



# **The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age**

*Jane Jordan-Meier*

[Download now](#)

[Click here](#) if your download doesn't start automatically

# The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age

*Jane Jordan-Meier*

**The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age**  
Jane Jordan-Meier

From the Japanese tsunami and the Egyptian revolution to the Haitian earthquake and the Australian floods, social media has proven its power to unite, coalesce, support, champion, and save lives. Presenting cutting-edge media communication solutions, **The Four Stages of Highly Effective Crisis Management** explains how to choose the appropriate language and media outlet to properly convey your message during and after a crisis.

Unveiling the secrets of how to manage the media in a crisis, the book examines how rapidly evolving social media and Web 2.0 technologies have changed the crisis management landscape. It illustrates the four distinct stages of media reporting during a crisis and details the information that must be provided. The author provides readers with a wealth of helpful tips and tools—including guidelines, checklists, and case studies that illustrate best practices in crisis media management. Divided into five sections, the book:

- Examines how the kingdom of news has changed and considers the new hybrid model that is emerging
- Identifies the four distinct stages in which both old and new media report a crisis
- Addresses the use of spokespeople according to the four stages, as well as when to use the chief executive officer
- Discusses media interviews, including how to handle news conferences, bloggers, and the importance of media training
- Considers the communication aspects of crisis management—including how to harness the power of Facebook, Twitter, YouTube, Digg, Wikipedia, Flickr, and social media releases

The book's resource-rich appendices include a checklist for briefing a spokesperson, sample media release, a step-by-step flowchart for creating a crisis communication plan, and social media policy guidelines. Complete with a detailed guide on what tools to use and when to use them, this book provides the techniques and understanding required to communicate effectively and avoid any potential bad press and embarrassment that could result from information mismanagement.

Jane Jordan-Meier was interviewed about leadership in a crisis and the stages of a crisis in the wake of the Murdoch phone-hacking scandal. She also discusses crisis management planning in *The Sydney Morning Herald* and in *Daily Ovation*. She was interviewed in August 2011 by *Globe and Mail*.

Discover more about the book, including a video of the author explaining how to turn media questions into gold and visit [smallbusinessadvocate.com](http://smallbusinessadvocate.com) for a series of recent interviews.

Jane Jordan-Meier appeared in a video interview with Crisis Manager Melissa Agnes on July 3, 2012.

 [Download The Four Stages of Highly Effective Crisis Managem ...pdf](#)

 [Read Online The Four Stages of Highly Effective Crisis Manag ...pdf](#)

## **Download and Read Free Online The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age Jane Jordan-Meier**

---

### **From reader reviews:**

#### **Frances Carlton:**

Why don't make it to become your habit? Right now, try to ready your time to do the important take action, like looking for your favorite e-book and reading a reserve. Beside you can solve your long lasting problem; you can add your knowledge by the publication entitled The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age. Try to make the book The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age as your good friend. It means that it can to get your friend when you sense alone and beside that course make you smarter than previously. Yeah, it is very fortunated for you personally. The book makes you more confidence because you can know anything by the book. So , we need to make new experience along with knowledge with this book.

#### **John Enriquez:**

As people who live in the actual modest era should be revise about what going on or information even knowledge to make them keep up with the era which can be always change and make progress. Some of you maybe can update themselves by looking at books. It is a good choice for you but the problems coming to anyone is you don't know what kind you should start with. This The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age is our recommendation to cause you to keep up with the world. Why, because book serves what you want and need in this era.

#### **Brian Street:**

A lot of people always spent their own free time to vacation or maybe go to the outside with them household or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity this is look different you can read any book. It is really fun in your case. If you enjoy the book that you just read you can spent 24 hours a day to reading a reserve. The book The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age it is rather good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. Should you did not have enough space bringing this book you can buy often the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not very costly but this book possesses high quality.

#### **Kyle Gill:**

The book untitled The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age contain a lot of information on this. The writer explains the girl idea with easy means. The language is very straightforward all the people, so do not worry, you can easy to read this. The book was published by famous author. The author provides you in the new time of literary works. It is possible to read this book because you can read more your smart phone, or program, so you can read the book in anywhere and anytime. If you want to buy the e-book, you can open up their official web-site and order it. Have a nice

read.

**Download and Read Online The Four Stages of Highly Effective  
Crisis Management: How to Manage the Media in the Digital Age  
Jane Jordan-Meier #J6CKSLFIE42**

# **Read The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier for online ebook**

The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier books to read online.

## **Online The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier ebook PDF download**

### **The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier Doc**

**The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier Mobipocket**

**The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age by Jane Jordan-Meier EPub**