

# **Crisis Management Templates to Protect Your Brand**



# Crisis Management Templates

## Your next PR crisis is less than 12 months away!

How can you avoid a [public relations](#) crisis? You can't, and social media has just made it worse, where we both fear and desire virality. Yet only 54% of companies have a crisis plan in place. How about you?

If you're one of the 79% of business decision makers out there that believe you're only 12 months away from a potential crisis, act now, otherwise you're on your own. Use these two free crisis management templates to start building processes that will protect your brand in case of a bad buzz.

- Your **decision map** to navigate any emerging crisis
- In case of emergency: your **13-step crisis plan checklist**

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