

## **Crisis Communications Plan and Reputation Management Strategies Beyond Beauty Hair and Makeup**

### **I. Executive Summary**

The following document is a crisis communications plan for Beyond Beauty Hair and Makeup Studio. The purpose of this document is to provide a comprehensive and effective plan to manage and mitigate a crisis that may impact the business. This plan is intended for the Crisis Communication Team, employees, stakeholders, and anyone involved in the crisis management process.

This document was developed using both internal and external sources, including industry best practices, crisis management experts, and relevant case studies. The plan is designed to be flexible and adaptable to any crisis that may arise.

The plan is divided into several sections. The Crisis Communication Team section outlines the roles and responsibilities of each team member, as well as their contact information. The Public Groups and Stakeholders section identifies all key stakeholders and outlines how they will be notified and updated during a crisis.

The Facilities and Survival Kit section outlines the necessary steps to secure the business and ensure the safety of employees and customers. The Employee Media Policy section provides guidelines for employees on how to communicate with the media during a crisis.

The Messaging section outlines key messages that will be communicated to various stakeholders during a crisis. Finally, the Social Media Management section provides guidelines for managing social media during a crisis, including monitoring, and responding to online conversations.

Overall, this plan is designed to be a comprehensive guide for managing and mitigating a crisis at Beyond Beauty Hair and Makeup Studio. It should be used as a reference during a crisis and updated regularly to ensure its effectiveness.

### **II. Crisis Communication Team**

Beyond Beauty Hair and Makeup Studio will require a crisis communication team to manage potential crises that may arise. The team will be responsible for managing the communication aspect of the crisis. This team will have the following members:

1. **Chairperson:** The Chairperson of the committee will be the Owner of the company, Amy Sinarsky. The CEO will be responsible for overseeing the team's work and ensuring that all communication is consistent and effective.
2. **Public Relations Manager:** The Public Relations Manager, Hazel Bonet, will be responsible for managing all external communication during a crisis. This includes communicating with the media, stakeholders, and the public.

3. **Social Media Manager:** The Social Media Manager, Amanda Yannone, will be responsible for managing the company's social media accounts during a crisis. This includes monitoring social media activity related to the crisis, responding to inquiries, and updating the public on the situation.
4. **Employee Liaison:** The Employee Liaison, Caitlyn Mann, will be responsible for managing all internal communication during a crisis. This includes communicating with employees, providing updates, and addressing any concerns or questions that arise.

Each team member will need to complete specific training related to their role on the crisis communication team. The Public Relations Manager and Social Media Manager will need to complete media and public speaking training. The Employee Liaison will need to complete training related to employee policy and communication. Additionally, all team members will need to undergo training related to crisis technology, including the use of communication software and other relevant technology.

### III. Public Groups and Stakeholders

In crisis communication for Beyond Beauty Hair and Makeup Studio there are several public groups and stakeholders that are crucial to consider. The first group is the local media, which includes news outlets such as newspapers, radio stations, and television stations. These outlets are important because they can help disseminate information about the crisis to a broader audience.

<b>Name of Media Outlet</b>	<b>Specific Contact Phone Number</b>	<b>E-Mail Address</b>	<b>Primary Contact Person</b>
Hudson Valley Post -	News Desk 845-471-1500		Sunrise Media
North Orange Daily Voice		NorthOrange@dailyvoice.com	Local Editor
Times Hudson Valley		editor@tcnewspapers.co	
The Newburgh News, LLC		news@newburghnews.pr	
ABC News7 New York	917-260-7700		News Desk
Fox 5 New York		viewer.services@fox.com	
NBC 4 Hudson	212-664-4444		News Desk
News 12 Hudson	(845) 624-8780		News Desk

#### Media List

The second group is local government agencies and departments. These agencies are crucial because they can provide critical support during a crisis and can help the salon manage the crisis effectively.

**Local Government**

<b>Local Government Agency</b>	<b>Type of Agency</b>	<b>Phone Number</b>	<b>Address</b>
New Windsor Police Department	Police	845-565-7000	555 Union Ave, New Windsor, NY 12553
Orange County Department of Health	Health Department	845-562-9012	104 2 <sup>nd</sup> St, Newburgh, NY 12550

The third group is other government agencies. These agencies may be relevant during a crisis, they include the NYS Department of state, department of health, OSHA, and the EPA.

**State Government**

<b>State Government Agency</b>	<b>Type of Agency</b>	<b>Phone Number</b>	<b>Address</b>
NYS Department of State	Department of State	518-474-4429	123 William St, New York, NY 10038
NYS Department of Health	Health Department	866-881-2809	Corning Tower Empire State Plaza, Albany, NY 12237
OSHA Occupational Safety and Health Administration	Safety	800-321-6742	11A Clinton Avenue, Room 617 Albany, NY 12207-2355
EPA Environmental Protection Agency	Health Department	845-562-9012	290 Broadway New York, New York 10007-1866

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In case of a crisis at a hair salon in New Windsor, NY, it is important to have a list of stakeholders that can be contacted for assistance.

