



## DOES YOUR COMPANY CONTROL ITS REPUTATION?

### REPUTATION MANAGEMENT PREPAREDNESS ASSESSMENT

Score your company on these reputation management tools.

① = Does not exist    ② = May exist, isn't widely used    ③ = Exists and widely implemented

<p><b>MISSION, VISION, VALUES</b> We know why we exist, we've painted a picture for what the future looks like and we've defined the behaviors needed to achieve our goals.</p>	<p><b>COMMUNICATION CHANNELS AND TOOLS</b> We have mechanisms in place to communicate with our audience. Our website is up to date and has an online newsroom. We regularly use these channels and measure their effectiveness.</p>
<p><b>STRATEGIC PLAN</b> We have clear goals, objectives and timelines that direct our actions.</p>	<p><b>INFORMED EMPLOYEES</b> Our messages and stories are not a surprise to employees. They know our news before our customers or the media. They believe in our mission and know how to bring our vision to life.</p>
<p><b>BRAND PLATFORM</b> We use consistent language to describe our unique value and what we stand for. This language is backed by research, is documented and used by all.</p>	<p><b>SOCIAL LISTENING</b> We regularly monitor chatter online for important keywords or phrases. We know what is being said about us online and act on this knowledge.</p>
<p><b>GRAPHIC STANDARDS</b> Our graphics reinforce our brand platform and bring it to life. We have defined and documented our design style and use it consistently.</p>	<p><b>CONSTANT STORYTELLING</b> We regularly share stories with our audiences and the media. We tell our stories using video, social media and email, post them to our website, and build relationships with journalists.</p>
<p><b>AUDIENCE DEFINITION</b> We understand the differences in our audiences: what they know about us, what they care about and how they like to communicate with us. We refer to this list when planning new initiatives.</p>	<p><b>PARTNERSHIPS</b> We have strong relationships with influential organizations and people outside of our organization. They are aligned with our vision, are kept up to date, and carry our messages to others.</p>
<p><b>KEY MESSAGES</b> We have an easy-to-remember script that sums up our mission, vision, values, company goals and brand position.</p>	<p><b>LEADERSHIP SUPPORT</b> Our leadership supports communications as an integral part of organizational success. They allocate funds to keep these tools up to date.</p>
<p><b>TRAINED SPOKESPEOPLE</b> We know who will speak for the company when called upon. They are well versed in our key messages and trained to handle questions from the media.</p>	<p><b>CRISIS COMMUNICATIONS PLAN</b> We have a plan in place that outlines possible crisis scenarios and accompanying action plans. Our team is trained to act, and we review and refresh it annually.</p>

*Less than half of companies today have plans in place should they be faced with a reputation crisis.*

## HOW DID YOUR COMPANY DO?



Maybe you're just getting started or you've been lucky to-date, but reputation management and crisis communications preparedness have not been a priority. By having just a few of these in order, you will be better suited to prevent and prepare for a reputation threat or crisis. To set up your free 1-hour consultation, email [results@kanecommgroup.com](mailto:results@kanecommgroup.com).



Your company understands how important it is to have some of these critical practices in place. Competing priorities may keep you from tending to the full list or keeping materials up to date. Sometimes it helps to have an outside voice to help prioritize. We can help with a free 1-hour consult. Email [results@kanecommgroup.com](mailto:results@kanecommgroup.com) to set it up.



Very few companies today are as prepared for a reputation threat as yours. Take pride that you are ahead of the pack. We're gathering insights and lessons learned from companies like yours to feature in a new content series. If you'd be willing to share your journey through reputation management with us, email [results@kanecommgroup.com](mailto:results@kanecommgroup.com).

## Success is where preparation and opportunity meet.

Kane Communications Group is a results-driven public relations and marketing firm. Our clients come to us with their problems and it's our job to solve them. We start by conducting research, and then define brands, develop strategic plans and craft stories for organizations that do more than generate attention; they achieve business goals.

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