

Changes in Crisis Communications

After a year of disruption and chaos, what about the practice of crisis communications is new and what's the same as it ever was?



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After months of a global pandemic, racial justice protests and heaps of economic uncertainty, crisis communications has taken on new meaning. Some communicators have even gone so far as to suggest that everyone is a crisis communicator these days.

But what about the tactics and strategy is specifically different and how can brand managers adapt to be better prepared for whatever comes next?

Jennifer Granston, head of insights for Signal Labs, shares her take on what the past few months means for the communications industry and what steps should be taken to be ready for an uncertain 2021.

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