WHAT PEOPLE NEED TO KNOW ABOUT INTERNAL CRISIS COMMUNICATION

When it comes to Disaster Resilience, one of the most effective ways to increase your organization's ability to cope and recover is through effective crisis communication. Florida EDEN has gathered various tips and methods of crisis management and best management practices for internal communications following a disaster in order to best prepare you.

THE ONION MODEL OF CRISIS MANAGEMENT

The onion model shows how the different layers of an organization's assets and its infrastructure play into the overall effectiveness of its crisis management. The innermost layers are the character of individuals, such as their coping mechanisms, and the organizational culture, defined by its beliefs about crisis management. Strong Crisis Communication is key to both.

"Miscommunication heightens during a crisis..." 1

SELECTING COMMUNICATION TEAMS 1,2

It is important to have a designated spokesperson to centralize information. This person must communicate effectively, know your communication plan and comes across as trustworthy and caring. In addition, your team should include a list of people who are responsible for fielding phone calls and dealing with the media and public as necessary. Human Resources (HR) is responsible for the day-to-day communications with employees regarding employment issues and benefits administration and should assume a similar role on the crisis communications team in coordinating communications with those involved with the care of employees and their families.