

## CRISIS COMMUNICATION GUIDELINES FOR TOURISM BUSINESSES

Basic principles of crisis communications: **initially, the authorities are responsible for communications. Remain calm, be factual and ask for help whenever you need it.**

- 1) **Initially, the authorities are responsible for communications.**
- 2) If the incident concerns you, your organization or your clients, confirm **facts about what has happened** (e.g. [www.poliisi.fi/lappi](http://www.poliisi.fi/lappi)) as quickly as possible.
- 3) **Inform about the incident only if you are affected by it and know/have confirmed what you are allowed to disseminate without endangering the authorities' operations.** In other instances, direct all media contacts to the authorities. Cooperate with other stakeholders and with the authorities' communication representatives.
- 4) Keep the **key persons** in your organization **informed**. Assign roles; e.g. the manager interacts with the media, other personnel helps gathering and checking all information about the event.
- 5) If necessary, **communicate all information** rapidly to the tourism organization in your area. With their help, you will be able to reach the crisis communication authorities on regional level and receive their support. If necessary, revise or suspend all your current marketing and advertising campaigns.
- 6) **Communicate confirmed facts** rapidly in your organization's communication channels; on your website and in social media. Keep the information updated.
- 7) **Do not hide from the media, but do not speculate either.** You can always decide on how you inform about the matter. Ensure that all information is accurate, repeat if necessary and keep your message consistent in all communication channels.
- 8) There are three ways to respond to media queries:
  - a. **I know the answer** and will tell you (facts)
  - b. **I do not know the answer**, but I will find out and inform you later (specify when)
  - c. **I am not able to answer the question yet**, but we will be able to inform you later (specify when)
- 9) **Monitor traditional media** and social media. Be prepared to issue corrections to misinformation by repeating the facts. Remain calm and friendly in social media conversations.

After the crisis, **evaluate the entire event** and consider how you could further improve your crisis communication process.

*Print out these instructions and place them in a visible spot in your office. We recommend that your organization prepare an internal crisis communications plan that includes: directions about specific issues to consider in your organization in a crisis situation, who is authorized to interact with and give comments to the media, how you communicate in your organization and keep all key persons and the entire staff informed before/during/after crisis.*