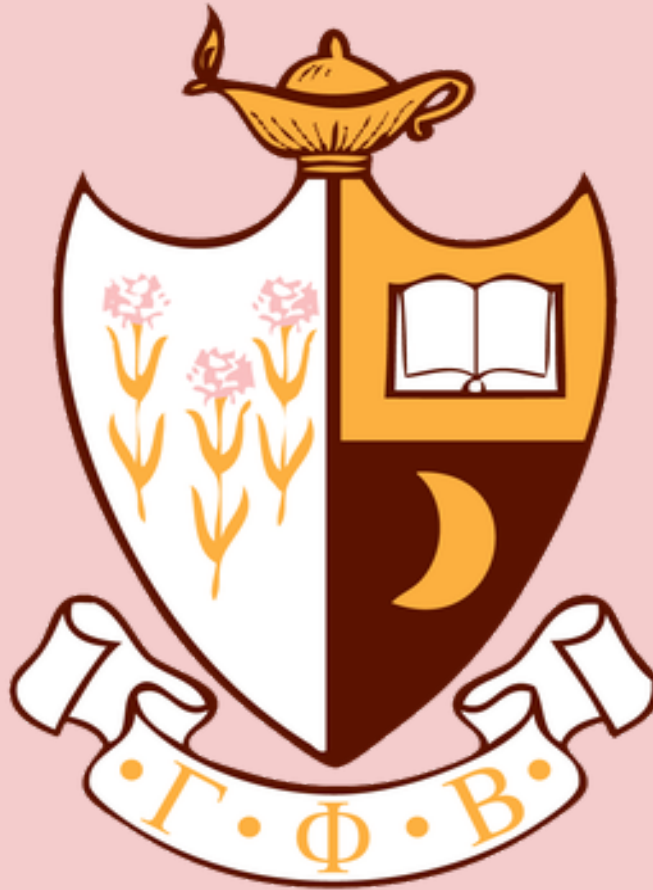


2023

Crisis Communication Plan



Memo

To: CSULB Gamma Phi Beta Sorority
From: Mia Solano
Date: 5/3/2023
Re: Crisis Communication Plan

Executive Summary

The purpose of the project is to create a strategic approach to managing communication during an emergency or crisis situation.

Crisis Communication Team Form

A crisis team is needed to effectively manage communication during an emergency. Team members come together to provide the necessary expertise.

Pre-Crisis Survey

To gather information and insights before a crisis will occur. The information will determine the channels Gamma Phi Beta will use when deploying the plan.

Media Statement & Talking Points

To communicate important information to the audience and media about the crisis, Gamma Phi Betas response, and actions or plans for the situation.

Executive Blog Post and Newsletter Article

Provide a platform for leaders to communicate directly with chapter members on important information.

Speech

Tool to rebuild relationships during and after a crisis.

Post-Crisis Survey

Gather feedback from members after a crisis has occurred.

Executive Summary

The need for a crisis communication plan.

The purpose of a crisis communication plan is to minimize the negative impact of the crisis on Gamma Phi Beta's reputation, operations and by providing a clear and effective communication strategy.

By assigning members to specific responsibilities before a crisis occurs, this will help ensure that when an incident does occur it is well handled.

When an organization handles a situation properly, this will have a better effect on their reputation and trust with members.

Planning ahead.

Crisis can occur at any moment in anytime. This is something that can be prevented or handled correctly when there is a plan made ahead of time.

The attached documents are communication tools that are necessary when a crisis occurs. The goal is to prepare all chapter members on how to respond effectively when a crisis unexpectedly occurs. This plan includes a mock-up of a pre/post crisis survey, media statement, talking points, executive blog post, news letter, and speech. All of these documents are essential for a crisis and can be modified to any specific crisis when necessary.



Crisis Communication Team Form

CSULB Gamma Phi Beta Sorority

Name: Nyjeri Coleman

Title: Chapter Advisor/ Alumni

Crisis Team Role & Responsibility: Team Leader/ Final decision maker.

Cell Phone: (951) 532-8478

Name: Jaclyn Leon

Title: Chapter President

Crisis Team Role & Responsibility: Spokesperson

Cell Phone: (565) 445-5896

Name: Irie Ong

Title: Public Relations Vice President

Crisis Team Role & Responsibility: Social Media Oversight

Cell Phone: (415) 565-9947

Name: Makayla Hatch

Title: Education Vice President

Crisis Team Role & Responsibility: Communication Lead

Cell Phone: (760) 625-3063

Name: Tiffany Frial

Title: Financial Vice President

Crisis Team Role & Responsibility: Financial Oversight

Cell Phone: (786) 266-4759

Pre-Crisis Survey

A pre-crisis survey is designed to help prepare Gamma Phi Beta for a potential crisis.

1. Are you a member of the Gamma Phi Beta Sorority at Long Beach State?
 - a. Yes
 - b. No

2. Do you know who to go to when a crisis occurs and who to notify in an event of a crisis?
 - a. Yes
 - b. No

3. Do you know your role and responsibility in the event of a crisis?
 - a. Yes
 - b. No

4. Do you feel the executive board of Gamma Phi Beta has the necessary resources to respond to a crisis?
 - a. Yes
 - b. No

5. Do you feel that the executive board has reviewed a crisis management plan for you, meaning you feel confident on what to do when a crisis occurs?
 - a. Yes
 - b. No



Media Statement & Talking Points

Media Statement:

Gamma Phi Beta Sorority at Long Beach State has recently had an outdoor event where several members and affiliates suffered from heat exhaustion at an outside event.

