



HENNEPIN COUNTY
MINNESOTA



Crisis management and communications

Protect your reputation. Your reputation is everything.

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” - Warren Buffett

What is crisis management?

Crisis Management is the process by which a business or organization deals with a sudden emergency situation.



What is crisis communications?

Crisis Communications is a sub-specialty of the public relations profession that is designated to protect and defend an individual, company or organization facing a public challenge to its reputation.







Media



facebook

Email or Phone

Password

Log In

[Forgot account?](#)



**Hennepin
County
Government** ✓

@hennepin

Home

About

Photos

Reviews

Likes

Videos



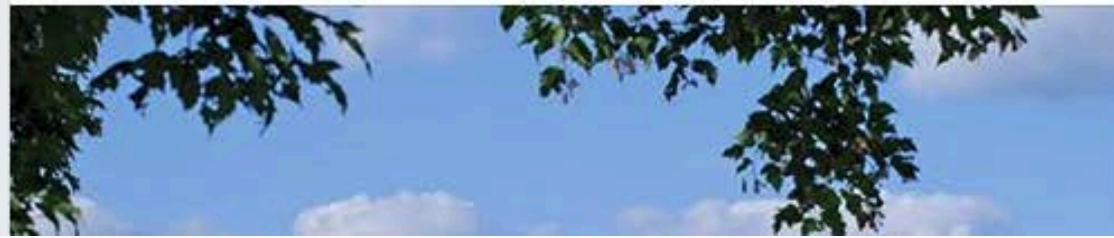
Like

Message

Share

More

Photos



Government Organization in Minneapolis, Minnesota

2.3 ★★★★★

Search for posts on this Page

Crisis communications

1)

Anticipate, plan and prepare.

2)

Be ready.

3)

Know your audiences.

Crisis communications

1)

Relax.

2)

Respond.

3)

Real time.

Crisis communications

1)

Be transparent / real.

2)

Be consistent.

3)

Be brave.

Media and social media

- Expect them.
- Build relationships.
- Build capital.
- Tell your story.

Hennepin County, Carolyn Marinan

Coins tossed into Hennepin County Government Center pool aren't just for wishes

Four times a year, crews clean out the reflecting pool in the center of the government center's skyway level and collect the coins, donating the money to local charities.

By Kelly Smith Star Tribune | JANUARY 4, 2017 — 10:41AM



After the crisis

1)

Debrief.

2)

Assess.

3)

Learn.

It will never be perfect.

Questions

Carolyn Marinan

Carolyn.Marinan@hennepin.us, 612-910-9111

