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convenience retailers to quickly communicate information to their customers, especially during a crisis. During the COVID-19 pandemic, for example, Facebook has been cited as the delivery method of choice for many convenience retailers to communicate with customers their ...

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5. Crisis communication plan: Create a

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crisis communication plan for a specific organization, using the steps and guidelines identified by Kathleen Fearn-Banks, taking into consideration audience and context. This assignment is worth 40% of the total 500 course points or 200 pts, and is group based, meaning everyone receives the same grade.

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Individuals communicate with the news
media, employees and consumers in
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Communication is key in making sure
prevention of the crisis can happen.
Notifying the key personnel of an

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organization, as soon as possible, can help alleviate any pressure they're feeling from the crisis. If the organization can know about the crisis before their public(s), it will give them time to make preparations for the crisis.

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