



# Crisis Communication **Scorecard**

[www.crisiscommunication.fi](http://www.crisiscommunication.fi)

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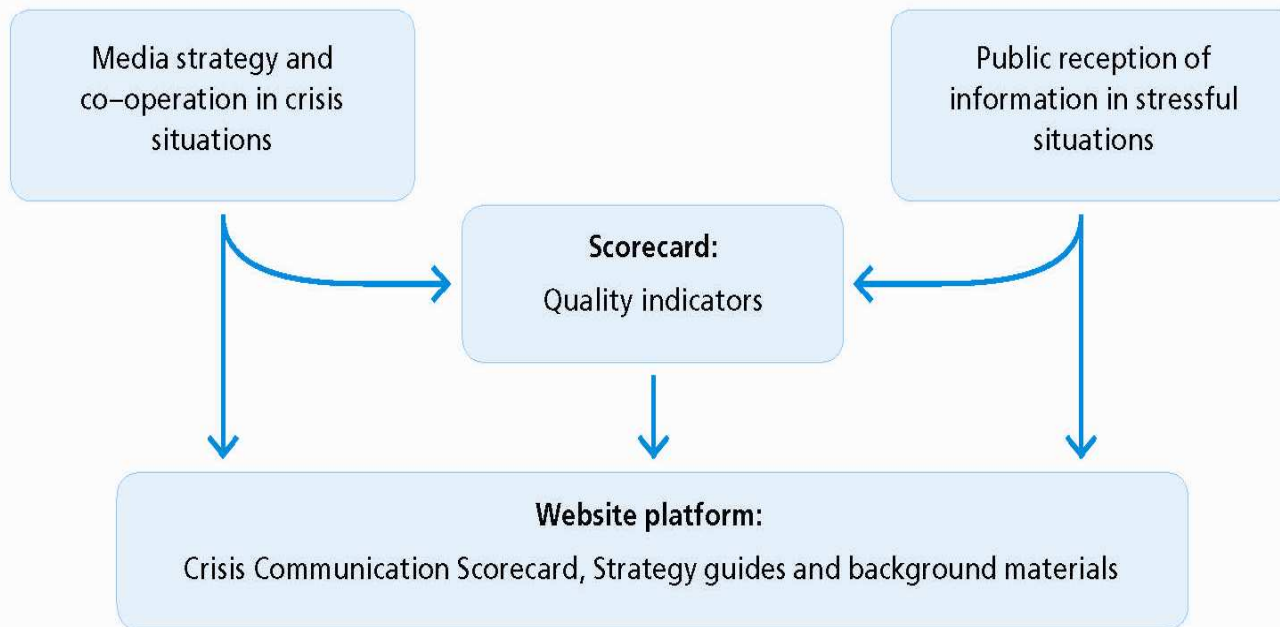
*An online audit tool for the evaluation  
of emergency crisis communication  
before, during and after a crisis.*

## Security-theme 10:

- Communication strategies of public authorities
- before, during and after crises concerning risks, security threats and measures

## *The website provides free access to the results of an extensive international research project*

Expert interviews showed gaps in crisis communication with public groups. An extensive literature review identified best practices and quality criteria. Interviews with spokespeople and journalists generated quality criteria for media relations during crises, while focus group sessions and interviews with citizens clarified critical factors in targeting messages towards a variety of public groups.



# Research results

- Literature Review and Lessons Learnt  
NTNU
- Survey international experts  
NTNU & JyU
- Media Relations & best practices  
BGU
- Reception of info in stressful situations  
TU
- Constructing and testing the Scorecard  
JyU, ESC

# Importance of:

- Coordination of the communication in the network
- Communication strategy development for scenarios
- Ongoing monitoring of public reactions and risk perception
- Including social media
- Enough trained communication capacity

# Outcomes

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- Digital platform with:
  - Scorecard to measure and improve crisis communication
  - Guides crisis communication
  - Scientific background

# The purpose

- *point out* critical factors that have usually caused problems in crisis situations,
- *show* the balance between the different communication tasks and stakeholder groups in different phases of a crisis life cycle,
- *encourage* discussion about the results and lessons learned, and
- *further develop* crisis communication policies and plans.

# Building blocks: Stakeholders

<b>Citizens</b>	<b>News media</b>	<b>Response organisation and network</b>
Directly and indirectly affected individuals and communities	Local, national, and international media	Local, district or (inter)national level authorities concerned with safety, rescue and health



# Building blocks: Crisis phases

Before crisis	During crisis	After crisis
<b>Preparation</b> Crisis preparedness of the organisation and communication plans	<b>Warning</b> Alerting the stakeholders and starting the response <b>Crisis response</b> Communication with stakeholders supporting emergency management	<b>Reconstruction</b> Communication with stakeholders supporting recovery <b>Evaluation</b> Learning and adaptations

# Framework

PHASES OF THE CRISSIS	COMMUNICATION TASKS AND PERFORMANCE INDICATORS	STAKEHOLDERS		
		CITIZENS	NEWS MEDIA	RESPONSE ORGANISATION AND NETWORK
PHASE 1: PREPARATION	1.1. TASK 1.1.1 INDICATOR  1.2 TASK 1.2.1 INDICATOR  1.3 TASK 1.3.1 INDICATOR	X	X	X
PHASE 2: WARNING				
PHASE 3: CRISIS RESPONSE				
PHASE 4: RECONSTRUCTION				
PHASE 5: EVALUATION				