



**Leaders in Strategic Communication and Crisis Management**

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## C4CS® Crisis Communication Laws

1. Effective crisis communication is timely, truthful, consistent and coordinated.
2. If a company handles the managerial and operational details of a crisis well, but ineffectively communicates with its internal and external stakeholders, the entire crisis response may fail.
3. A botched communication response not only leads to increased traditional and social media coverage and stakeholder scrutiny, but it may cause lasting damage to brand equity, reputation and the bottom line.
4. Developing, testing and delivering effective stakeholder messages and the proactive monitoring, analysis and utilization of traditional and social media are keys to successful crisis communication.
5. Effective communication at all times critically enhances stakeholder as well as traditional and social media understanding and cooperation in times of crisis.
6. Preparation is at the core of successful crisis communication and involves the development and implementation of a customized crisis communication plan that includes a social media component and recurring media-spokesperson training and crisis communication drills.