



# CARRIE HULSEY

Reputation Management and Crisis Communications



SURPRISE





# THE INFORMER



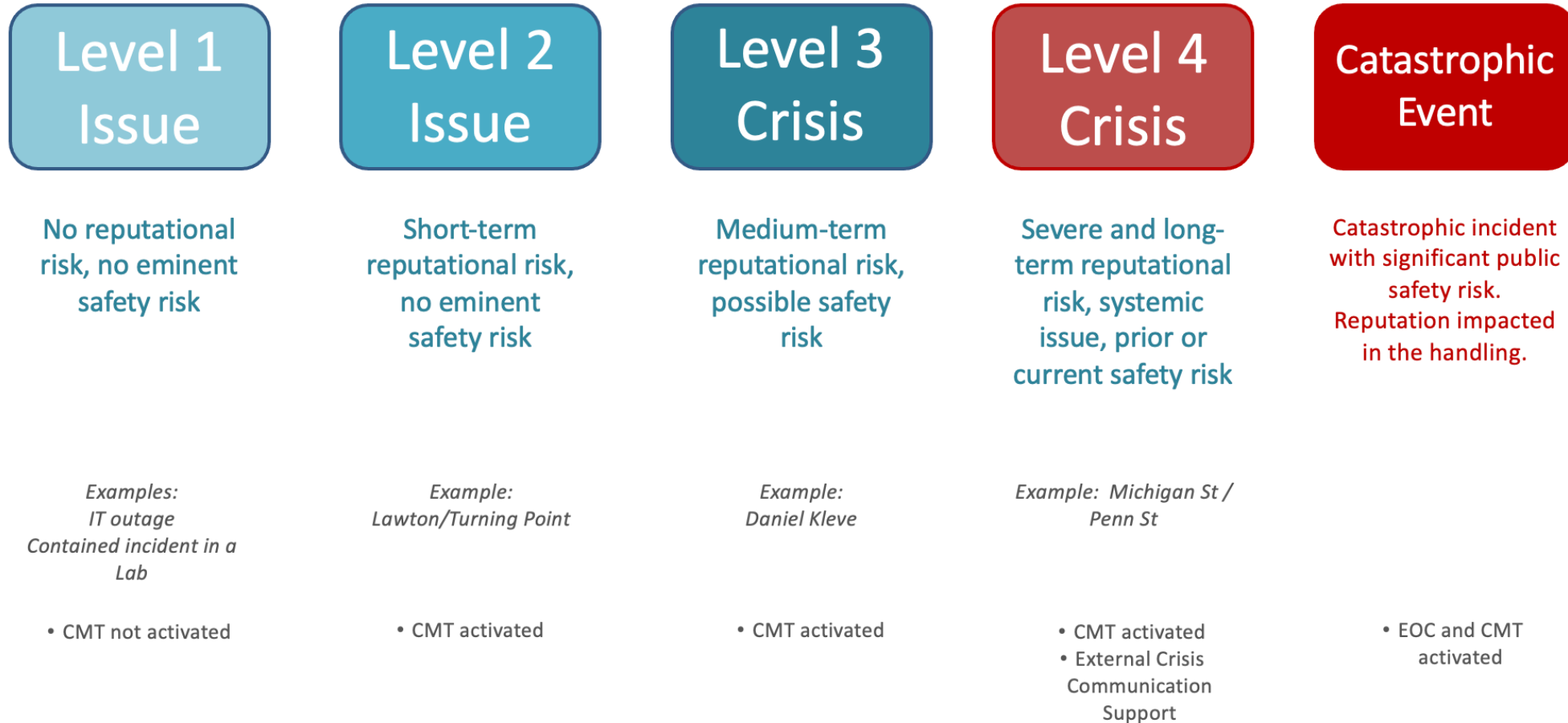


# LESSONS LEARNED

- Experience and Prospective
- Relationships Matter
- Correct Lane
- Be Reliable
- Various outcomes/motives

# Issues/Crisis Escalation - Activation

*This is not an exact science, and few issues will fit neatly into a box. This serves as a way of thinking about the genuine severity of the issue, the level of reputational risk and the support needed to manage it.*







# COVID-19 Related Expectations and Non-Compliance

...L community to assume personal responsibility for their health and safety, we understand that mis...  
...ights with compliance may occur. We understand that these “new norms” are significant in a person’s day-to-day activity and sometime...  
...to keep up with the changes. In most cases, issues with compliance will be addressed with care, understanding, and information sharin...  
...rching goal is to keep our campus safe and healthy. We need your help. We need everyone to comply with all university COVID-19 relate...  
...tations for behavior.

...embers of our university community are expected to protect themselves and one another by following the expectations outlin...n the...  
[rusker Commitment:](#)

...racting proper hand washing and respiratory etiquette (e.g., cover my cough)

...elf-monitoring for symptoms of COVID-19

...upporting my overall wellness

...earing an appropriate face covering

...omplying immediately with university testing requirements

...aintaining appropriate physical distancing in daily interactions

...taying home if sick with COVID-19 symptoms or known close contact with someone who has tested positive for COVID-19 exis...

- Participating in testing and contact tracing as necessary and directed
- Cleaning and disinfecting those areas under my control
- Being supportive and sensitive to anyone around me who may be troubled or struggling

More than  
30,000 emails

# Reputation & Emerging Issues

ANYTHING AND EVERYTHING

- Customer service
- Facilities and Maintenance
- Employee Behavior/Outside Activity
- Misinformation/Disinformation
- Social Media Use
- Data Breaches/Cyber Security
- Climate/Environmental Issues
- Political Environment
- Resources  
(Customers/Employees)
- Community Engagement

# TRUST THROUGH TRANSPARENCY

The reputation you have today impacts how stakeholders react to your response and your response impacts the reputation you have tomorrow.