

CRISIS» COMMS MASTERY

VIRTUAL
SUMMIT

Responding to Loss
of Life/Serious
Injuries

PRESENTED BY:
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It's Not Whose Right, It's What's Best

SAMPLE

- Highly emotional
- Lots of unknowns/speculation
- Widespread interest
- Often can't say much



Planning Considerations

SAMPLE

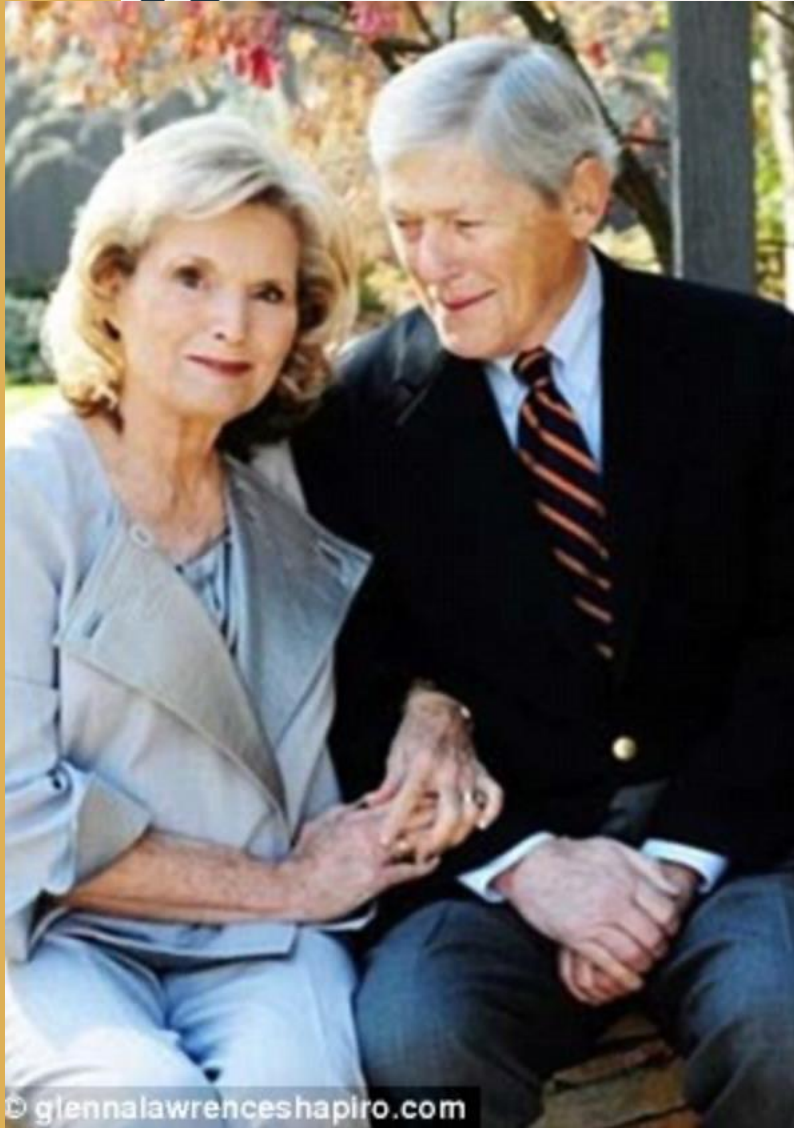
- Assign key executive/family response team
- Determine options with legal/executives
- Develop sensitive holding statements/messaging



Response Considerations

SAMPLE

- Determine how to help the family
 - Provide direct assistance
 - Hire/Engage an objective outside party
 - DIY: [FamilySpokesperson.org](https://www.familyspokesperson.org)



Family Communication

SAMPLE

- Identify good images/footage (remove others from social media)
- Create dedicated social media page, blog or website
- Determine who, how and when to communicate

SAMPLE

- Assign a media point person
- Set ground rules for any interviews
- AMP: Focus on how the person lived not died



“Thoughts and Prayers”



- We express our deepest sympathies and are reaching out to help
- We are heartbroken and working to assist the family
- Words can't begin to express our sympathy as we mourn with the [insert name] family
- We express our love and sincerest condolences to the [name] family
- We have lost a member of the [company] family and join with [name's] loved ones in celebrating his/her life.



- We express our deepest sympathies and want the [name] family to know of our love and commitment to honor the life and memory of [name].
- We are devastated and express our sincerest condolences to the families who lost loved ones today.
- We care deeply and are doing everything we can to support the family.



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