

CRISIS COMMUNICATIONS

Librarianship in Action!

Join us for an **incredible** training series on **crisis and reputation management** for school and public librarians. Led by Hennes Communications, a team of award winning journalists **highly experienced** in **public relations** and **reputation enhancement**, the Crisis Communication Training Series will help you and your library team **develop strategies** for responding to any crisis, big or small, making sure you arrive on "the other side" with your **reputation preserved** - and even **enhanced!** While this series is free, space is limited. Register today and reserve yours and your organization's spot!

Register here



1 Preparing for the Worst: How to Build a Crisis Communication Plan

- Information gathering
- Conducting a vulnerability audit
- Developing a communications team
- ID'ing your greatest reputation risks
- Writing messages before the crisis
- Carrying out the plan

May 1 at 7:30 pm ET

Register here



2 Social Media Best Practices for Public Employees

- Avoiding missteps on private social media pages
- How private social media pages may become public records
- Basic do's and don'ts
- Streamlining practices

May 8 at 7:30 pm ET

Register here



3 Telling Your Story to the People Who Matter Most: Communicating to Stakeholders Amid a Crisis

- Who communicates bad news
- When to tell your bad news
- Using existing communication channels
- Media response protocols

May 15 at 7:30 pm ET

Register here



4 Taking Control of Q&A's

- Why key messages are critical
- Anticipating the toughest questions
- Effective answers
- Bridging back to messages
- Supporting facts

May 22 at 7:30 pm ET



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