
Overview

This standard is about managing public relations crises that may arise. It involves responding to the crisis in line with crisis management plans and procedures, keeping key stakeholders informed of developments within and outside the organisation and adapting plans to respond to changes in the situation and unexpected events. It is for public relations professionals who manage crises, either in-house, or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 involve key stakeholders and staff in preparing and agreeing public relations contingency plans for use in response to identified risk scenarios
 - P2 assess the nature and extent of the crisis, identify required outcomes and agree appropriate public relations responses in line with crisis management plans and procedures
 - P3 identify all participants involved in responding to the crisis, ensuring that all understand their roles and responsibilities
 - P4 engage other appropriate organisational functions, sharing appropriate information promptly
 - P5 identify and plan the use of resources needed to activate the crisis management plan
 - P6 respond to the crisis in a way that is proportionate to the situation and in line with the organisation's business strategy and crisis management plans and procedures
 - P7 ensure clear, transparent and accountable communications that minimise reputational impact
 - P8 monitor and assess the reputational impact of an on-going crisis
 - P9 adapt plans to respond to changes in the situation and unexpected events
 - P10 consult with sources of advice and expertise
 - P11 respond appropriately to feedback on progress towards achieving required outcomes
 - P12 keep records of discussions, actions and communications
 - P13 seek appropriate authority to close the crisis in line with agreed procedures
 - P14 evaluate all aspects of the crisis response and use findings to improve crisis management procedures
 - P15 assess the necessity of amending image following a crisis

Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures relating to public relations
- K2 legal implications for organisations in times of crisis
- K3 the vision, objectives and culture of the organisation
- K4 the organisation's market and publics
- K5 the organisation's structure and business processes
- K6 the environment in which the organisation operates
- K7 the types of events and communications that may have a negative impact on profile
- K8 the organisation's key publics and stakeholder groups, and their interests and requirements relating to the organisation
- K9 the organisation's crisis management plans and procedures
- K10 how to assess the nature and extent of a crisis and identify required outcomes
- K11 potential public relations responses and how to select those most appropriate for the situation
- K12 the roles and responsibilities of those involved in the crisis response
- K13 resources that are required for a crisis response
- K14 procedures for maintaining clear, transparent, sensitive and accountable communications with the media and other stakeholders during crises
- K15 how to effectively manage reputation in a crisis situation
- K16 how to monitor and assess the reputational impact of a crisis
- K17 sources of advice and expertise
- K18 how to adapt plans and respond appropriately to feedback as the situation develops
- K19 procedures for recording discussions, actions and communication
- K20 procedures for closing a crisis and who has the authority to approve this
- K21 methods of evaluating all aspects of the crisis response

CFAPRE011
Manage public relations crises



Developed by	Skills CFA
Version number	1
Date approved	December 2013
Indicative review date	December 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFAPRE011
Relevant occupations	Advertising and public relations executives; Public relations professionals
Suite	Public Relations (2013)
Key words	Public Relations; crisis management; stakeholder communication; crisis response
