Elected Leadership in an Emergency
Dos, Don’ts & Real World Examples

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Media Engagement Questions For Consideration

Are you the **appropriate person** to speak on the issue?

What should you speak about? What’s authentic to your **voice, brand**?


Do you have **all the facts** about what you want to say? Do you have data from a credible source to support your story?

Do you need to **set the record straight**? Are you already part of the story? Should you be?
Goals

Preserve or enhance your reputation

Contribute toward the resolution of the crisis, advancing the issue

Keep communications open and flowing internally and externally, as needed
Target Audiences

Your constituents
Your staff and volunteers
Fellow elected officials
Other government leaders and stakeholders
The Five Rs of Crisis Communications

Regret
Responsibility
Resolution
Restitution
Reform
Messaging Dos

Tell the truth

Correct mistakes on the spot

Keep it simple

Develop key messages

Demonstrate care and concern for those affected

Anticipate tough questions

Know your boundaries

Check your tone

Practice!
Messaging Don'ts

- Don't deflect blame
- Don't speak on behalf of others
- Don't ramble
- Don't fake an answer or speculate
- Don't say no comment
- Don't lose your cool
- Don't be too commercial or use jargon
- Don't repeat a negative
- Don't be passive
Social Media Guide

Present your perspective
Address concerns
Correct misinformation
Show you are listening
Adjust strategy, messaging
# Social Media Response Guidelines

| Who           | Respond to genuine concerns  
|               | Do not be drawn into flame wars |
| What          | Answer the big questions  
|               | Consistent messages across all platforms |
| How           | Be relatable, not flippant  
|               | Use hashtags wisely |
| When          | Act in real time to the greatest extent possible  
|               | Recognize when the crisis is over |
Thank You

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