### Stakeholders

Company Stakeholders	Role	Name	Contact Info
Owner	CEO	Amy Sinarsky	(845) 784-6433
Employees	Provide Brand Support	Various	Via Amy Sinarsky
Clients	Provide Brand Support	Various	Via Amy Sinarsky

### IV. Facilities and Survival Kit

In the event of a crisis at Beyond Beauty Hair and Makeup Studio in New Windsor, NY, the crisis communication team will meet at the salon itself. However, if the primary meeting location is not feasible, the backup location is Owner Amy's house.

To ensure the team is fully prepared for any crisis, a survival kit is essential. The following is a list of items that should be included in a survival kit, along with the designated team member responsible for ensuring availability:

1. Crisis Manual - This document should include clear procedures and protocols for handling a crisis. The designated team member responsible for ensuring this item is available is the Chairperson.
2. Crisis Communications Manual - This manual should contain guidelines for communicating with the media, stakeholders, and employees during a crisis. The designated team member responsible for ensuring this item is available is the PR Manager.
3. Essential Telephone Numbers - This list should include contact information for key stakeholders, emergency services, and relevant authorities. The designated team member responsible for ensuring this item is available is the Chairperson.
4. Media List - This list should include contact information for all relevant media outlets. The designated team member responsible for ensuring this item is available is the PR Manager.

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5. Computer(s) - Computers are essential for communication, research, and accessing critical information. The designated team member responsible for ensuring this item is available is the Chairperson.
6. General Office Supplies - These supplies should include pens, notepads, paper, and other essentials required for documentation and communication. The designated team member responsible for ensuring this item is available is the Employee Liaison.
7. Radio - A radio is necessary for communication and to receive updates on the situation. The designated team member responsible for ensuring this item is available is the PR Manager.
8. Batteries - Batteries are required for the radio and other electronic equipment. The designated team member responsible for ensuring this item is available is the Employee Liaison.

By having a well-prepared survival kit, the Beyond Beauty Hair and Makeup Studio crisis communication team will be better equipped to handle any crisis that may arise.

## **V. Employee Media Policy**

At Beyond Beauty Hair and Makeup Studio, only four specific employees are authorized to speak to the media during a crisis. These employees are Amy Sinarsky, the owner, Hazel Bonet, the PR manager, Amanda Yannonne, the social media manager, and Caitlyn Mann, the employee liaison. All other employees are not allowed to speak to the media. If an employee who is not authorized is approached by someone from the media or the general public asking about the crisis, they should refer them to one of the authorized employees.

Regarding social media, Beyond Beauty Hair and Makeup Studio has a specific social media policy for employees. Employees are not allowed to post any information related to the company's business on their accounts without prior approval from the owner. Additionally, employees are not allowed to share any confidential or proprietary information on social media platforms.

All employees will be trained to ensure that they understand the Employee Media Policy as well as their expectations. This training will include an overview of the media policy, who is authorized to speak to the media, and what employees should do if they are approached by the media. Additionally, the training will cover the social media policy and the consequences of violating it. Beyond Beauty Hair and Makeup Studio takes its media and social media policies seriously to protect the company's reputation and ensure that all employees are aware of their responsibilities.

## **VI. Messaging**

There are a few crises that could arise for Beyond Beauty Hair and Makeup Studio. Regardless of the type of crisis, good communication skills will be necessary to control the information approved to be released. Mass communications should include as much detail as possible regarding the incident.

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Some points to make clear are the following:

In the event of a crisis situation, Beyond Beauty Hair and Makeup Studio wants to assure our clients and the general public that our top priority is their safety and well-being. We understand that trust and transparency are essential during difficult times, and we are committed to keeping everyone informed throughout the process.

We have taken every precaution to ensure that our salon is a safe environment for our clients and staff. Our team follows strict sanitation protocols, and we have implemented additional measures to prevent the spread of illness. We are closely monitoring the situation and following the guidance of health officials to ensure that we are taking all necessary steps to keep everyone safe.

If any concerns arise, we encourage our clients and the public to reach out to us directly. We will do our best to address any questions or issues promptly and transparently. We value the trust that our clients and the public have placed in us, and we are committed to maintaining that trust through open communication and a commitment to safety.

## **VII. Social Media Management**

The social media tools/sites that can be used for monitoring and communication during a crisis include Facebook and Instagram.

For monitoring, the company will assign Amanda, the social media manager, to monitor all the social media platforms mentioned above, including the company's website. The monitoring process should aim to identify any negative comments or feedback from customers or stakeholders that could harm the company's reputation. The person responsible for monitoring should also keep track of any rumors or misinformation related to the company circulating on the internet.

For communication, the designated person should use the same social media platforms to disseminate messages to the public. The company can use posts, tweets, and other forms of content to address any concerns or complaints raised by customers or stakeholders. The communication should be prompt, transparent, and reassuring. The designated person should also ensure that the company's website and other channels, such as email newsletters, are updated with relevant crisis communication information.

In conclusion, using social media tools/sites for crisis management can be a highly effective way to monitor and communicate during a crisis. Hazel, the PR Manager will oversee all social media efforts to ensure that the company's message is effectively being communicated.

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References:

Crisis Communications 102: What to Say and How to Say It. (2019)

<https://www.themuse.com/advice/crisis-communications-102-what-to-say-and-how-to-say-it>

Crisis Management Strategies: Successfully Managing Crises

[https://www.youtube.com/watch?v=WzzLKQ3\\_IAI](https://www.youtube.com/watch?v=WzzLKQ3_IAI)

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