Gamma Phi Beta Organization utilizes the following social media platforms:

1. Instagram- Utilized for establishing relationships, engagement, branding and sales. The tone is businesslike and fun.
2. Tiktok- Utilized for exposure, relationship building, branding. The tone would be fun and engaging.
3. Official Website- Utilized for informative information on all Gamma Phi Beta inquiries nationwide. The tone would be professional businesslike.
 - Key messages for the social media post that will be conducted would be showing empathy for the members that were affected and their families. This will also include providing information on what happened and steps that will be taken to address the incident. Lastly, thanking all responders and medics that helped with the incident.

Sample social media post:

We are deeply saddened to state that several of our members and affiliates that participated in our recent outdoor event suffered from heat exhaustion. Our thoughts and prayers are with them and their families during this difficult time. We want to express our gratitude to the first responders and medics who were able to provide assistance very quickly and smoothly. We will provide more information on the incident as we are currently investigating. Thank you for your patience and continuous support.
#GammaPhiBetaStrong

Outcome: To convey empathy and concern for the people that were affected. We also want to show that we are committed to addressing the problem by providing clear updates.

Tone: Compassionate

Media Statement & Talking Points Continued

Talking Points:

1. Show concern and compassion for affected members and families.
2. Give clear information on what happened and address steps that will be taken on the issue.
3. Thank first responders for their assistance.
4. Show commitment in investigating the event and provide updates.
5. Strengthen the organization's values to show we care for our members and safety.

Strategy:

The social media post will be signed by CSULB Gamma Phi Beta's President or a spokesperson. This will establish a sense of accountability and responsibility for the event. The post will have a colored background with the sorority's logo so it is appealing and stands out. The post will be posted on the CSULB Gamma Phi Beta Instagram and then shared to Flare. Flare is an app that CSULB Gamma Phi utilizes to share personal information within the chapter members. Comments will be available, however a person will be monitoring all messages and will respond promptly to all questions. Members of GPHI will also be asked to share the post to help spread the word. If news media contacts then we will direct them to the social media post and this will be the official statement on the crisis.

Executive Blog Post

Dear Gamma Phi Beta Community,

We at Gamma Phi Beta Sorority understand the importance of building strong relationships with our community and want to recognize that due to recent events, have caused harm and raised concerns among our supporters, partners, and stakeholders. We want to apologize for any negative impact that we may have caused.

We want to take full responsibility for our actions and the harm that was caused, and want to assure our community that we are committed to making things better. We realize that words alone will not undo the damage that was caused, however we want to take this opportunity to share with you steps that we are taking to rebuild our relationships and regain your trust.

First, we want to say how grateful we are for our community for your continued support and being understanding during this difficult time. We are grateful for your patience and encouragement as we work to improve and move forward.

Secondly, we are committed to being transparent and accountable for our actions. We are taking steps to ensure that our policies and procedures align with our values and diversity, equity, and inclusion and are working to educate our members of these important issues. We are also working with our community partners to build stronger relationships and work together to serve the needs of the Gamma Phi Beta community.

Lastly, we want to reiterate our commitment to being responsive to your feedback and concerns. We understand that trust is earned, not given, and are focused on working hard to regain that trust and support back. We are listening, learning, and taking action to ensure that Gamma Phi Beta is an inclusive, safe and supportive community for all.

Executive Blog Post Continued

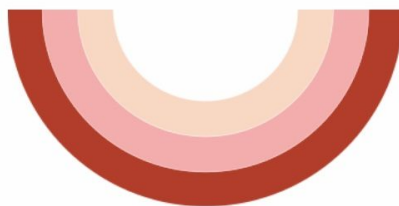
Talking Points:

1. Reiterate commitment to being responsive to feedback and concerns.
2. Reaffirm commitment to transparency, accountability, and responsiveness.
3. Acknowledge the crisis and apologize for any harm caused.
4. Take steps to ensure that policies and procedures align with values of diversity, equity, and inclusion.
5. Express gratitude to the community for their continued support.

Strategy:

We will boost the blog on our Gamma Phi Beta website and share it on our social media channels, including Facebook, website, and Instagram, with a link to the post. We will also ask our partners and members to share the message with their audiences on their social media. Additionally, we will include the blog post in our newsletter to ensure that our supporters receive the message. The goal is to reach as many people as possible

GAMMA★PHI BETA



Speech

Dear Gamma Phi Beta Community,

Today we come together to address the recent crisis that has impacted Long Beach State's organization. We know this has been a difficult time for everyone involved.

Firstly, we want to express our deepest apologies for those affected by the crisis. We take full responsibility for the harm that has been caused. We want to assure you that we are taking all the necessary steps possible to make things right.

We also want to make it aware that we are committed to being transparent through this process. Our goal is to provide updates regularly and all information as we move forward. We welcome any feedback to regain trust.

We are confident that we will come out stronger than before. We are proud to be part of the Gamma Phi Beta sisterhood and we will continue to do everything in our power to keep the values and morals that we hold.

Sincerely,
Jaclyn Leon
Chapter President of CSULB Gamma Phi Beta

Post-Crisis Survey

Post-Crisis Survey is important because it evaluates an organization's response to a crisis.

1. Were you an attendee during the recent crisis at the Gamma Phi Beta event?
 - a. Yes
 - b. No

2. Do you feel that the organization responded quickly and effectively to the crisis?
 - a. Yes
 - b. No

3. Did the recent crisis affect your perception of the organization's reputation? If so, how?
 - a. No
 - b. Yes

4. Has your trust in the organization been affected by the crisis? If so, how?
 - a. No
 - b. Yes

5. Were you satisfied with how Gamma Phi Beta's executive board handled the crisis?
 - a. Yes
 - b. No