CRISIS COMMUNICATIONS | WIN REFERRAL GUIDE

WHEN REPUTATIONS ARE AT RISK, THINK COMMUNICOPIA

You don't need to solve a business crisis. Just recognize when someone may need help and make the connection.

5 WARNING SIGNS: WHEN TO THINK OF ANGELA at COMMUNICOPIA

- A business is facing a wave of negative comments, reviews or social media posts.
- A customer complaint or allegation is spreading publicly.
- An accident, injury, employee issue or other serious incident has occurred.
- A business is receiving tough questions from reporters or the community.
- An owner or manager is unsure what to say or worries about losing customer trust.

HOW TO MAKE THE REFERRAL

Someone you know:

"I know Angela at Communicopia. She helps businesses communicate through difficult situations and protect their reputations. Would you like me to connect you?"

Someone you don't know well:

"I noticed some public discussion about your business and wanted to share a resource. Angela at Communicopia helps businesses navigate sensitive situations. If it would be useful, I'd be happy to introduce you."

A GOOD REFERRAL IS PRIVATE, RESPECTFUL AND TIMELY

Reach out privately—not in public comments. Don't repeat unverified allegations or assume anyone is at fault. If you're unsure, contact Angela first to discuss whether an introduction would be helpful.

WHAT COMMUNICOPIA CAN DO

Help assess the situation • Develop clear, compassionate messaging • Guide media and customer communications • Prepare spokespersons • Create practical crisis communications plans before your business reputation is at risk.

URGENT ISSUE? DON'T WAIT UNTIL MONDAY.

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www.CommunicopiaPR.com • Available evenings and weekends for urgent situations