

hello.

crisis-proof your city communications

Tauni Barker, SLC CRA

today's agenda

1

Build confidence in
your
communication
strategy

2

Understand how
modern crises
emerge

3

Learn to take
ACTION in a crisis



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trust is built before a crisis

- Stakeholders and residents need to hear from you regularly via an established communications channel on a consistent and predictable schedule
- Communications should address city news, but also resident questions and neighborhood rumors, promptly
- Designate a spokesperson for good news, bad news, and crisis

how a communications crisis starts today

1

Close stakeholder
press leak

2

Social media post



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how a communications crisis starts today



platform	risk level	trigger
TikTok	Very High	Advanced Algorithm
Facebook Groups	High	Local Outrage Media Amplification
X/Twitter	Low	Instant Response Customer Service
Instagram	Very Low	Pretty Storytellers

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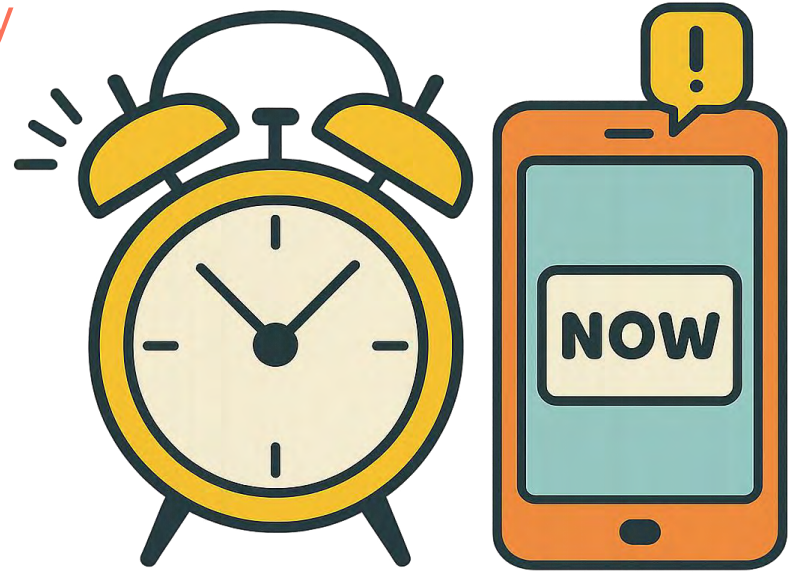
take ACTION in a communications crisis

- Acknowledge quickly, respond clearly
- Connect with your core audience
- Transparency and accountability
- Integrate consistent messaging
- Offer resources
- Navigate feedback and adjust messaging



acknowledge quickly, respond clearly

- 1** Be first, be factual, be calm
- 2** Acknowledge uncertainty
- 3** Use holding statements



holding statements

General: "We are aware of the situation and are currently gathering all the facts. We will share more information as soon as it becomes available."

Online: "We've seen the concerns being shared and want to let you know we are listening. We are reviewing what occurred and will respond more fully once we have a complete understanding."

Safety: "Our top priority is the safety and wellbeing of the public. We are working to assess the situation and will provide updates as soon as we are able."

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connect with your core audience

1

Be first

2

Identify audience

3

Where do they get their information?



where is your core audience

Cultivate a direct relationship via email and text

65+ (75% active mid-term voters): KSL, Facebook (59%), Deseret News

35-64 (70% active mid-term voters): Facebook (78%, SAHM), TikTok (48%), Fox13, KUTV, Salt Lake Tribune

18-35 (40% active mid-term voters): TikTok (62%), Fox13, Salt Lake City Weekly

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transparency and accountability

- 1 Tell the truth, even if it's uncomfortable
- 2 Own mistakes
- 3 Show what you're doing to fix the problem



Johnson & Johnson Crisis



Chris Christie New Jersey Bridge Crisis

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integrate consistent messaging

- 1 Prep talking points & frequently asked questions early
- 2 One voice, many channels
- 3 Get buy in from internal and external partners



offer support and resources

- 1 People need more than updates
- 2 Create one landing page for ALL information shared
- 3 Share links, locations, phone numbers, etc.



navigate through feedback and change

1

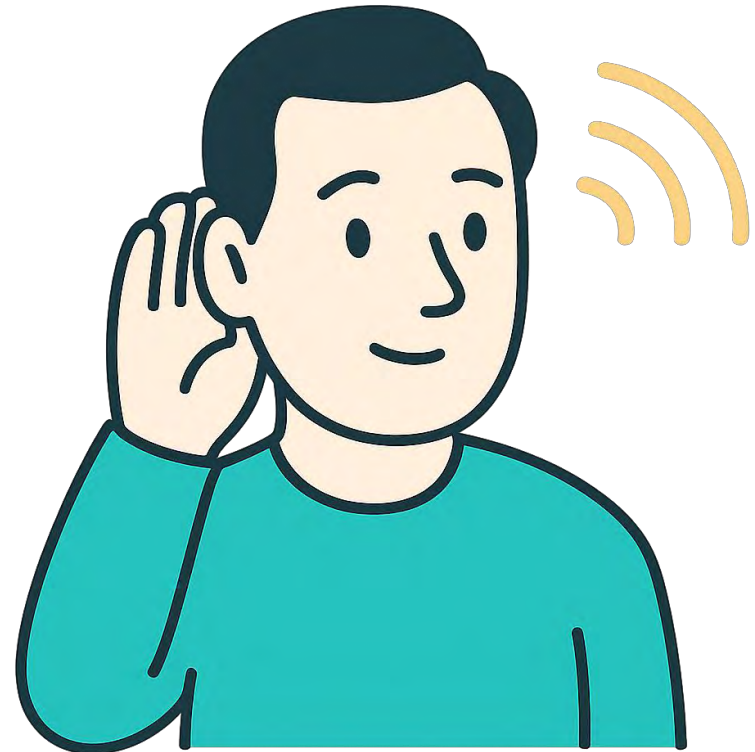
Listen to feedback

2

Adjust the message

3

Focus on rebuilding trust



thanks.

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