

When Disaster Strikes

How to Handle Staff, Stakeholders, Patrons, the Media, and Yourself in a Crisis

Takeaways

- Create a disaster communications plan to help you return to normal more quickly and potentially protect your library from further disruption or negative press.
- Designate a spokesperson and train staff to funnel media inquiries through that person.
- Practice your plan.
- Five tips for handling the press
 - Build relationships ahead of time.
 - Develop key messages.
 - Get camera ready.
 - Consider factors that may affect response.
 - Follow up after coverage.
- Inform staff first.
- Use all your channels.
- Don't underestimate supporters.
- Check pre-scheduled communications.
- Evaluate your response once the crisis is over.



Invest in Professional Growth from learnwithnovelist.com.

- Your staff is your organization's most valuable resource. Check out flexible training formats for libraries of all sizes.
- Lessons include resources and activities taught by experts with real-world experience.
- **Special offer!**
 - Use the code **MONTANA2023** at checkout to get 20 percent off any self-paced course on [Learn with NoveList](https://learnwithnovelist.com) until December 31, 2023.
- Need in-person or remote training for staff development days? Email learnwithnovelist@ebSCO.com to talk with Angela about your needs.