



CERN Crisis Communications Plan



Is this a crisis ?

Head of Communications assesses the incident against the following criteria:

- Are calls being received from the media in relation to the incident?
- Is the incident being covered on local/national/international media sites?
- Is the incident being discussed on social media sites?
- Is there potential for significant media interest in the future?
- Is there potential for negative media coverage?
- Is there a requirement for urgent press briefings?
- Will interviews/press conferences need to be given/arranged?

Continue to monitor the situation

Yes

Have you answered 'yes' to any of the above statements?

Is this a **crisis** ?

Yes

**Activate the Crisis
Communications Group and
notify the Crisis Management
Team Chair**

Is this a **crisis** ?

Crisis management -> Crisis communication

But also :

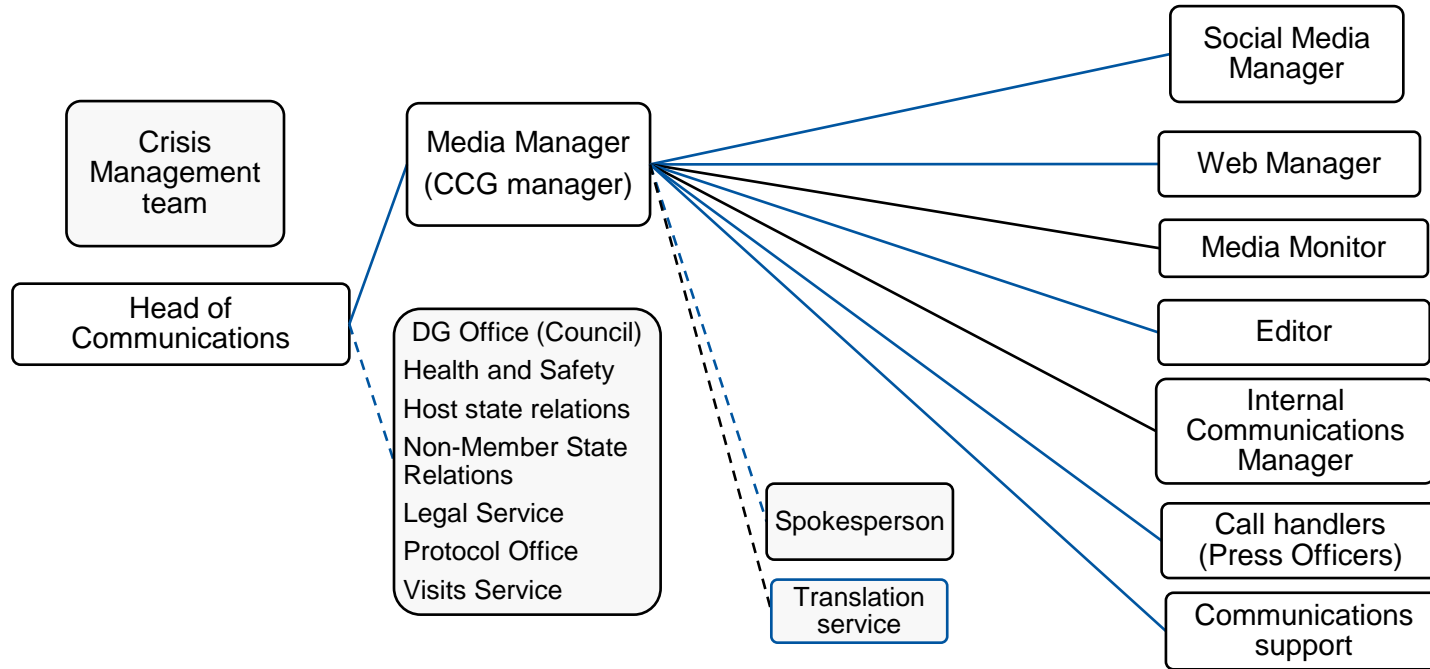
No Crisis management -> Crisis communication

Role of the Crisis Communications Group

Crisis communication = Reputation management

- Media relations
 - Social Media
- Internal communications

CERN Crisis Communications Group (CCG)




Messages to communicate



1. Formulate your strategic message

2. Determine your key messages to be used in all communication channels

3. Establish facts and examples to support each key message



Crisis
management
team

CCG to ensure
coordinated
and consistent
message

Regular training



Annual exercise with Crisis
management team

Thank you !



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