

# Digital Crisis Management: Basic Do's and Don'ts

- **Do** take a deep breath and remain calm. **Don't** make things worse by issuing a panicked response.
- **Do** remember that your goals are to control the narrative and minimize harm. **Don't** lose sight of the big picture.
- **Do** define the crisis and identify its risks. **Don't** assume that all problems are crises or that all crises are the same
- **Do** make decisions and take actions based on facts. **Don't** speculate.
- **Do** remember that both the initial crisis and your response have real-world reputational and legal ramifications. **Don't** pretend that what happens stays online.
- **Do** monitor the situation. **Don't** stick your head in the sand.
- **Do** have a digital crisis response team. **Don't** take for granted that you know how to respond to a digital crisis just because you know how to run a business.
- **Do** prepare for a digital crisis. **Don't** assume that a crisis won't happen to you or your company.
- **Do** remember that you don't have to go it alone.
- **Do** call us.

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