



DELTA UPSILON

INTERNATIONAL FRATERNITY

CRISIS COMMUNICATIONS TIPSHEET

In the event of a crisis, International Headquarters is prepared to assist your chapter in a number of ways, including crisis communications management. When an incident occurs, your chapter must inform IHQ via the Incident Report Form on www.deltau.org. Should the need for crisis communications assistance be needed, IHQ will work directly with your chapter.

Throughout the crisis management process, it is important to maintain a clear, consistent message. This not only helps to avoid confusion, it aids in the obtaining due process for all involved. Pressing the “pause” button to obtain all information, and having one official spokesman is always the best course of action.

HOW TO DEAL WITH THE MEDIA

- The Delta Upsilon Executive Director serves as the official spokesman of the Fraternity. In times of crisis, all official comments will be made through IHQ unless otherwise noted. In those instances, the Chapter President will serve as the official spokesman.
- When approached by any member of the media (student journalists included), inform Director of Communications Ashley Martin Schowengerdt immediately at ihq@deltau.org.
- When approached by the media, never say “No Comment.” This alludes that there is something to hide.
 - The best response is to say: “Thank you for reaching out. Please contact our International Headquarters for any comments.” Direct them to the Director of Communications.
 - It is also acceptable to simply ignore the media. If approached in person, you can simply walk away without speaking or making gestures.
- Media is not allowed on chapter property without permission. However, media is permitted on public property including sidewalks and streets.

OTHER TIPS

- In some cases, a chapter and/or individual members may want to make additional statements to defend themselves. This is not advised. Such statements are often made out of anger and frustration and can do more reputational damage than if no statement was made. This includes verbal or written statements, text messages, social media posts, signs, banners, clothing, etc.
- When discussing the situation or sharing information with the chapter members, it is best to do this in person or over the phone. Emails, letters, social media posts and text messages can be saved and sent to the media.
- Members can discuss the situation with one another, but it is advised not to share information with non-members. Media often report news second hand, fueling the rumor mill.
- Media will often look to members social media for clues or soundbites. Anything posted online is public record and can be used and attributed to the owner. Do not post about the crisis, in vaguely, as it may come back to harm the chapter and due process.
- Make sure chapter house staff also know not to speak to the media or allow media inside the chapter facility. This can include, maintenance workers, cooks, housekeepers, etc.
- IHQ will work with chapter leadership/advisors to inform alumni and parents if necessary.

International Headquarters has trained staff to aid in all situations. When necessary, IHQ may also utilize the support of the North American Interfraternity Conference’s public relations counsel.