After the Peanut

Crisis Communication Plan

I. Overview

It is important for all organizations to have a crisis communication plan in place because It is concerned with the transferring of information to significant persons (publics) to either help avoid or prevent a crisis (or negative occurrences), recover from a crisis, and maintain or enhance the reputation of an organization.

There are times when an organization has no control over a given issue like a virus outbreak or natural disaster and having a plan in place with help After the Peanut knows what to do. The public image of After the Peanut is important and understanding our community will help us understand how to react to any given problem.

After the Peanut should apologize to its publics or any other organizations involved in the crisis. This will provide a sense of compassion and a release of information on the organization's part. This will convey that After the Peanut cares about its publics. It is important that After the Peanut clearly conveys that more information will be provided to publics as soon as it has it. Always keep stakeholders and the public updated.

This document will include:

- Types of crisis that could occur
- Goals for the crisis communication plan
- Procedures
- Sample statements

II. Purpose

Here are types of events that could elicit a crisis communication response

- Snow days (closing programs down)

- Shut down (natural disaster or virus outbreak)

- An incident with volunteer or students (includes sexual assault or discrimination of sex or race)

III.   Objectives

The goal of the crisis communication plan is to provide examples of what to do during a crisis, and to help After the Peanut provide information to the public. It is important to be proactive and to tell the public first before the media does because if that happens it makes the organization look as if it is trying to cover up the issue/crisis.

If a crisis occurs make sure to follow these steps:

1. Figure out what the issue is

2. Look at this crisis plan to find a correct response

3. Quickly and concisely tell the public what is happening

4. If needed fix business hours

5. Stay ahead of the problem

The goal of this document is to ensure that our publics is updated on any changes made from a crisis. Also we want to be prepared for any crisis and make sure we have a plan in place to solve any issues.

Steps to respond in times of a crisis:

- **Respond quickly-** Respond quickly with accurate information. If the organization doesn't have the information ready at the time, they can respond by saying they will provide information for their publics to follow up later.

- **Remain honest-** Being as transparent as possible will help show sincerity and commitment to fixing the situation. It will reduce fallout in the future as well.

- **Correct misinformation, but don't delete comments-** Deleting comments can only make the situation worse. It will add suspicion in the eyes of followers and they will wonder what else the organization is covering up.

- **Don't disappear on any platform-** People will start to get more stressed and worried if they can see that there are unanswered questions on social media platforms. Even if the organization doesn't have new information at this time, it's better to share it than to say nothing.

- **Show some compassion-** If the organization isn't the only one affected. Show solidarity with other organizations who are, by sharing their content on social media and encouraging supporters of After the Peanut to support them as well.

IV.   Procedures

If a crisis were to occur, Natalie Coleman, CEO of After the Peanut will be the spokesperson making a statement. The Communication professional hired, they will become the coordinator and help release the crisis statement.

People involved in the crisis communications team, and appointed spokespersons:
- Natalie Coleman (CEO)
- Crisis Communication Team
- Appointed spokesperson

V.   Response

On the organization's website, a statement will be published on the introduction page from Natalie Coleman. A smaller simple statement will be posted on social media

platforms to let the community know about the crisis and on the post, there will be a link to the website statement to give people more information.

VI.   Sample Statements and Communications

Events that could elicit a crisis communication response

- Snow days (closing programs down)
    - Email to parents and website: Due to the weather, all after school STEM programs will be canceled. If a student needs any help let us know by emailing us at afterthepeanut@gmail.com we will do our best to respond to the issue. We will let you know when programs reopen. Stay safe!
    - Facebook: Due to the weather all after school STEM programs will be canceled. If a student needs any help let us know by emailing us at afterthepeanut@gmail.com we will do our best to respond to the issue.
- Shut down (natural disaster or virus outbreak)
    - Email to parents and website: At this time we will have to shut down all programs from After the Peanut. This includes the STEM after school programs. This is for your safety and our staff's safety as well. We don't know how long we will be shut down, but if anyone is in need of our assistance then please email us at afterthepeanut@gmail.com and we will do what we can to help. We will keep you updated as to when we will reopen. We know this is a strange time, but we hope that you all stay safe and well.

- - Facebook: Due to (issue) we shut down all programs from After the Peanut. This for everyone's safety. For more information go to our website https://www.afterthepeanut.com/
- An incident with volunteer or students (includes sexual assault or discrimination of sex or race)
  - Email to parents and website: It's important that we inform all of our volunteers that we do not tolerate acts of sexual assult, discrimination of any kind. The safety and security of our volunteers and students comes first on an occasion and are more than welcomed to report any issues/situations they feel may be underlined in our policies or code of conduct in terms of sexual assault or discrimination. Please be safe and for further information visit us at https://www.afterthepeanut.com/
  - Facebook: The safety of our volunteers and students come first in making sure they are protected from any kind of sexual assult and discrimination We as a non-profit are intolerable of these actions and urge our students/volunteers to keep in mind the policies we stand for. For more information visit or website at https://www.afterthepeanut.com/