



CRISISCOMMSMASTERY »

Post-Crisis Review and Evaluation

» PRESENTED BY: Aurora Meyer, APR


CRISIS» COMMS MASTERY

VIRTUAL
SUMMIT

Post-Crisis Review
and Evaluation

PRESENTED BY:
Aurora Meyer, APR





Celebrate with your team. Take a deep breath, then set aside an hour, alone. Do this as soon as possible after the crisis is over.



Step 1: Gather all the pieces. Even the parts you don't think you'll need. Then ask your team to do the same, ideally in the same document.

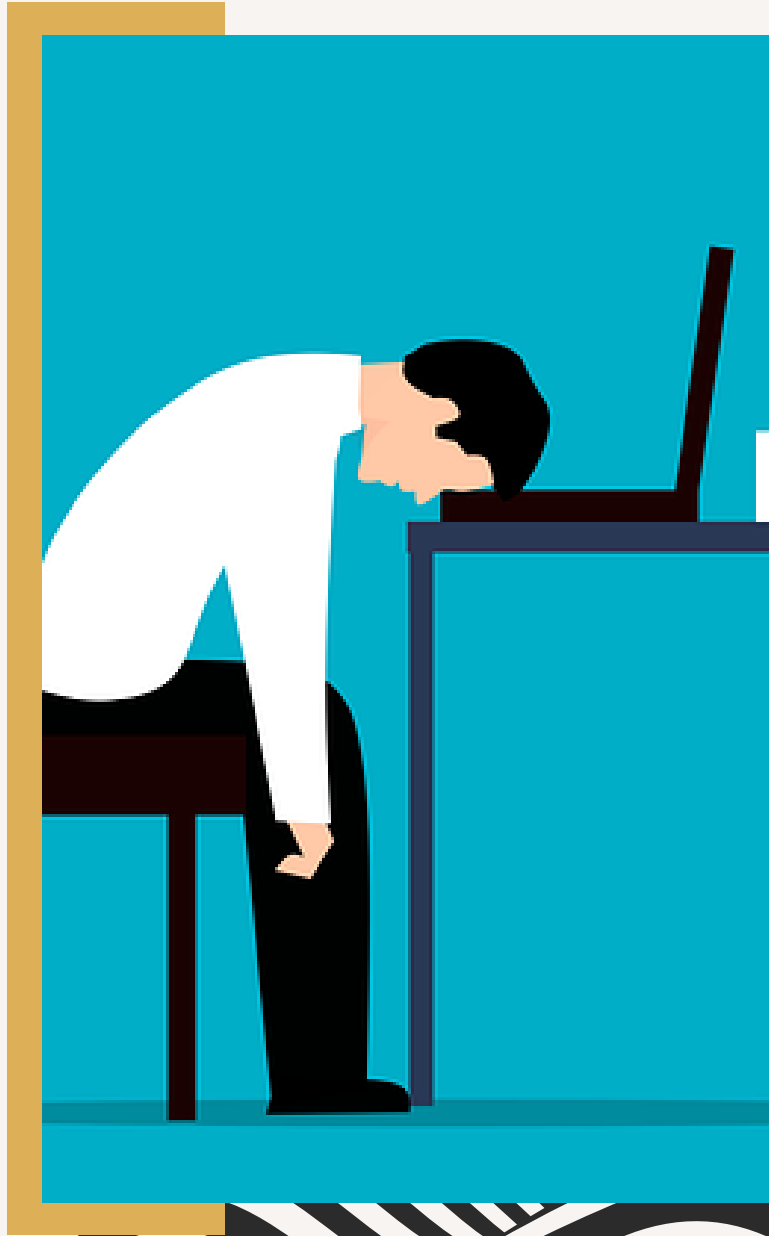


Step 2: Details and Research

Example: On June 22, 2021, CPS shared a more than 70-page document outlining return plans for the 2020-21 school year. CPS teachers, administrators, staff, parents, the Board of Education, health experts and the community influenced the plan. Aurora combined the final documentation, added it to the website and updated the details. Michelle sent the email to families, media and staff. Michelle took the media calls and responded appropriately. In all we took x calls resulting in y stories.

Step 3: Planning

Example: In traditional CPS crisis planning, we did not account for the weaponization of certain forms of communication such as, emails and public comment, we should have.



Step 4: Implementation

Example: A strategy CPS used during the 2020-21 school year was to engage busy stakeholders to stay up-to-date with rapidly changing information by directing them to one source beyond initial emails by referencing and referring back to the main planning document and section of the website in all communications.



Step 5: Evaluation





Now what?



Questions?

Aurora Meyer, APR

aurora@arorameyer.com

LinkedIn:

[linkedin.com/in/aurorameyer](https://www.linkedin.com/in/aurorameyer)