



THE ROLE OF CYBER SECURITY IN PUBLIC RELATIONS



SUMMARY

GLOBAL ISSUES

PRE-EVENT • MID-EVENT • POST-EVENT

“It takes many good deeds to build a good reputation and only one bad one to lose it.” – Benjamin Franklin

European
Communications
Convention



PRE-EVENT



DUE DILIGENCE • DUE CARE

CRISIS COMMUNICATION PLAN

- COMPANIES VULNERABILITIES
- GENERIC RESPONSE FOR EACH RESPONSIBILITY
- CRISIS CAPTAINS & COMMUNICATIONS TEAM
- DEDICATED CRISIS PHONE LINE
- IDENTIFY THEFT SERVICES (OUTSOURCED) TO CUSTOMERS

“Treat PR security like insurance—invest before a crisis—not after”

TRAINING

- CYBER AWARENESS
- EMPLOYEE / STAFF TRAINING
 - UNTRAINED EMPLOYEES CAN CONTRIBUTE TO PR DISASTERS
- PLAN DRILLS & EXERCISES

“A well-considered response can limit legal/regulatory exposure as well as reputation impact”

MID-EVENT



TRUTH • TIMING • TRANSPARENCY

TRUTH

- DON'T LIE, DON'T HIDE; OWN THE BREACH AND THE SOLUTION
- SECURITY VS. PROTECTION
- NO SHAME IN BREACHES! CRIMINAL ACTIVITY IS NOT THE FAULT OF THE ORGANIZATION—LACK OF DUE DILIGENCE AND DUE CARE IS!

TIMING

- **NOT TOO SOON (GATHER ALL INFO)**
- **NOT TOO LATE (CUSTOMER CONFUSION)**
 - **CLOSE COMMUNICATION WITH IT DEPT**
 - **24-36HRS**
- **RELATION? SOCIAL MEDIA IMPACT**

TRANSPARENCY

- **STAFF / EMPLOYEES**
 - Uninformed employees can contribute to PR disasters
- **CUSTOMERS / CLIENTS**
- **STAKEHOLDERS AND AUTHORITIES**
- **TEAM**
 - PR / Human Resources / Legal
- **UPDATES**
 - Micro website and e-mail distro lists
 - Do not promise
 - Limit updates—build trust, not fear

POST-EVENT



DOCUMENTATION

- **DOCUMENT INCIDENT**
- **DISCUSS LESSONS LEARN**
 - **CRISIS COMMUNICATION TEAM**
- **UPDATE CRISIS COMMUNICATION PLAN**

RECENT PR/IT DISASTERS

- **YAHOO MEGA BREACH—1B ACCOUNTS**
- **SONY—(77M ACCOUNTS / 7 DAYS TO RESPOND/ LOST CUSTOMERS TO MICROSOFT**
- **U.S. PRESIDENTIAL CAMPAIGN (HILARY CLINTON)**

CROSS-TRAIN

- **Combine disciplines / cross-train**
- **Continuing education**

CONCLUSION/SUMMARY

- **PRE-EVENT**
 - CRISIS COMMUNICATION PLAN
 - TRAINING
- **MID-EVENT**
 - TRUTH
 - TIMING
 - TRANSPARENCY
- **POST-EVENT**
 - DOCUMENTATION
 - RECENT PR/IT DISASTERS
 - CROSS-TRAIN

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