LOMUST-Do Actions in the First Hour of a Crisis

The first 60 minutes of a crisis—and your response—can determine the long term impact on your business and your brand. Protect your corporate and brand reputations with Blink
OnDemand Crisis PR™ software online, in real-time, 24/7, from any Internet-enabled device.

Your crisis response team can view, create, edit, comment, update and activate a plan anytime from anywhere. All for a fraction of agency pricing!

Best of all, there's zero learning curve with this self-paced, comprehensive program.

Blink leads you through the planning process step-by-step with tons of templates and sample copy to get you started.

Want to respond to a crisis at the speed of social media? Call Blink today!

blink on demand crisis pr

- Suite 4A
- 210 East Pearson
- Chicago, IL 60611
- www.BlinkCrisisPR.com

Hour One Crisis PR Checklist

- Activate your internal crisis PR response team
- Confirm incident facts (first-hand if possible)
- Alert your PR support services (agency, media tracking, etc.)
- Brief the company spokesperson
- Draft media statement, key messages, press release
- Get management, legal approval of press materials
 - Alert phone center and reception
 - Begin intense media monitoring activity
 - Start posting to social media
 - Check current status of incident and re-check facts



CHECK OUT BLINK IN ACTION!

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