAgency.

...the bad actors were able to fraudulently acquire approximately 5,000 of the roughly 12 million active (GCPS) accounts...


Mark Brinkford, Acting chief information officer for the Treasury Board of Canada International

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For crisis support call 07910 946627 or email amanda@amandacolemancomms.co.uk

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GET CRISIS READY

JAN - JUNE 2023

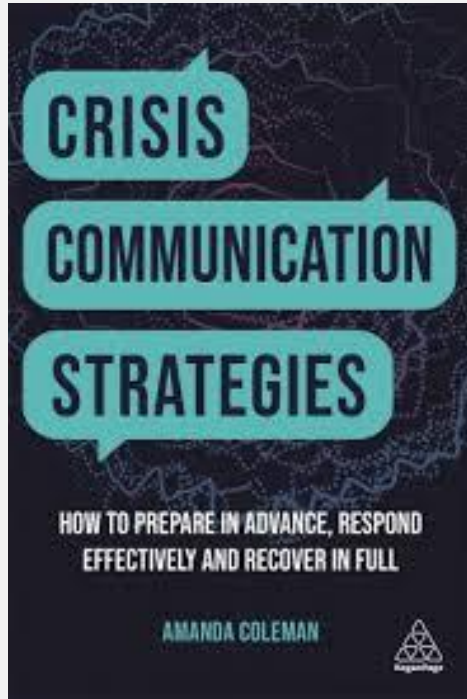


TRAINING DAYS

19 Jan	Issues Management	-Full
9 Feb	Crisis Comms Exercise	-Full
23 Mar	Issues Management	
20 April	Preventing a reputational crisis	
11 May	Crisis Comms Exercise	
15 June	Social Media in a crisis	

BOOKING

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Any Questions?

Thank You

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